WEA, Carrere Deal Agreed

London - The much-rumoured deal between WEA International and France's Carrere Records has been consummated. It is being called a joint venture, in which WEA International will market the Carrere label worldwide, and Carrere will operate alongside WEA Music France in signing and developing local talent.

PolyGram's Next Roi

Breaks From The Past

by Adam White

The next worldwide super-star of PolyGram, Alain Levy, will also be its youngest and the first to have worked for a major competitor. In addition, the 45-year-old Frenchman is seen as more music oriented than predecessors David Fine and Jan Timmer.

Virgin, Island Buy Into Oui FM

Paris - Virgin France and Island Records have moved into music radio with a substantial stake in a small Parisian rock station, Oui FM. The record companies will make a combined initial investment of around Frf 6 million (app. US$ 13 million) - Frf 3 million each - convertible into shares after a year, and are each expected to eventually hold between 15% and 20% of Oui FM's total share capital.

The once and future king, PolyGram president/CEO David Fine (right) seen with his newly-named successor, Alain Levy, during the company's senior management conference in the Bahamas. Levy takes over the top slot next January.

Walters Looks To Future At IM&M

Pan European broadcasting is unlikely to become a significant phenomenon by the year 2000, certainly not by land-based transmitter, according to IM&M key-note speaker Colin Walters.

Walters, who is CEO of the UK consultancy firm Laurel Benedict, says that despite the increasing links between radio operators across Europe and the prospect of the single market, he does not expect the Europeanisation of radio to be as comprehensive as some observers believe.

Among the reasons Walters cites are a low tolerance to foreign-language broadcasting, the difficulty in clearing a sufficient number of stations for cross-border syndication, governmental regulations and the lack in flexibility of a satellite-transmitted service.

However, Walters does believe there will be an increase in cross-border ownership and German-language broadcasting. For more details see page 4.

CONTENTS

Directors Quit Troubled KFM

1KFM has suffered a second Manchester grizzly

Baden-Wurttemberg To Get Private Broadcasting

German radio needs to be changed

Euromusique Goes For Musique Plus

Cardinal de Rohan MTY rival

RTL 105 Increases

Canadian deal targets central France

Zappa Looks East From West

"This isn't a revolution to buy stations, it's an adaptation"
Poor Sales Blamed For Belcanto Cuts

Phone, (414) 841-8114, Fax: (210) 841-8045, Merril Wasserman.

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Looking Forward To Radio Europe 2000

To coincide with this week's International Music & Media Conference in Amsterdam, keynote speaker Colin Walters gave an overview of his address titled 'Radio Europe 2000'.

PolyGram Next Roi (continued from page 4)

Philips. In his future capacity as supervisory board chairman, Fine will succeed Jan Timmer. In July, Timmer becomes president of Philips.

Regarding as tough and sometimes abrasive executive, Levy has been a key player in developing and executing PolyGram's recent acquisition strategy. Just as importantly, he has built its French unit into a US $350 million powerhouse - the largest operating company within PolyGram - since joining from CBS France in 1984.

At present, Levy is acting CEO of PolyGram's US division and working on its total reorganization. He said he will keep a CEO position in the US holding company and be very active in its operations. "You can't run a multinational like PolyGram without a thorough knowledge of the US." Levy declined to say whether or when he would appoint a CEO for PolyGram France. In recent months, he explained, he has been "running the French company by phone" between 6:30 and 7:30 am from his New York apartment. Levy said his operating philosophy is to allow his executive team complete autonomy. "I tell them just do not bother me. This is how people grow." Known to be uncomfortable talking to the media, Levy commented that in future he would prefer to see "a bit less focus on the industry's executives being stars and more on the artists." He added, "Negotiating a deal is talking to lawyers, but it is also talking to artists. You have to understand artists!"

Asked to comment on the fact that he will be the first PolyGram chief to have worked at a competition, Levy cracked: "If you expect me to thank them..."

Levy was employed by CBS in Europe and the US for seven years before being named MD of its French affiliate in 1975. He left in December 1984 to become CEO of PolyGram's French company. He was named executive VP of PolyGram International in 1988. Discussing the transition, David Fine said he felt it was more appropriate for an executive of Levy's age to be running a worldwide music company in the 90s.
When Frank Zappa, who is better known for his anti-establishment views than for entrepreneurial exploits, recently emerged as an East-West wheeler dealer, IM & MC decided to bring him aboard this year’s conference as a keynote speaker. His topic, Rock Around the Bloc, promised to enlighten registrants with his experience in doing business in the East. Unfortunately, illness has forced Zappa to cancel his address. Unable to deliver the man himself, Music & Media interviewed him so that conference delegates will not be denied his thoughts on the subject. The interview was conducted at Zappa’s Hollywood Hills home by Lee Ziff, Billboard’s former editor and publisher.

Q: You have the image of being quite an authority on Eastern Europe, how did this happen?
A: I’ve been to the Soviet Union five times and to Czechoslovakia once. I wouldn’t say that makes anyone an authority but that’s five times more than my next-door neighbor. The first time I went was just as an anthropologist; I just wanted to see what was really going on. I didn’t go there to play. I didn’t have an instrument with me, I didn’t have a concert engagement, I didn’t have any business deals either. But, by the time I finished my first week there, I’d already started making deals.
Q: Will you be spending more time over there?
A: Yes, once my health problems clear up.
Q: Will you be exploring entertainment deals?
A: No, I’m not interested in that. I find it more interesting to talk with a guy from a tractor company than a record label. The tractor helps clear land and grow food. Everybody is always ready to be entertained but if you want a stable world you have to rely on things which generate political stability. What makes things stable, food or rap records?
Q: What opportunities do you see for the entertainment business in Eastern Europe?
A: You’ll face a lot of problems in the entertainment field over there. Most of us in the West are shortsighted. We want profit right away. You’ll get paid in soft, non-convertible, currency. Booking a concert there means you won’t get paid for the performance. Other business people with products to sell or consumer goods to develop will be more likely to take the risk to establish themselves in a market. Little or none of the business I’m doing there is related to entertainment. Aside from soft currency, Western investors face the basic problem of dealing with individuals who simply lack business knowledge. The people in the East have been living under a system that for years would not allow investment. They don’t know the basic business terms we use in the West. You have to be prepared to be patient and give them some basic business education on the spot while you are dealing with them.
Q: Are the East European countries moving too fast to adopt Western methods?
A: It depends. I think the Soviet Union is moving too slowly. Other countries are progressing at about the right pace, although some of their people in their impatience contend that they too are dragging their heels.

In Czechoslovakia, for example, there’s debate within the government as to how fast the economy should be changed. If they take the fast route, as they attempted in Poland, then it’s going to mean unemployment and hardship. There are those who have seen what’s happened in Poland and fear fast change.
Q: Did Poland falter in its efforts to get going?
A: Poland is a different situation. Their economy is in such a state of collapse that people have decided to leave for a chance to make a living. It’s like a species of mass suicide. People are leaving for better living conditions. But, by the time I finished my first week there, I had already started making deals.
Q: How do Eastern Europeans view those Western firms that come over?
A: That depends on who you talk to. There are some in government who worry about large Western companies coming in virtually buying their country, changing their culture. There are others who are not that concerned. They would be inclined to say “sure, just as long as you bring cash!”
Q: What has been your experience in dealing with Eastern Europe?
A: Their lack of knowledge in business procedures and the language of business is a primary hurdle to overcome, particularly in the Soviet Union. They have exaggerated expectations of what doing business with a Western firm will bring them. They think that just because they sign a letter of intent to do a deal that this means instant millions.

Sometimes you have to explain to them the way things really are and hope they understand. This is what I’ve found in serving as a consultant and a matchmaker for people over there looking for a Western partner or a Western business that wants to take a product into Eastern Europe. Of course, I get paid a finder’s fee for putting the deals together.
Q: What aspect of Western music and media have you found Eastern Europeans most interested in?
A: You’d be surprised at the sophistication of some of the rock presentations in the Soviet Union. For all the rest of the primitive state of their economy and the primitive state of their society, I’ve seen rock shows mounted there with lasers, smoke, lights, big sound systems, group lip-synching, the whole thing.
Q: How do they get the equipment?
A: The groups I saw were all government approved so they wouldn’t have any problems getting what they wanted. Furthermore, the performance was for a TV special. There were 10 or 20 groups with each doing two selections. They were all well rehearsed, dancing, singing, performing with ease in front of the cameras. The audience appeared uninterested. Periodically, a few would stand up and shout “Yeah!” but they weren’t dancing. There was a noticeable lack of excitement. The people in the East are very used to their entertainment. They have a different style of living where they prefer to have a real experience as opposed to a cultural experience. They want to be entertained but at the same time, they want to be educated and understand the Western way of doing things.
Q: How do you feel about your experience in Eastern Europe?
A: I think it was a very enriching experience. I learned a lot about the way things are done in the East. I’ve gained a new perspective on the way things are being done in the West. I think it’s important for people in the West to understand the differences between the Eastern and Western worlds if they want to do business in the East.

...a California dream come true...

New CD, LP, Cassette featuring the U.S. Top 20 single ‘Hold On’

IM & MC KEYNOTE

Zappa Looks East From The West

When Frank Zappa, who is better known for his anti-establishment views than for entrepreneurial exploits, recently emerged as an East-West wheeler dealer, IM & MC decided to bring him aboard this year’s conference as a keynote speaker. His topic, Rock Around the Bloc, promised to enlighten registrants with his experience in doing business in the East. Unfortunately, illness has forced Zappa to cancel his address. Unable to deliver the man himself, Music & Media interviewed him so that conference delegates will not be denied his thoughts on the subject. The interview was conducted at Zappa’s Hollywood Hills home by Lee Ziff, Billboard’s former editor and publisher.

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...a California dream come true...

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What advice do you have for companies wanting to break into Eastern Europe?

Q: If you are a record company and you want to bring product into the Soviet Union the first thing you should do is have a discussion with Stas Namin. You have two choices when doing business there: you either go with the government because they own everything or you go with the entrepreneurs. If you get into an entrepreneur who doesn't know what he's doing then you are in trouble. Stas knows what he's doing and my advice would be for record companies looking for a distribution deal to contact him.

It's different elsewhere in Eastern Europe. There is a company in Vienna called Gludus which is now distributing future rock in Poland and Romania will be all part of the original KFM team.

Another Manchester commercial station has been rocked by financial rows. KFM MD Charles Turner and technical director Pete Parraud have left the board just three months after the station came on air.

Chairman Sydney Friedland is trying to raise additional funding for the station and is bringing restructuring under management and programming advice from neighbour's station Radio Sloto in Stock.

A third director, David Maynard, also returned as part of a caretaker team along with sales director Bert Tatlock and accountant Geoff Jones.

KFM's problems have just come after another local station, Sunset, is recovering from boardroom upheavals that saw MD Mike Shaft sacked and then reinstated. In both cases the problems were caused by lack of advertising revenue.

Q: Which countries do you believe offer the best opportunities?

A: Czechoslovakia and Hungary. Hungary started early but East Germany is developing very fast. Poland and Romania will be the next.

Q: What would have been your main message in your keynote address?

A: If there are Eastern European artists attending the conference I would tell them not to base their expectations about the Western music business on pure fantasy. The business in the West is corrupt. Success here is not based on merit or artistic value. It is based on payola. It is based on the same kind of bureaucratic corruption that was to be seen under communism in the East. The West pretends to be good and to give awards for things that are excellent when in reality those things are pure shit.

I would tell them you must understand when signing that big contract with a Western company that their records will not be played unless they do these things: give the person drugs or give the person money otherwise your record will go nowhere. Never concur with the shit that comes out through the record companies in the West. It is product, not art. Nothing is signed unless some guy taps on his calculator and figures out the sales potential of the product.
Record Half-Year Profits For Metro And Clyde

As UK advertising revenue slows down and radio stations in the south warms of downtowns, Newcastle's Metro Radio and Glasgow's Radio Clyde have announced increased profits of 35% and chairman Lord Elliott says that the increase would have been even greater if Easter had fallen in March again. April advertising revenue is 50% up on last year. Metro Radio Group's three stations - Metro, GNR and the AM split launched a year ago and TFM in Stockport - have increased their share of all radio listening in their transmission areas to 47% compared with BBC Radio 1's 21.3%. In addition, 54% of the adult population of the North East and North Yorkshire listened to Metro Radio Group's programmes for more than 16 hours a week, the highest figures in the UK network. Programme controller Giles Squire says there is no secret to their successful recipe. "I think we do it better than anyone else, that's all. It's the whole package, not just one stunt, that makes people listen to us."

"We know when to format and when not to. And we are careful about how we market ourselves and sequence our programmes. We've held our own against the competition and now we're exploiting the trend and now we're exploring the local economic boom. We have TV-type ratings and we're charged to advertise on TV. It's as simple as that."

Squire is not worried by the imminent arrival of North East incremental station Wear FM, nor FM ether. "I think we will be hard to beat in our terms." Discussions with Radio Forth about a possible acquisition have been abandoned but Metro is still looking for further acquisition possibilities and recently bought 50,000 shares in Yorkshire Radio Network.

Radio Clyde's pre-tax profits of £1.2 million includes the company's share of profits from North Of Scotland Radio from its acquisition in December 1988. And Clyde points out that if North Sound's profits had been included in last year's results the increase in profit would have been 18%.

Advertising revenue from both stations has increased by 9% over last year and although the company warns against predicting results for the whole year in the current "volatile" atmosphere, it says that revenue for April "shows satisfactory growth."

Pop Kamm Dates Announced

The second annual Pop Kamm conference will be held in Cologne on August 10-13 and will include a series of discussion panels and workshops on the music and media industries, as well as exhibitions by major and indie labels. Organiser Dieter Gorny, from Rockbauer North Rhine-Westphalia, is confident that last year's attendance figure of 1,400 will be topped and describes the conference as an international forum for the national market.

Gorny also expects a large turnout of representatives from East Germany. "There are many people in the GDR who are attempting to establish their own record labels, publishing companies and tour agencies, and there is a great need for information."

Pro Radio 4 Gains Court Order

Pro Radio 4 MD Klaus-Jürgen Hoffloz has won the first round in his battle against the decision by the Rhineland-Palatinate media authority (LPR) to allow only one statewide private station.

An administrative court in Neustadt has issued an order allowing Radio Pro 4 to continue its daily broadcasts from 13.00-16.00, despite the LPR's decision to give Ludwigshä illicit RPR the sole 24-hour license.

The order was based on the court's recognition of the invest- ment in studios facilities, programming and personnel made by Pro Radio 4 shareholders, which it feels should not be endangered by the LPR's decision.

However, RPR's chief editor Dieter Maurer, says the station, which recently increased its staff, still intends to be on the air 24 hours per day from June 1.

Phonom Film Selects a New Form of Cinema Advertising

Phonom plans to experiment with a new form of cinema advertising in July as part of its search for new techniques. A&R manager Aki Hempel says the video for Candy-On, a single by the band Bond which is included in its current LP Safari, will be shown in full in six cinemas in Munich and four in Berlin.

In the past, most cinema advertising has only featured cuts from clips. "We have prepared the presentation as if it was a short film preceding the main feature and not as an advert," Hempel explains.

"We know when to format and when not to. And we are careful about how we market ourselves and sequence our programmes. We've held our own against the competition and now we're exploiting the trend and now we're exploring the local economic boom. We have TV-type ratings and we're charged to advertise on TV. It's as simple as that."
Baden-Wurttemberg To Get Statewide Private?

The Baden-Wurttemberg government has given the go-ahead to statewide private broadcasting. The decision, which is subject to a parliamentary vote, means that the state's media law may have to be changed.

Government spokesman Manfred Zach says the state's 20 regional private radio stations, almost all of which are in financial difficulty, would be allowed to broadcast a unified programme on a statewide basis under the government's proposal.

However, according to the Bavarian state media authority (BLM), during which it announced its decision to allow advertising to be included in maintaining programming.

There are about 70 private stations in Bavaria which, according to last year's media survey, are well accepted by their various audiences but have failed to develop sufficient advertising revenue. The BLM's decision aims to ease the financial difficulties faced by these stations, by using a similar model to that used in North Rhine-Westphalia.

At the meeting, Gong and Radio SAT 2000, which supply several stations with international news and night-time programmes, put forward independent proposals. However, the Gong proposal was preferred by most local broadcasters, which has no private broadcasting. Baden-Wurttemberg is the only federal state without a statewide private station.

Wolf-Dieter Ring is also concerned by the continuation of public broadcasting, which is being endangered by the continued expansion of public stations. Ring says private stations face unfair competition, and critics of public broadcasting's expansion in programming, technology and advertising. About 70% and 80% of all TV and radio advertising is being endangered by the government's proposal.

The Gong group, Radio SAT 2000 and the MBT are to form a new marketing service in Bavaria for small private local radios. The move follows a recent meeting of the Bavarian media authority (BLM), during which it announced its decision to allow advertising to be included in maintaining programming.

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Los Angeles Times
'Urban Dance Squad is more hip-hop than the Chili's funk.'

Backstage
'...aussi passionnant qu'un bon Hitchcock. Mental Floss... est le disque le plus excitant de ce début 1990.'

NME
'Mainman Rudeboy is a fine visual embellishment, rapping like a tycoon, bounding like a top-of-the-world Daley Thompson, he is Buster Bloodvessel nododistered into the Boo-YaaTribe. Urban Dance Squad are a monstrous live experience. Yup, they shall be giants.'

Melody Maker
'...it's an exciting, adrenal noise, big and dirty... Urban Dance Squad are real'

Music Week
'UDS achieve a direct hit, with their fusion of rap and rock... sounding like Public Enemy and Living in the Pocket.'

Mental Floss for the globe
CD LP MC incl. "Deeper shade of soul", "No Kid"

Rave
'UDS are as strong on stage as they are on record with a presence on vinyl that comes across like they are enjoying every minute of what they do.'

Rock This Town
'Urban Dance Squad maakt muziek waar al het moois van de afgelopen drie decennia in verenigd legt. De jaren '80 liggen wijd voor hen open.'

Stereo
'Plate des Monats' 'UDS klingen nie nach kunstvol und musik an zusammengestuikten Ideen anderer, sondern treiben mit der Essenz vorhandener musikalischer Zeichen den Crossover-Gedanken zu einem spannenden Höhepunkt.'

Muskir Expres/Sound
'Neben de Soul ist die Urban Dance Squad die große Überraschung des Jahres.'

Billboard
'...new and noteworthy - Mental Floss For The Globe Powerfull debut deploues what would seem to be the next frontr of rap music: a hip hop ryhter frontr a proer rock band.'

Wiener
'Die Holländische band UDS spielt die Pop-Geschichte rauf und runter. Des Erfolgs, Perfekter, tanzbarer Sound!'

The Times
'The most exciting release of the week comes courtesy of Amsterdam's Urban Dance Squad, an extraordinary mixed-race, Dutch, rock hip-hop collective.'

Radio Monte Carlo has added yet another string to its bow by signing a commercial deal with Marseille-based Radio Star, Radio Star, which broadcasts throughout the south of France, is now joining the ever-expanding MMC sale house.

Radio Star has stations in Marseilles, Aix, Toulon, Marseilles, Monaco and S Nice, and a target audience of 15-34 year-olds and a mixed format of pop, rock, top 50 and oldies. Approximately 40% of its format is French language.

Founded in 1982 by a management team which is still in place, present owner Baladram and station manager/programme director Patrick Cliona, Radio Star Manuels has been searching for a rewarding sales house deal for some time. According to a Radio Star spokesperson, the FM station will now be in a position to benefit from having found such a professional and experienced partner. But we do not expect to be forced to change our style or our programming as a result.'

The collaboration reinforces MMC's presence in the southern region of France, targeting the youth market as well as providing a potentially complementary partner for its existing FM station MMC Cote d'Azur. Radio Star, meanwhile, will now be in a stronger position to expand its existing network in the south. The agreement remains subject to approval by France's broadcasting regulatory body, the CSA.

French music channel Euromusique/MCM has taken another step in its challenge to MTV by linking up with French Canadian music channel Music Plus. The deal will include programme exchanges, co-productions, and the development of a joint network to cover Eastern Europe, Africa and Latin America.

Euromusique GM Francoise Thiellet: "The relationship between the two channels is just beginning, but together we have the will to create a music channel that will not be Anglo-American. It will be an alternative channel for audiences around the world, available for a potential 120 million French speaking viewers."

This move will also open the North American market to us. And I think that we will be in the Soviet Union before the end of the year." Euromusique is already available across Europe.

Executives from the two companies are planning to meet later this month to discuss practical developments and potential collaborations. Music Plus may even take a minority share in Euromusique, as an 1% shareholding, currently owned by the back BGP, is available for a foreign partner.

Jack Lang the French minister of culture, who has recently backed calls for a nationwide all-music TV channel, welcomed the announcement. He said it could lead to the development of a world-wide network promoting French speaking and European talents.

Skyrock Launches Top Dance LP
Skyrock is building on the success of its weekly club hit programme 'Top Dance' by launching a dance compilation of the same name. Due for release in July on Dia- mond/Arcade records, the LP will be backed by a Fr 4 million campaign including spots on TV chan- nels TF 1, Canal Plus and M6 and an intensive on-air promotion drive.

Audience reaction to the Satur- day night show, launched and co-ordinated by Thierry Savignac last September, has been so positive that it now enjoys an extended time slot of 19:00-22:00. According to Skyrocks programme director Laurent Bonnuelle 'Top Dance' is currently the leading Saturday night show on French FM radio.

Skyrock is no stranger to pro- moting compilations, having already been involved with the successful Boulverard des Hits, Annees 70s (sales 300,000), and most recently Les Tubers II. The track listing for Top Dance is still being finalised but is likely to in- clude Techno/Club, Black Box, Adik, etc

'Summertime on Top Dance LP will be backed by a Fr 4 million campaign including spots on TV channels TF 1, Canal Plus and M6 and an intensive on-air promotion drive.'

Virgin Soundtrack Gets Studio Backing
Virgin France has released a ma- jor soundtrack compilation to coincide with the Cannes Film Festival. The LP, featuring some of the most successful soundtracks of the 80s, is being backed by a TV marketing campaign estimated at Fr 2 million (app. US$ 360,000), and spots on FM station Skyrock.

Titled Studio after the con- sumer movie magazine which helped select the tracks, the compila- tion features the scores from 14 movies including Besson's theme for 'Merry Christmas Mr Lawrence', Gabriel Yared's 'Bert Blue' and 'Cooker's song for '9 1/2 Weeks' and the theme from 'Bagdad Cafe'.

Tracks are taken from Virgin's repertoire as well as other label's (M/M, Atel, Guemon and EMI). However, the LP will not be licensed to other countries due to geogra- phical limitations with the rights.

Jean-Paul Debin, Virgin special marketing manager-Radio "Radio is an essential element in the marketing campaign. We made a deal with Skyrock and they are running spots until the end of June. We work very well together, although they werent our first choice, but the first station we contacted took a long time to answer so we switched to Skyrock and do not regret it." Virgin has set a minimum target of 55,000 copies and initial orders of 30,000 have already been placed. The TV campaign, scheduled to coincide with Film Festival programmes on TF 1, Canal Plus, Antenne 2 FR 3, was delayed after the CSA forced Virgin to change the ad. Magazines and films are not being allowed to advertise on French TV and the CSA said the spot focused too much on Studio.
Bergamo-based station RTL 102.5 Hit Radio has increased its broadcasting area and can now be heard throughout central Italy, as well as in the north of the country. And the station says it is working on plans to extend its reach to southern Italy.

RTL 102.5, which is run by Lorenzo Ferraci and was launched in 1975, claims to be the only inter-continental radio station to broadcast on one frequency. Directly general Claudio Astorri: "State radio RAI can only operate with frequency changes and even try private broadcater [Rete 105] to have to use over 150 frequencies to target its 36-37 million listeners. According to the latest Mediametrie (July-December 1989) it has 129,000 daily listeners. A one per cent increase predicts a big increase when the next survey is completed in July. The amount of radio advertising spaces that are cluttered with thousands of local advertisers and you can't introduce local ads when you work on one frequency in several regions. We only accept national advertising." RTL 102.5 Hit Radio describes itself as a CHR station and targets a 17-35 year-old audience. According to the latest Mediametrie report (July-December 1989) its station had 129,000 daily listeners. The only statistics to give an accurate update are those prepared by Datamedia, but unfortunately Astorri aren't regarded as the official figures.

Rete 105 Scores Madonna Exclusive

Rete 105, the Milan-based private national radio station, has claimed a national exclusive for its pre-release airplay of the new Madonna album 'Vogue'. The station rotated tracks from the album each day from May 17 to 27 and publicised the exclusive through advertisements in leading newspapers La Repubblica and La Stampa. Rete 105 executive Edoardo Hamm said: "Our insert is an integral part of Tutto Musica E Donna's image change has already ignited the fires of consumer excitement in the US and throughout Europe in autumn last year." Meanwhile, Rete 105 has renewed its TV link with Silvio Berlusconi. The station previously produced music shows for Berlusconi's Italia I channel but stopped when rival broadcasters signed national advertising contracts with Berlusconi's Publiitalia advertising company. However, the station now has its own slot in the weekly after show "Musica E", screened on Italia 1 and Saturday 14.30 to 15.30. Station DJ Stefano Socchi also presents a short feature on TV every Thursday and Friday when it is an insert in the Berlussino-owned monthly magazine Tutto Musica E Donna.

EMLA Launches £ 500,000 Campaign

EMLA is spending a record £ 500,000 to market Fronte Del Polco, the new live double album by Vasco Rossi. Marketing director Franco Cabrini says it is EMLA's biggest marketing investment for a national act and claims that the figure has never been matched by a rival that is not an insert in the Berlussino-owned monthly magazine Tutto Musica E Donna. Franco Cabrini: "We always invest substantially in our national acts because we believe that it is better to recoup this investment through sales rather than advertising."

EMLA's nationwide billboard campaign marked the first phase of the exercise. This will be followed by a series of chart shows, a heavy TV advertising and press campaign. Rossi will promote the album personally with

Flemish commercial television station VTM has been accused of breaking the law governing TV advertising by the Council for Commercial Advertising.

The council, which was established in February, says VTM has contravened the conditions in three areas: the interruption of films and shows for advertising; the broadcast of advertising immediately before, during or after children's programmes; and the broadcast of advertising in quizzes and children's shows.

It is the first time that VTM has been officially accused of breaking the advertising regulations and the council has the power to sanction the station, or to pass the matter on to the courts and the Flemish cultural minister. If that happens, VTM could face a fine or even the withdrawal of its broadcast permit.

VTM's CEO Leo Neels says the station has no specific children's programmes and therefore could not be accused of interrupting them with advertising. And he said that the station's alleged explicit advertising during quiz shows is part of a sponsorship technique which is not recognised in Belgian law.

Meanwhile, Neels claims that French Belgian commercial TV station RTL107 interrupts films with advertising in the same manner. This has been accused of breaking the 1978 law. Neels also claims that a European guideline on this matter will become effective in 1991, will allow programmes running over 45 minutes to be interrupted for advertising.

VTM was expected to formally answer the council at press time and the council is expected to respond in the next month.

HDTV Spotlighted

The third chapter in BRT radio's image change has begun with the Flemish radio's first channel now called Radio 1 and again the public broadcaster is publishing the switch through a campaign organized by consultancy company Leaders Denovo.

The change took effect on June 1 and is part of a project to clearly define the identity of each channel and introduce new channels. Meanwhile, Radio 2 was renamed Radio 2, BRT 3 will remain on June 26.

Piet van Roe, director-general of BRT: "Radio 1 will have to provide the news fast and flexibly, with an eye for the human aspect." Radio 1's programming on June 1 featured a special edition of 'Neem Je Tijd' (aired daily from 16.00-19.00), which was broadcast live from Moscow. Presenter die had attended some concerts there and did interviews with artists, concert promoters and BRT's music department. We also had a look at Moscow's record shops and music stores. The whole programme was transmitted live from Radio Moscow's studios.

Seen.

The report was given to future Audiradio's are regarded as the official figures!" Since 1983, the value of Super Club's shares has jumped from Bfr 3.3 billion to Bfr 10.9 billion (app. US$ 90 million). Super Club, the Belgian-based music distribution company was scheduled to hold its annual shareholders meeting. Since 1983, the value of Super Club's shares has jumped from Bfr 3.3 billion to Bfr 10.9 billion (app. US$ 90 million). Super Club, the Belgian-based music distribution company was scheduled to hold its annual shareholders meeting. Since 1983, the value of Super Club's shares has jumped from Bfr 3.3 billion to Bfr 10.9 billion (app. US$ 90 million). Super Club, the Belgian-based music distribution company was scheduled to hold its annual shareholders meeting. Since 1983, the value of Super Club's shares has jumped from Bfr 3.3 billion to Bfr 10.9 billion (app. US$ 90 million).
El Ultimo De La Fila Prepare For NMS

El Ultimo de La Fila will appear at the New York Music Seminar in July and are likely to then tour the US, according to EMI UK MD Rafael Gil. The flamenco inspired pop/rock duo signed a deal with EMI worldwide in April, whereby EMI co-markets and distributes the band’s new Self-Titled Record label in Spain and markets and sells the band as EMI artists in the rest of the world. The London based band have complete creative control over their products.

Antenna 3 Radio Signs Portland Deal
Antenna 3 Radio has bought 10% of the shares of Portland-based Sociedade Indecente de Radiodifusao Sonora SA, owner of the broadcasting network Radio Nova. The deal represents Antenna 3’s first purchase abroad and deput CEO Olea Caballero says the company is “open to similar deals.”

Singles Albums

Single Of The Week: SALT ‘N’ PEPPA

Salt ‘N’ Peppa - Bad Boys

The debut LP from a band who back in August was being organised by Norwegian producer Frank Marstokk. The Stone, WC/DC, Cool and the Dead are among the acts bidding for one of the shares of Portuguese firm Antenna 3. A heads or tails to decide on the winner of the shares and it would be a hit or miss for the new band.

Previews

Radio Nova: El Ultimo de La Fila

The band, who were previously with Barcelona independent PDI, recorded English-language versions of eight of the tracks for the territories such as the US, Scandinavia and Japan, where the band has experienced success.

Indecent Obsession

Tell Me Something - MCR

Australia’s current teen idols sound like a cross between Level 42 and The Brotherhood Of Man. Meldromantic and unlikely to threaten New Kids On The Block’s present dominance of that market.

The Blue Aeroplanes

And Stones - Enges

A remix by Colin Haddad and Paul Borg makes this new wave band sound like Yello, a haunting baseline and a heavy beat, layered with atmospheric guitar riffs. A rock/dance cross-over that works well.

Big Country

Save Me - Phonogram

The single taken from Ewan’s first self-titled Record is a classy and sophisticated slice of pop. Great melody and a warm production reminiscent of Toto.

Hitchhike

I’ve Been Waiting For Your Love - ASL

The long-awaited follow-up to the front runners first single. LC is a classy and sophisticated slice of pop. Great melody and a warm production reminiscent of Toto.

Kommunity

King Lear - Demon

Kommunity’s album is scheduled for release in September. Pictured with the band are Planet Sin Reedm4Thott, who believe that once they are up to speed, they will put together programming that will appeal to the major licences.

Mr Fingers

What About This Love - FRR

The single combines slick, soft soul with a low-key dance beat, reminiscent of old EJ & F W electric guitars.

Wendy Ma Harry

All That I Got - AAM

Very good use of piano organ and vocals in this soft and laid-back AC tune that seems to be following "Secret Love" for late night programming.

Contemporary

Concrete Blonde

Bloodrrine - R&B

Concrete Blonde play garage, folk, rock & country which occasionally makes them sound like the Stooges, while some more reminiscent of Cowboy Junkies. Still, the production by the band and Chris Tagnrides is very up to date and creates a degree of unity out of this melting pot. The clean sound of a reactor with its lively punk which occasionally makes metal.

Steelheart

Winter - WEA

Steelheart are an acoustic stadium rock band at its best. The band look good and perform well and are already a hit in Japan. A good, clean production partly due to Bruce Dickinson, brings out the best in riffs and rockers and larger than life ballads. The band have current sales on the US and Europe, with Baruch behind them are still loyal to their roots. Bear Expression, Blak’s type band, are the frontrunner for the latter.

Women

LITTLE CAESAR

Little Caesar - Geffen

The Stones, Cult, AC/DC, GTO’s and Georgia Satellites all being mad when listening to this US station output. They say they can make Aretha Franklin’s Chair Off Sound like it was written by a Hell’s Angel and the rock ballet: In Your Arms is bound to take the charts by storm.

A House

I Want Too Much - Blac! (7" Nemo)

A House make pure, indie-style, semi-acoustic pop with deliberately untuneful vocals by Dave Cross. The band do add a good dose of weirdness to their songs, thereby creating a very personal style of indie pop. Interesting stuff from a post-Smiths type band.

M-Dub

L.A. Dub It’s A Thing, L.A. Dub It’s A Tribe - A.M

The debut LP from a band who have quietly produced some of the classier pop songs of the last year is a crucial party record. With tracks like It’s Good, traditional pop and rock and roll hits I Call It’sactivity is weighting lightest styling.

Editor Gay Smith

Contributors Peter de Bruyn
Jem Chakraborty

19
A host of acts from across Europe will perform at The International Music & Media Conference (IM&M) in Amsterdam this week. Gary Smith, following last week's CD showcase round-up, profiles some of the artists who will take to the stage during the series of evening showcases to be presented at the conference.

Adamski - MCA

At the age of 22, Adamski already has a long history with his current live act and has just released his debut LP. Adamski's sound is a combination of electronic dance music and rock, and he is known for his energetic performances on stage.

Duran Duran - Virgin

Duran Duran, known for their unique sound and style, have been a staple of the music industry since the 1980s. Their music has been described as a mix of new wave, synth-pop, and rock. The band continues to tour and release music to this day.

Jan Akkerman - IRS

Jan Akkerman is a renowned guitarist who has worked with many prominent artists. He is known for his distinctive style and has been influential in the development of rock and roll music. Akkerman has released several albums over the years and continues to perform live.

Concrete Blonde - Bloodletting

Concrete Blonde is a rock band from Philadelphia, Pennsylvania. They gained popularity in the 1980s with their unique sound that combined elements of punk, new wave, and rock. The band continues to tour and record music to this day.

The Blue Aeroplanes - ...And Stones

The Blue Aeroplanes are an English rock band formed in 1987. They are known for their distinctive sound that blends elements of rock, punk, and alternative rock. The band has released several albums and continues to tour and perform live.

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## Playlist Report

### The Most Played Records in Europe

#### United Kingdom
- **The Alternative**
  - From the airplay hit parade compiled by Media Control in the national station ORS and 3 private stations. For more info please contact Media Control, Postfach 3 4022, 6000 Baden, Baden, tel: (0221) 330666.

#### Germany
- From the airplay hit parade compiled by Media Control from the national stations ORS and 3 private stations. For more info please contact Media Control, Postfach 3 4022, 6000 Baden, Baden, tel: (0221) 330666.

#### Switzerland
- From the airplay hit parade provided by Media Control France. For more info please contact Media Control, Avenue de Sarthe 25, 1004 Lausanne, Switzerland. Tel: 021 315 88 88.

#### Austria
- From the airplay hit parade compiled by Media Control from the national stations ORS and 3 private stations. For more info please contact Media Control, Postfach 3 4022, 6000 Baden, Baden, tel: (0221) 330666.

#### Italy
- From the airplay hit parade compiled by RadioK in the national station ORS.

#### Spain
- From the airplay hit parade compiled by Radio FM in the national station ORS.

### Master Chart June 2, 1990

| Masters Chart | June 2, 1990 | Title | Artist | Original Label | Airplay
|---------------|-------------|-------|----------------|---------|
| 1 | 7 | Nothing Compares 2 U | Sinead O'Connor | Geffen Records (USA) | 10
| 2 | 8 | Black Text | A-Ha | Columbia (USA) | 9
| 3 | 9 | I'll Be There | Ron Isley | MCA (USA) | 8
| 4 | 10 | I'll Be Waiting | Kim Carnes | Sony (USA) | 7
| 5 | 11 | Would You Love Me | Bronski Beat | Virgin (USA) | 6
| 6 | 12 | Papa Was A Rolling Stone | Adria | Motown Records (USA) | 5
| 7 | 13 | I Never Knew That I Loved You | Deniece Williams | Warner Bros. Records (USA) | 4
| 8 | 14 | Why You Gone | Carole King | MCA (USA) | 3
| 9 | 15 | I Will Always Love You | Whitney Houston | Arista Records (USA) | 2
| 10 | 16 | Nothing Compares 2 U | Sinead O'Connor | Geffen Records (USA) | 1

### Music & Airplay Media

| Masters Chart | June 2, 1990 | Title | Artist | Original Label | Airplay
|---------------|-------------|-------|----------------|---------|
| 1 | 1 | Madonna | Madonna | Warner Bros. Records (USA) | 10
| 2 | 2 | George Michael | George Michael | Epic Records (USA) | 9
| 3 | 3 | Whitney Houston | Whitney Houston | Arista Records (USA) | 8
| 4 | 4 | Bruce Springsteen | Bruce Springsteen | CBS Records (USA) | 7
| 5 | 5 | Elton John | Elton John | Emi Records (USA) | 6
| 6 | 6 | Whitney Houston | Whitney Houston | Arista Records (USA) | 5
| 7 | 7 | Culture Club | Culture Club | Virgin Records (USA) | 4
| 8 | 8 | Genesis | Genesis | Columbia Records (USA) | 3
| 9 | 9 | Bruce Springsteen | Bruce Springsteen | CBS Records (USA) | 2
| 10 | 10 | Madonna | Madonna | Warner Bros. Records (USA) | 1

### European Top 50

| Masters Chart | June 2, 1990 | Title | Artist | Original Label | Airplay
|---------------|-------------|-------|----------------|---------|
| 1 | 1 | Nothing Compares 2 U | Sinead O'Connor | Geffen Records (USA) | 10
| 2 | 2 | Black Text | A-Ha | Columbia (USA) | 9
| 3 | 3 | I'll Be There | Kim Carnes | Sony (USA) | 8
| 4 | 4 | Would You Love Me | Bronski Beat | Virgin (USA) | 7
| 5 | 5 | Papa Was A Rolling Stone | Adria | Motown Records (USA) | 6
| 6 | 6 | I Never Knew That I Loved You | Deniece Williams | Warner Bros. Records (USA) | 5
| 7 | 7 | Why You Gone | Carole King | MCA (USA) | 4
| 8 | 8 | I Will Always Love You | Whitney Houston | Arista Records (USA) | 3
| 9 | 9 | Nothing Compares 2 U | Sinead O'Connor | Geffen Records (USA) | 2
| 10 | 10 | Nothing Compares 2 U | Sinead O'Connor | Geffen Records (USA) | 1
<table>
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<th>PUBLISHER/IMPORT</th>
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<td>Sinead O'Connor</td>
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<td>U-Zone</td>
<td>Virgin</td>
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<td>A&amp;M (PolyGram Music)</td>
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<td>UK, CH, D, N, H</td>
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<td>Rogers</td>
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| Kissing Gate | Dance 

| Papa Was A Rolling Stone | Melba Moore | Music Factory Dance | Zomba Muds | UK, CH, D, N, H |
| Paint It Black | Rolling Stones | Epic (EMI Music) | Zomba Muds | UK, CH, D, N, H |
| Don't Miss The Partyline | Little Angels | Polydor | Zomba Muds | UK, CH, D, N, H |
| Hier Kommurt Kurt | Francois Ziegler | Polydor | Zomba Muds | UK, CH, D, N, H |
| T'Jere | Fresia Piggy | Rhino | Zomba Muds | UK, CH, D, N, H |
| In Private | Donna Summer | Epic | Zomba Muds | UK, CH, D, N, H |
| Hold On | Wilson Phillips | Epic | Zomba Muds | UK, CH, D, N, H |
| Circlesquare | The Wonder Stuff | Polytree | Zomba Muds | UK, CH, D, N, H |
| Blue Sky Mine |mantronix feat. the wondress | Gusto/Bluebear Records | Zomba Muds | UK, CH, D, N, H |
| Still Got The Blues (For You) | Gary Moore | MCA | Zomba Muds | UK, CH, D, N, H |

**SOMEBODY IN AN OFFICE IN EUROPE...**

"We haven't got it. Try Marketing 6th. floor."

'Master Chart - June 2, 1990'

The Eurochart Hot 100 is compiled by DIM in cooperation with Buma/Stemra. The chart is approved by the European Committee of CECISAC. © Buma/Stemra - All rights reserved.
<table>
<thead>
<tr>
<th>MUSIC &amp; MEDIA</th>
<th>EUROPEAN top 100 ALBUMS</th>
<th>ARTIST</th>
<th>TITLE</th>
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<td>USA</td>
<td>93</td>
</tr>
</tbody>
</table>

**Sobule is the attention of the Critics**

**About the album**

"What the critics say"

**About the album**

*A STRONG, MATURE AND HIGHLY LISTENABLE LP FROM YET ANOTHER TALENTED SINGER/SONGWRITER.*

**Sobule is worth the attention**

"There's no experience so precious for a critic as being taken by surprise."

**More elements than simply folk and rock music**

**Sobule tells wonderful stories of hope and despair — her songs are personal and specific**

---

**The fact that once again a young woman with this sound has made a strong debut indicates that we have to place these ladies in a special musical category.**

---

**About the show**

**MCA's "Magnificent Display"**

**Jill Sobule is in fact, very fine entertainment indeed.**

---

**Jill Sobule's debut album**

**"Things here are different" available on MCA records**

SEE JILL LIVE AT I.M. & M.C. ON TUESDAY 29TH MAY 1:30PM WANG HALL

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**Global & Media**

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MUSIC & MEDIA
June 2, 1990

NR. 47

Cry Sisco

Magic Tonight (Escape/UK). Contact: Escape/Bryan
Boyle on +44 15024 95408 x 4062. The follow-up to the massive club hit Afrodiziac, which has sold 80,000 copies on 12" and spent 46 weeks in the UK dance chart. The new single also has a hard groove but this time there is no more of an or- thodox chorus, which might just push it into the pop-charts. Licence and sub-publishing free except the UK.

Les Indefiles

Rebelle (Tremar/France). Contact: Tremar/Didy Mouillot on +33 42568882 x 4251258. Despite an initial feeling of "so what", this pop song eventually proves to be quite good. It is well constructed and has strong harmonies and a nice tension to it. Rebelle is from the album of the same name, which seems to be doing quite well in France. Licence and sub-publishing free except France.

Logic

The Final Frontier (Strictly Rhythm/USA). Contact: E.R.E./Rudolph Luders on +1 212 4870595 x 1655734. Without doubt one of the best house records from the US where the scene producing such material is comparatively young. It seems that this record is very much in demand by European companies so once again this is a case of hurry while stocks last. Licence and sub-publishing free except the US.

Leslie Lyrics

Shotgun Wedding (MCA Italy/Italy). Contact: MCA Italy/Francesco Lethia on +39 2 1985 5961. An appearance of reggae with hip-hop has been forecast for some time and now it finally seems to be happening. This record was produced by Simon Harris of Bomb The Bass fame, and has some outrageous fast-talking (as opposed to rapping) and a witty, street feel. Licence and sub-publishing still widely available.

Woodcocks

Worth (Sola/Sanremo). Contact: Sola/Eric Brandi on +41 51 3487299 x 348713. A rock sound with some interesting lyrics and more to offer than a lot of so-called rock that seems rather dull these days next to soul and dance music. A class act from a new label. Licence and sub-publishing still widely available.

Guru Josh to perform in New York

the record has been licensed to Zyx in Germany, for Benelux and Blanco Y Negro in Spain. Baker is already a household name in Denmark.

Baker has shut down his club, Baby, for the moment in order to concentrate on the label, although the venue and its regulars formed the basis of COMA. Next projects are the follow-up to Kiss called Animaly which will possibly be a double A-side backed with a Soul II Soul style version of the Genesis classic Follow Me. Baker has several COMA related projects coming up in the next few months including a compilation album featuring Dr Illigion and Carafari & Soul Shock. The latter have done remixes for the Jaquie Brothers and wrote one of the tracks on the current Stylo LP.

In July he is appearing in New York at the New Music Seminar in the European Showcase alongside Eddie de Cereq (the Amsterdam DJ who has recently moved over there). Frankie Bones, Snap, Guru Josh and possibly Adamski. The idea being to demonstrate what a rave is all about.

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MEDIA

SPTLIGHT

Re-Establishing The ‘Rockers Rocker’

With a reputation as the ‘rockers rocker’ and an enviable track record, Dave Edmunds would seem to have record sales guaranteed. However, he has spent the last five years proving for bands like The Fabulous Thunderbirds and The Stray Cats, and now his manager has the task of reinforcing his ability as an artist.

Edmunds’ new album is now out, his first for EMI, and is called Closer To The Flame. Rob Kos of Metropolitan Enterprise in New Jersey has handled Edmunds’ career for the last 10 years - since he partied company with Jake Riviera, Kos, who also manages Lucinda Williams, The Art Of Noise and the newly reformed Gang Of Four, says he follows a five-year plan for all his artists, including Edmunds.

"The basis of our strategy for Dave at the moment is to re-establish his career as an artist rather than as a producer. That means taking time away from studio work, while also keeping in touch with future possibilities. It’s a tricky balancing act," Kos said.

Edmunds’ fan-base is stronger in the US than in his home territory, and Kos says one of the reasons is the tight formatting of US radio: "Radio across the US is very formatted and Dave’s always been popular with AOR and roots programmers. That was where the initial support came from, then he crossed over to the top 40 stations. We aim to maximise this by targeting our audience through the format; when Dave is on tour we try to get an AOR station in each town to sponsor the show."

Kos also wants Edmunds to have more air play on music television: "We think Dave can gain a lot from the likes of MTV and VH1 (the two leading US music channels) and when he came to the making of the video for King Of Love (The LP’s first single) we paid a lot of attention to detail with the video to ensure maximum rotation."

To promote the new LP, Edmunds did a short European tour with Steve Cropper, Dax and the Memphis Horns - a 13-piece band that was less than cost-effective but caused much excitement among audiences. Kos: "The US has been Dave’s fan-base for a long time now, so we’re concentrating on that market while trying to break through more in Europe at the same time."

Mylene Farmer Aims For European Fans

Polydor recording artist Mylene Farmer already has a successful career in France and Canada, her country of origin. So successful, in fact, that PolyGram has decided that the rest of Europe should be exposed to the artist. The company is about to launch a media and retail campaign and her latest LP ‘(And Now) S يستطيع je’ will get a pan-European release this month.

Even after LP sales of in excess of one million units, Farmer is not everybody’s idea of an obvious candidate for an international crossover appeal as she sings only in French, but Michael Golla, senior product manager European marketing sees it differently: "In view of the immense of 1992 we are hoping that people will be more open-minded to foreign-language singers. "Mylene is a quality artist with a strong repertoire and good presentation that we believe has international appeal. At the last international convention her videos and overall style was good that we got an immediate commitment from the affiliates, it was all very natural."

PolyGram has put together a campaign which targets European Media people and selected retailers. They will receive a presentation pack with a documentary video made up of snippets of the videos for her last three single releases, as well as stage and TV appearances. For the general public there will be a Europe-wide campaign on MTV involving interviews, competitions and TV spots throughout the summer. Golla: "She is a very visual artist so we intend to concentrate on that aspect. She is the type of performer who suggests sophistication we will try and reflect that by making the campaign appropriately glossy."

According to Golla, two things really persuaded the company that Farmer could break internationally: "She did her first and only tour last year. When we saw her at Bercy in Paris she was amazing, very theatrical and entertaining and the crowd was going mad. In itself that would not be enough but her fan-base is very broad, she appeals to the biggest market which is teenagers and covers up to 35 years."

Golla says that the chances of a tour depend on the success of the present campaign. It is a big, expensive show and the expense could only be justified if the LP takes off. Should it do so Farmer will be on the road in autumn of this year.

Inspiral Carpets


A line-up change and a recording deal with Mute last year was the impetus for the Inspiral Carpets to break out of the indie scene. They scored their first UK top 20 hit in the spring with This Is How It Feels. Their debut album, Life, went straight into the UK top 10 and has been released in Europe via Mute’s usual distributors.

The band have just finished an extensive UK tour and are currently on a promotional tour of Europe (where the single topped the playlist chart). Spain, Switzerland and West Germany before undertaking an 11-dates covering those territories plus Holland, France and Denmark.

"Muscically they’re quite different from the other Manchester bands" says Mute’s International label manager Mike Cobourg.

Nino Buonacore

Signed to EMI. Managed by Willy David in Rome. New album: Saluto Dominga E Lontani. New single: Scriverii. Recorded at the Green Studio New York and Ex- ecutive Studio in Naples. Initially released on national territory only. EMI has invested in an advertising campaign on Italian radio plus 24-hour music video channel Video30. 20 days of advertising spots were broadcast on national stations Rete 105, Radio Dimensione and Radio Kiss. These acted as a pre-view for the album and were cented on the Scriverii single.

Naples artist Buonacore leans towards Latin music and jazz and his new 10-track album Saluto Dominga E Lontani has been released on a limited edition.

Some well-established internation artists perform on the LP. These include ex-members of the US band Blood Sweat & Tears plus the US musicians Ralph McDaniels, Chuck Rainey and Barry Furey. The late jazz trumpeter Chet Baker provided a brief introduction to the song Abbraccio. Baker was also featured on Buonacore’s previous album Una Citta Le Mani. The Scriverii single reached no. 8 in the state RAI national chart. EMI MD Franco Cabrini says that the company wants to consolidate Buonacore’s profile on national territory before looking towards the international market. He is looking for a European release of the album in autumn.

Los Rebeldes


Los Rebeldes are a five-piece, based around lead singer/songwriter (and now producer) Carlos Segarra, drummer Maurice on and saxophonist Dani Ne-la. The band formed 11 years ago and have recorded six albums (five with CBS Epic), moving from faithful rockabilly to more varied rock & roll sound. Segarra has also written for top-selling rock and roll and friend Loquillo. Los Rebeldes’ last LP widened their audience, with singles gaining airplay on the SER’s Los 4 Principales FM net- work. Los 40 and a competition Singing competition at this year’s Cannes Film Festival. EMI directed the orchestral used on the recording. Trumpet solo by Thierry Carns.
s music video continues to increase in popularity, labels are turning to other sources of material to exploit, instead of just recycling promo clips. Many are now buying the rights to distribute TV music documentaries, a growth area thanks to the expansion in 'youth' programming.

Leading independent UK video company Wienerworld has released two documentary videos, *Mariën And The Kennedys* and *How To Break Into Heavy Metal*, both of which have been shown on TV, MD Ian Wiener: "We picked up the rights to both programmes in the US, and the *Mariën* documentary was shown by the BBC as part of its 'Omnibus' series. "The point is that a lot of people who would have been interested in the programme probably didn't watch it because it was under the 'Omnibus' banner, which many viewers consider to be rather heavy-duty viewing. Releasing the programme on video means that we are able to niche market it better and reach a wider audience!"

However Wiener adds, that in his own personal view, "if a documentary is good enough for home video release, it should not be shown subsequently on TV, as that spoils its exclusivity.

PMI marketing manager Gordon Mackenzie takes a different angle: "Documentaries are more suited to TV than sell-through video. We have released the Nat King Cole Story and Maria Callas on video, both of which were shown on BBC TV's 'Arena' programme, but the bulk of the income for the productions obviously comes from the TV rights. "

"Documentary-style videos are steady sellers, provided that they don't come too quickly. A subject like Nat King Cole is obviously timeless, but with some of today's pop acts, the shelf life of the video could be short!"

One of Island Visual Arts' (IVA) biggest documentary sellers has been Bob Marley's *Caribbean Nights*, which has been cannibalised by the broadcaster and sold to Vangelis, US, and the *Marilyn* documentary was shown on BBC TV's 'Omnibus' series.

IVA does not usually edit documentaries for video release: "After all, a book publisher wouldn't add on or take away a chapter in a book just because it had been broadcast on the radio," says Fraim. "Packaging is very important, though, with this kind of product. The consumer wants to buy something that looks substantial!"

The trend towards releasing TV programmes on video seems likely to continue. Many commercial stations now use spoilers constantly, which could deter home taping, or tuck music documentaries away into late-night schedules. But without controlled experiments, what happens to sales of the video once a show has been broadcast is hard to determine.

Dutch TV company AVRO broadcast a show called 'The Rolling Stones Retrospective' the night before the band kicked off their European tour in Rotterdam. The programme was almost identical to the CBS/Fox video release *25 X 5, The Continuing Story Of The Rolling Stones* which has just been released throughout Europe. The effect of that broadcast on sales in Holland remains to be seen.

**NEW RELEASES**

IVA's release Marianne Faithfull's *Blazing Away*, but had to defer her concert in Brooklyn Cathedra in New York last year along with an exclusive interview. Also from IVA, *Soft On The Inside*, saxophonist Andy Sheppard and one-off jazz band* Rhymnomatic Brainsum* filmed in black and white during rehearsal, performance and in the studio. Now from BMG UK, *Bee Gees - Video Collection International* is released.

**FCI WOULD LIKE TO THANK**

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by Chris White

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Fuji Television Network (Japan):

every Saturday LIVE at 2.00am Japanese time

PMI and Zenith Productions are looking for co-production partners for various music projects, including TV programming and video. The two companies have already worked together on the TV series 'Big World Cafe' and 'Big World', which were sold to, among others, the US, Sweden, Finland and Ireland.

UK-based production and distribution company Screen Ventures has formed a new French video label to push its classical rock programming in France. The label will be distributed by Virgin Video France and first releases include concert specials from Jimi Hendrix, Otis Redding and BB King.

Channel 5 is distributing *Back To Stax* volumes 1 and 2 this month, featuring Boosier T and the MGs, Carla Thomas and Eddie Floyd. The concert was recorded during this year's MIDEM festival in Cannes and has been edited into two one-hour shows.

BMG Video International has signed a deal with Zoom to release music video product throughout the world, excluding Japan and the UK. The first titles covered by the agreement have already been released and include *Tom Jones Live In Concert*.

Meanwhile, BMG Video in Holland is predicting a boom in sales of music video in the months to come. Department store Vroom & Dreesmann has decided to start selling music video in all its outlets, following an earlier decision by music chain, the *Record Shop*. The company is also planning to launch *BMG*Teatre, with Dutch comedienne Frenk de Jonge likely to feature on the first release.

Video Collection International is releasing a two-volume *Bee Gees* compilation recorded in Australia during their world tour earlier this year. The *Bee Gees One For All Tour* was filmed using 16 cameras and features 27 hits, and covers the band's entire career.

**Big Picture Productions** has secured the video rights for a Tina Turner concert this summer to be recorded at the end of her Foreign Affair world tour. The company has also secured film distribution rights for a Rolling Stones concert.

FCI would like to thank all the artists and record companies for their continued support.
the summer hit single front. Poor old Rune Hagen at Studen-tradicon in Tromsö...... it's been snowing there for over a week, and not only has he been giving regular airtime to a little ditty called Sunny Days Are Over, but his current playlist features Heavenly Pop Hit, by none other than The Chills.

Czechoslovakia has got its first music magazine, the aptly named Rock + Pop. It's the country's first independent music paper since 'Pop Music Express' launched during the Prague Spring but abolished after the Soviet Invasion because it was 'ideological subversion'. That used to be what pop and rock music was all about!

And the anniversaries for this week...... The Beatles auditioned for EMI on June 6, 1962. Producer George Martin said at the time, "I listened to their tapes and I thought they were pretty awful", but he did sign them! Ziggy Stardust And The Spiders From Mars will be 18 on June 6 and Prince will be 30 on June 7. And did you know it was International Accordian week not so long ago? Dutch broadcaster NCRV is in the middle of a four-part radio series to celebrate.

I seem to have been meeting rather a lot of video producers over the past few weeks.... maybe I can get a job as a 'poon TV' presenter after all. Anyway, thanks for the drink, Klaus Bense and Paul Vos from BT BarbiZen Film, and I'm sorry I'm not as photogenic as I hoped. Hello as well to Fredrik Boklund and Martin Persson from Apollon & Bild & Film, who seem to be racing around all over the place shooting Lois Lane photoshoots. Who am I to knock German slagher if it pulls in the punters? Munich's Radio Arbenna is a hot tip to substantially boost its market share in the upcoming Bavarian radio survey with its non-stop "more melody" diet of old and new MOR balladry. Definitely not my cup of tea, though as station director Peter Bartisch says, "you'd be surprised at how many young people miss the melody in the charts and find a home here". Well done, chaps, we're leaving the Engelbert Humperdinck revival ENTIRELY up to you! Much-travelled Dutchman Jon De Graaf tells me he's well at home in his role as deputy head of music at Hamburg commercial OK Radio. "The atmosphere, freedom and attitude here is as close to a pirate station as we can possibly make it!"

I had great fun sitting in on the weekly playlist meeting of my old buddies at RIAS 2 in West Berlin the other day. Such fair-mindedness, such taste, such spot-on targeting! And we wonder how many other stations allow border-line discs two or three spins before reaching a decision? Among the highlights and lowlights, the latest dodgy offerings from Liza Minnelli, Marc Almond, Falco and Laid Back were quickly dispatched to the dumper, Jose Feliciano and Sinitra were sent "with love" to the middle-of-the-road RIAs 1, while Hothouse Flowers, Fru Lippo Lippi and Lightning Seeds met with thumbs-up all round. Only one major disappointment, why does Elton John make such dreary records nowadays?

Talking of meetings, I'm looking forward to seeing as many of you as possible at the IM&M, I'm the one in dark glasses popping up the bar..........

Bruno Ployer, programme director: "Radio Dimensione Suono provides a good mix of music and high profile personalities. We do not believe the DJs are just big voices, they are personalities too. It is good for the listener but a problem for us. You have to put all the elements together. It is a battle between personality and programming."

"We use computer programming for our current 100 record playlist. We do not use Selector. We have customised software designed for our own specific needs. Our playlist is based on charts, our own research and intuition. We divide new releases into famous and new artists. The numbers played depends on the market. In certain periods of the year there are lots of releases by new artists and in a month like September many big name acts. You have to balance your music mix. Sometimes you have to play more oldies by big names if you do not have new releases. We update the playlist almost daily. We play some new records instantly."

"We used to make our own jingles but we are going to buy them from better specialised companies in the future. We will definitely buy from outside Italy but we will still carry a national sound!"

Radio Dimensione Suono recently signed a marketing deal with Silvio Berlusconi. His Publicitalia 80 advertising company provides the station with all its national advertising clients and Dimensione Suono receives free TV advertising promotion as part of the deal. Local promotion is equally important for Ployer. "We are involved with every local affiliate station with concerts, exhibitions and whatever goes on in their own market. We involve our local listeners with our local affiliate stations. A relationship with the community is one of the problems that arise when you lose your local identity. Community means local. When you are a national broadcaster it is very hard to be involved in any kind of national community. In Italy, the north is very different from the south."

Ployer admits that the future for Dimensione Suono may partly lie in the hands of the national government which is currently in the process of regulating the airwaves. But his intention is to make the station's national coverage even better. "To do that," he explains, "we will stick exactly to our target audience. In this business there is not only one broadcast line. If you involve your listeners you are their no. 1. It is important for us to have a loyal core audience."

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**Making Waves**

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### Playlist Top 10:

1. Alexander O'Neal - Morning Love (Theme From The She's So Unusual Soundtrack)
2. Faith Evans - My Love
3. Shania Twain - That Don't Impress Me Much
4. Brandy - Men In My Life
5. Queen Latifah - U.N.I.C.E.F.
6. TLC - Yes
7. Whitney Houston - I Will Always Love You
8. Whitney Houston - Run To You
9. Melanie C. - navy blue
10. The Notorious B.I.G. - Big Pimpin'
Personally...

My advice regarding Madonna's latest album 'Witch is on a couple of levels and you will appreciate this very clever film soundtrack. The mood has been set superbly and you can picture the film without having seen it. The duet with Warren Beatty is simply fantastic. ‘Fame’ follows the new dance trend: her new single is harder and purchase. Also check out Paul Johnson, who has the finest voice in the UK.

Capital Radio, London's music entertainment station, is in the UK's leading private.

Bogdan Fabianski  PL
Radio Poland
TP Jerome Lees’ Lovely Delight
LP I Can’t Stand
Lee Scratch Perry

Herve Gayret G
Radio Antignan
TP Lefey- Staying On A Boat
LP Your Brother’s Hanging On
World Party
Bruce Costelau

Rune Hagen  N
Stadionstaden Trondheim
TP The Cliby, heatedly pop hit
Sip- Tell Me Where You’re Haunted- I Wonder Why
Lysis
Wendy McPatty

Mikko Hirvonen Fl Radio Oslo Asaena
TP The Stone Roses- Fool-Good Bubble Gum
Bruce Dickinson- Tattemered
Nana Nagra- King Kong Five
Luis Reid John Cal
No Dog Pedaling

Kenn James  UK
Red Rose Radio
TP New Order- World In Motion
Rouster- Must Have Been Love
Dufty Springfield- Reputation
Soul II Soul
Olivia Adams

Kaal Jansson  Sw
Druchting
TP Mponent- Take Your Time
The Glory Moines- Still Goc On
LP Lee Scratch Perry

Joerg Kremer  G
Hit Radio NI
TP West Bank- The Roof Is On Fire
LP Paul Abdul
Come To Me

Bernard Lenoir  E
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TP Silver Apple- Lazy Heartbreak
LP The Go-Betweens
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