Stefano Senardi has been appointed president of PolyGram Italy, the former MD of Warner Italy, a financially troubled UK group Crown Communications has reportedly been increasing its grip on the international developments such as NRJ on RFM Network. Fischer-Z, Heroes Del Silencio, Brings and singer Angelo Branduardi, agreed to sell its 49% stake in the French RFM network to NRJ for an undisclosed amount. This move could be followed by additional developments such as NRJ collaborating with Crown in the UK or even becoming a partner in Crown. The deal was negotiated and inked by the late Nathalie Briant, GM of NRJ. It was finalized on July 31 and presented to the broadcasting authority CSA at the end of August for approval. On September 4, CSA issued a statement saying that "it had decided not to give a positive follow-up to the group Crown's proposal to give up its shares in the company's Perfromances SA, that broadcast the programme RFM." In other words, the CSA was saying no to the selling, or at least to the way it was presented. Insiders believe that CSA saw Crown's move to sell its share in more a function of internal capability than market momentum." He continues, "This, more than the general softness of the economy, is at the root of the slowing of the dynamic experience of the last six years. It's the convergence of circumstances—a peaking of CD growth and the sleek economy—that makes the environment seem harsh."

Growth figures for SMI over 1992 are 13% with sales reaching dropped by 11% to Dfl201.1 million for the same period this year. The Dutch sales figures depict a very gloomy market picture indeed, with single and album formats suffering alike and the only format showing any growth at all being the cassette single. Total single sales fell 21% from 3.2 million units (worth Dfl115.7 million) to 2.5 million units (worth Dfl113.8 million). As in the rest of Europe, the (continues on page 25)
When you were younger, no one was brave enough to program The Smiths. Now's the time to get your revenge!

THE SMITHS
BEST...

A Number 1 Album in the UK
and now charting in
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THIS CHARMING MAN Highest ever position in the UK at No. 8
HOW SOON IS NOW?

Out Now
Star*Sat In Financial Trouble

by Miranda Watson

GERMANY Munich-based cable/satellite private station Star*Sat is in financial difficulty and is now on the hunt for a new backer. Star*Sat's main backer Florian Pichel (of the Audi and Porsche families) is rumoured to be pulling out of the station altogether at the end of the month.

Star*Sat, owned by MD Jo Lüders, sacked 20 members of staff earlier this month and the Munich radio world is now speculating its days are numbered.

The golden oldies station, launched four-and-a-half years ago, is said to owe millions of DM and to have been permanently in debt throughout its existence. One reason for the station's financial downturn, so say insiders, is not using automated methods of programming such as a Selector, preferring to use the more expensive option of personnel. Under increasing pressure from the station's backer, Lüders fired 20 members of staff last month in an effort to streamline the operation. A report in the local Süddeutsche Zeitung said:

MD Ostli Announces EMI Norway Restructuring

by Kai Roger Ottesen

NORWAY The arrival of new MD Jan Ostli at EMI Norway on September 1 marks the beginning of a turnaround period for the company, which is expected to last until Christmas this year. EMI will continue with a staff of 25, but company restructuring initiated by Ostli means the creation of three new positions—promotion manager, strategic marketing manager and finance assistant.

The three newly created positions will be filled by former production manager of Sony Music those workers who lost their jobs complained to the workers union IG that they have been unfairly dismissed and the union is now looking into the matter.

With the relocation of radio licenses in Munich at the end of the year, Star*Sat's future looks very doubtful, unless a new backer can be found and quickly. In the event of Star*Sat closing, its share of the 89 FM frequency band will be shared between 89 Hit FM and Radio 2Day which currently share the frequency with Star*Sat. Available via Astra 1A and via cable throughout Germany and Europe, Star*Sat reaches a potential 11 million cable German households and an approximate five million satellite dish households (including the former East Germany).

Head of radio at BLM Stefan Sutor comments, "The problem with stations like Star*-Sat is that cable and satellite technology is very expensive. In Germany, cable radio doesn't have many listeners and Star*Sat is only available territorially in Munich."

MD of Radio Xandu/Munich Benny Schnier says that he could see the downfall of Star*Sat coming: "A station that doesn't run commercials is bound to run into problems. You can't just pay out money, you have to make money. I think the backers must have decided 'enough is enough.' You can't keep putting money into something that's continually losing money. I think the format of the station was OK, but as a business it is just a financial liability. I have heard that the station will continue to broadcast local programming until the end of the year and then its frequency will be reallocated."

MD of EHR-formatted private 89 Hit FM/Munich and ex-manager of Star*Sat, Peter Pelunka says he is glad he left the station when he did in 1990. "The problem with the station is that it doesn't have a niche format and is too broad-based. Many more stations have sprung up since Star*Sat began and Lüders should have opened his eyes to the competition he was facing. The other thing is that you have to know how to sell a station, not just how to programme it. Lüders knew how to programme, but he just wasn't commercially minded—now he's paying the price."

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Norwegian Helene Rognoy, former local A&R manager of EMI Norway Ulf Jørgensen, and a yet-to-be-named person. Meanwhile, label manager Catherine Gehrkén (handling a.o. IRS and Chrysalis) has left for national TV station TV2. In addition, promotion assistant Nina Th. Lauritzen (handled Star*Sat) started Mega Records affiliate in Oslo.

Now reporting to Ostli is head of marketing Tor Eriksen, sales manager Frode Skulstad, finance controller PerBilling, local A&R manager Per Ostmark and strategic marketing manager Ulf Jørgensen. Four members of staff have joined EMI from Sony Music. Says Ostli, "Until now, the promotion responsibility was handled by the product managers. But those are two different areas. I want the product managers to do what they should be doing. More specialization is needed in this company.

EMI Music Worldwide CEO Jim Field has fixed the goal for EMI Norway of reaching a 20% market share within the next five years. Comments Ostli, "If Big isn't what we do best so far we should try to change it."

Traditionally, EMI Norway has had 1-2% behind other EMI countries. For a long time, EMI Norway has had a 14-15.5% market share."

Strategic marketing is a new field for EMI. The new operation, headed by Jørgensen, will specialize in the marketing of compilation and mid-price albums. Says Ostli, "If we have been a bit behind the time and he knows the catalogue."

Ostli is keen to be involved with most areas of the company. "That is the key to my success in this industry. I don't want to stay in my ivory tower and be isolated from all departments. I am not stealing responsibility, I am an active partner in discussions."

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East West Hamburg Puts Depression Into Perspective

by Machgield Baiker

GERMANY

Since becoming an affiliate of Warner Music International in 1988 and its ensuing name change from Teldec to East West in 1990, the Hamburg-based company has gone from strength to strength. Addressing the staff at its recent annual company meeting, MD Jürgen Otterstein depicted the current business climate and related this to the company's performance.

According to Otterstein, the German market is plagued by the following developments:

- The rise of piracy boosted by increasingly sophisticated technology and the reunification of the eastern and western states.
- The shrinking vinyl market [vinyl 7-inch and 12-inch formats dropped 52% and 56% respectively, over the first half of 1992] and the simultaneous decline of a sound second soundscarrier combine to diminished overall sales.
- Future technologies such as digital satellite signals and the availability of recordable-CDs which allow consumers to make their own personal compilation CDs.
- Despite these tough market conditions, East West managed to keep a marketshare of 6.7% and enjoyed a growth in value in its latest business year of 4%, compared to an overall market growth of 3%. Although not disclosing specific figures, the company's 1991 turnover is claimed to be 125% above budget, believed to be the best in the company's 40-year history (the company was founded in 1929 as Teldec Record Service and adopted the name Teldec in 1950).

The results are attributable, believes Otterstein, to the many successful and innovative artist development programmes the company has run this year. New acts like Mr. Big, Tari Amos, Marky Mark, En Vogue and singer Stefanie Hertel have been strongly positioned in the market-place.

And with major names like Simply Red and Chris Rea, the company has appealed to the big group of the impulse buyer that, says Otterstein, takes up approximately 40% of the population. "We are dependent on 10% of the population that are frequent buyers of product and that bring in two-thirds of turnover. It is our goal to increase our advertising towards such demographics and to bring more artists to the mass market."

The company's national A&R activities need to be stepped up too, says Otterstein, especially since major star Peter Maffay and his entire catalogue—worth DM10 million (app. US$7.1 million)—will move to BMG Ariola next year. Says Otterstein, "The last few years, the ratio of national versus international product is in favour of the latter. No small wonder, therefore, that many companies are luring the national flag. We need much improvement in this field and we have to bring artists to the market that the consumer wants. White Schröder [with current single Hündle Weg Von Meiner Seele] is a good example in point."

As of January 1993, the whole name of the Warner Special Marketing department, including the so-called 'Volksstümliche' genre and dance label Ultraphonic—will be the responsibility of Klaus Ebert, currently East West's A&R marketing director/national.

Another new development is the formation of the Warner Special Marketing division, headed by Thomas Schenk and accountable to both East West and sister company WEA Music. As of 1993, it will be involved in the TV/video merchandising of product, club sales, special promotions, music videos and budget/children's repertoire. This area, according to Otterstein, has reached a growth of 62%, while overall market figures have shrunk 10%. As of December this year, the company will enlist the services of agency McCann-Erickson to enhance greater efficiency in the spot advertising market and consumer research.
De Buretel Replaces Nataf
In Virgin Reshuffle

by Emmanuel legraud

FRANCE
Emmanuel de Buretel, 31, has been officially named president of the Virgin label in France, replacing Fabrice Nataf, who left the label two years ago to rejuvenate BMG's Vogue label.

While he will remain president of the one-year-old Delabel set up in partnership with Virgin, Buretel will be leaving Virgin's music publishing arm, Editions Virgin Musique, a company he has headed for over six years, which will now be merged with EMI Music Publishing.

In addition, Buretel announced that he will set up a new publishing company, Delabel Editions, in partnership with Virgin Music Publishing.

In a joint announcement, it was also revealed that Patrick Zelnik—who founded Virgin in France 12 years ago, and who was president of the Virgin Holding, encompassing the group's musical activities—and the Virgin Megastore before the acquisition of Virgin by EMI—will become president of the Virgin Group in France, while also remaining president of the board of the Megastore. It is understood that Zelnik and De Buretel will work "hand in hand," while Zelnik will act mostly as a non-operational president, leaving the day-to-day management decisions to De Buretel. Zelnik's presence offers stability for artists [two of Virgin's main artists, Renaud and Julien Clerc had a contract clause linked with Zelnik's presence] and employees [many of them threatening to leave].

De Buretel has had several options, including becoming MD of the EMI/Virgin publishing company earlier this summer. It seems that the departure of Nataf has opened the doors of Virgin to him. In a rare comment, De Buretel said he "wants to recapture the Virgin spirit" so that the record company will become attractive again both for its employees and for the artists, but he declined to comment on specifics, asking for time. To him, the key word now is "back to work.

Concerning Delabel Editions, De Buretel said that he will have the majority of the shares and that it will be dedicated to the signing of local acts. De Buretel will be located in the Virgin offices, Place des Voges. Virgin distributed Delabel still functions with separate offices. De Buretel has already set up an operational management team, consisting of Laurence Tourouli and Eric Biena, who will both report to him. Comments De Buretel, "In a year, we have proven that this label existed and was able to breathe. We are now ready to bring forward new acts. There is a strong and young team and the story is not over. It is an independent label that will retain its identity and develop its activities."

De Buretel also takes pride in the developments in Virgin Publishing, ranked in third place behind PolyGram-Universal and EMI/USK, with a turnover reaching €48 million (app. US$8.8 million) in 1990-91, up from Ffr31 million in 1989-90. Virgin Publishing was known to have an aggressive policy signing upcoming and local acts. Its roster included Les Negresses Vertes, Etienne Daho, Khaled, Rita Mitsouko and Mano Negra. It had also developed a very efficient new departement, "Silverblitz" and Les Amants De Pont Neuf.

Olivier Hurlet, president of EMI Music Publishing, said that with the arrival of the Virgin catalogue, his company will now be tied to the leader Warner Chappell in France with a turnover reaching Ffr180-190 million. From now on, the Virgin catalogue will be operated and managed by EMI and all the copyrights will be transferred to EMI. Hurlet says it is "too soon" to evaluate the effects of the merger on the two structures and the employees. Says Hurlet, "The decision was taken only last week. I am going to meet the Virgin staff, analyze the situation and then make decisions." It is believed to be quite unlikely that EMI will absorb all the Virgin members staff. But some of them could follow De Buretel in his new publishing venture.
Profile

"I don't single out any stations as being of more or less importance, I work them all," says Winfried Ebert. "The small stations can often be the ones which are crucial in breaking a record."

The key to his success, he says, is that he knows what he's talking about, having been in the industry for so long. He has a lot of contacts and has experience in many different fields of the industry. And indeed, since he started in the music business 23 years ago at the age of 19, Ebert has worked in virtually every field of the music industry. Former band manager, DJ and composer/promoter, he is currently GM radio and press promotion at EMI Germany.

Ebert has been with the company for the 11 years, most of them spent as product manager, and then label manager for Capitol/EMI America. He became head of promotion for radio and press in 1986 and reports to EMI Germany MD Erwin Bach.

His priority acts over the next few months include Garth Brooks, Sinead O'Connor, Brian May, Wilson Phillips and Crowded House.

Ebert works very closely with radio stations when breaking new acts and his main motto is "concentrate on the key stations."

He explains, "I try to only concentrate on one track per artist and work it on all the stations. Besides this, the most important thing is not giving up too early. I used this strategy very successfully with Tom Cochrane and Crowded House, and now it's paying off in both cases."

Radio has overtaken TV as the number one promotion vehicle now, according to Ebert. "Without radio behind it, TV just doesn't work like it used to. The ideal situation for us is to have a single for five weeks on radio before it gets shown on TV. That way people are putting a face to something already familiar. This doesn't apply to the big names like Michael Jackson or Genesis, but for the average artist it is the best approach."

He says that the biggest change over the last few years in the way he works is that private radio has become the number one priority. "We used to just work with the big state-owned stations, but now there are lots of private stations to deal with and we need to improve our knowledge of the private sector in the future. At the moment our promotions cover all the state-owned and private stations in Germany without being targeted at all. What we need to do now is to find out what formats the stations have and exactly what type of music they play. Our pluggers are concentrating on the private stations in the main cities, like Köln, Berlin, Hamburg and Munich, but in the future we will also have to look at the stations outside the city areas in the country, which are becoming increasingly important."

Ebert says that this approach will enable him to target radio campaigns and perhaps have more of a chance of promoting different music genres. More importantly, it will help the company save on the expense of covering all the stations for every promotion. "We will be able to instead just cover the key stations for a particular music genre which makes a lot more sense. The recession has meant that we are always looking for ways to save money—we have smaller offices in some places and we are not thinking of enlarging our workforce in the very near future."

Ebert is already looking to the former East Germany, seeing it as a future area for expansion. "Private radio stations are going to spring up in five new states which we are going to have to cover too, not to mention TV stations, daily papers and magazines."

At the moment EMI only has one person in Berlin to cover the five former East German states. There are 10 private stations in Berlin alone that he has to deal with. Ebert says he foresees that he will need more personnel in this area in future, which is a problem, he says, in a time of recession.

Miranda Waterston

Promo Director Of The Week

Winfried Ebert
GM radio and press promotion
EMI Germany

Marketing The Music: J&M has expanded its column 'Marketing The Music.' Written by executive editor Steve Wondwolczek, the column will provide readers with a snapshot and late-breaking news and other important stories and issues that affect a cross-section of markets.

Profile: This feature will be devoted to interviews with Europe's leading radio programmers and record company radio promotion executives. It will provide readers with helpful tips and strategies for successfully programme and promote music and artists on the airwaves.

Newsmakers: Serving as a weekly diary of record, this feature will track personnel changes within the music and radio industries.

M&M Expands Editorial: Presents New Airplay Charts

New Features (continued from page 1)

The editorial changes reflect J&M's commitment to greater depth and diversity of coverage as Europe's radio and record industries brace themselves for greater economic union-starting next year.

One of the most notable changes in the magazine is that J&M is recognizing the way the various European countries appear in the news section, allowing for more late-breaking stories and enhancing coverage of major news items in a way that recognizes the boundaries between those issues and trends on a truly pan-European basis.

While J&M will continue to focus its coverage on the traditional power centres within the radio and record industries, readers will benefit from more frequent and in-depth reporting from all western and eastern European markets.

Here's a list of the new weekly features that begin this issue:

- Europe At A Glance: Edited by executive editor Steve Wondwolczek, this column will provide readers with a snapshot and late-breaking news and other important stories and issues that affect a cross-section of markets.

- Profile: This feature will be devoted to interviews with Europe's leading radio programmers and record company radio promotion executives. It will provide readers with helpful tips and strategies for successfully programme and promote music and artists on the airwaves.

- Newsmakers: Serving as a weekly diary of record, this feature will track personnel changes within the music and radio industries.

- Marketing The Music: J&M has expanded its column 'Marketing The Music.' Written by executive editor Steve Wondwolczek, the column will feature more in-depth, news-oriented coverage of the marketing and promotion plans, strategies and tactics that record companies have implemented for their artists. Also, debuting on that page is the new column 'Takes the Plunge,' which will contain brief news items on artists and music, ready for broadcast.

To supplement those few new columns, J&M will also debut four more new features each month. Here are the highlights:

- M&M Monitor: This feature will provide readers with an analysis of pertinent issues or trends in the music radio industry.

New Charts (continued from page 1)

The new regional charts reflect playlist activity at over 125 EHR stations in 30 countries while the Adult Contemporary Europe Top 25 (ACE) tracks down airplay information of a small but growing group of European broadcasters who programme soft and easy listening sounds for the 25-49-year-olds.

The ACE Top 25 can be found on page 24, where it joins the EDR Top 25, M&M's European Dance Radio chart that will now run every week.

It can be noted that the regional charts are not defined purely by geographic boundaries, but actually encompass eight European regions partly classified by one or more languages common to each region. For example, the Francophone region does not only include France EHR stations, but also certain EHR stations (continues on page 25).
FALCO
NACHTFLUG

THE SINGLE
TITANIC

OUT SEPTEMBER 24

Still "A" rotation in Austria, Belgium, Denmark, Germany, Hungary, Norway and ready to cross over to the rest of Europe

Watch out for the new single DANCE MEPHISTO in October
**New Releases**

**ALBUMS**

**CHAMER HUAM**

Ich War Noch Nie... - Odessa/Electrola
PRODUCER: Gunther Behrle

The lady who brought us The First Time, which turned out to be a transglobal smash, treats us this time with a tasteful and highly variegated album that should be interesting to both rock and EHR radio, while the ballads are tailor-made for the AC format. Along the latter In My Heart To Stay, I Will Love You Now and especially the closing Changing With The Years deserve mentioning, while the bluesy ballad Bad On Love and the poignant Love Don't Live Here Anymore, which is on par with anything by Heart, are prime examples of the former.

**LINDA FIELDS**

In The Summertime - WEA
PRODUCER: Hal Reis Magu

Even though the summer is almost over, this highly danceable pop song makes you desperately long for the next one. Already getting some airplay on EHR stations in both Germany and Holland, it may not only get us through the fall but into the next year as well.

**DAVID HASELHOFF**

Funk Me Sunshine - White Records/Ariola
PRODUCER: Jack White

A remarkable mid-tempo rocker that will appeal immediately to both album rockers and program-makers who operate on EHR territory.

**NEMO**

20.000 Miles Under The Sea - Cool Energy/Kurt West
PRODUCER: Franco-Synthetica

As U86 proved earlier this year, house with symphonic overtones goes down really well with a very large public, especially when it also involves being below the sea surface and this is no exception. The name and title are taken from the famous novel by Jules Verne.

**TERRY HOAX**

Policy Of Tricks - Metronome
PRODUCER: Jurgen Krause/Peppermint Park

The former Union Gap frontman returns after a lengthy absence with a vengeance with his first effort in years. For those of you who may have forgotten the good-old days or were to young at the time, he has also included a reworked version of his biggest success to date Young Girl and the other chart-buster from the same era, Lady Willpower. Other songs that could be future favourites are the opening track Layana and the ballad Somewhere In The Love We Make.

**ROBIN HOEK**

Human Instinct - DSB
PRODUCER: Susan Hamilton

POEMS FOR LAILA

Katmandu - Polydor
PRODUCER: Nikolai Tomm/Bruce Springsteen

And folk singer-songwriter Terri Hoax comes along in the Schlager scene and Volkstumliche arena who are a clear demarche to the existing theme and Chamier Huam are no exception to this rule. Ich War Noch Nie... boasts a very strong hook that will turn it into a sure hit.

**YELLO GOES GOLD**

Phonogram executives gather at the recent Popkomm fair to celebrate the success of Swiss band Yello, who have achieved gold status in the UK, Germany and Czechoslovakia. Labeled as the Little Feat classic Dixie Chicken. Phonoportrait UK international A&R manager Greg Castell, Yello manager Peter Zumsteg, Phonogram Germany MD Louis Spillman, Yello's Borja Blank, Phonogram Germany marketing manager Bettina Pieper, Yello's Dieter Meier and Phonogram Switzerland marketing manager Victor Pelli.

**NEWSTORY**

SINGLES

**ALBUMS**

**OSTBAHN KURTI & DIE CHEFPARTIE**

Rock 'N' Roll Austrian Style

by Miranda Watson

Who says rock 'n' roll is dead? It's alive and kicking in the heart of Austria thanks to Vienna's shower Bruce Springsteen–Ostbahn Kurti and his band Die Chefpartie. These Austrians have been keeping their blend of rock, raucous guitars and folky Austrian dialect to themselves, but now Kurti fever is being brought across the border to Germany, by MCA, who licensed the artist from PolyGram Austria.

The figure Ostbahn Kurti was originally invented by an Austrian journalist working for public TV, who created a demand for the character by announcing gigs that never happened, and placing advertisements in the press for his records. Kurti was built up into a cult figure in Vienna and then the ex-singer of the reactionary '70s band Schmetterlinge Willi Resetarits was found to be the ideal man to step into Kurti's shoes.

The demand for Kurti was already there so when he came to life the Austrians went wild, flocking to his concerts. Nicknamed Springsteen from Simmering (Simmering being a suburb of Vienna), Kurti performs a variety of covers of songs by Thin Lizzy, Springsteen, Marvin Gaye and Frank Zappa sung in Viennese dialect as well as original material with the emphasis firmly on rock 'n' roll and heavy guitars. His latest album A Blede Geschicht released in Austria last week on the PolyGram label, has gone straight to number one in the Austrian album charts and sold over 250,000 copies (gold status). The album was released simultaneously in Germany by MCA. Product manager Frank Pagen says that MCA MD Heinz Canbol became interested in Kurti after spending three years in Vienna running CBS.

The previous album Half As Wild was released in Germany this January and coupled with gigs in Berlin, Frankfurt and Hamburg, has already sparked off a flurry of media interest in the artist. Press coverage on Kurti has been across the board and very favourable, according to Pagen, ranging from articles in the music press to big local papers like Die Süddeutsche Zeitung and in the prestigious magazine Der Spiegel. Pagen says that Kurti's records are selling most south of Frankfurt and in Bavaria. "People in these areas find it easier to understand the Austrian dialect," explains Pagen. "In the north, it has been harder to sell Kurti's records and we are providing consumers with German translations of the lyrics. We are working on getting lots of live TV appearances for Kurti over the autumn as he's a great entertainer and comes over very well on TV."

MCA has also lined up a 15-date tour with Mama Concerts from late November to early December. Most of the dates are in the south of Germany, were Pagen says the Kurti campaign is one step further. The company is now working on promoting the new single Zuckergoschal to radio, a cover of the Oldies classic Dixie Chicken. Says Pagen, "We are grateful for every radio play we get at the moment. The music is just too rocky to get played on German radio, though."
German Labels Revitalize Artist Careers

Unlike any other country in the world, Germany has become a haven for artists of international renown. German record companies continuously take international artists under their wings and onto their roster. Currently on the singles chart you will find such acts as Errol Brown (Hot Chocolate fame), Sailor, Smokie, Maggie Reilly and Christopher Cross—all veteran Anglo-American artists and all directly signed to German record companies. What follows is a label-by-label rundown of the most shining examples of this remarkable trend.

BMG Ariola Hamburg

British group Sailor, a pop band of the '70s (Girls, Girls, Girls and A Glass Of Champagne) have returned to the charts in Germany and Holland with their self-titled album plus two chart singles, The Secretary and La Cumbia. Currently, the third single off the album Latino Lover is in its fifth week in the charts. The album was released in Scandinavia and Portugal.

BMG Ariola Munich

The company has recently signed one of America's top stars for the European market—Christopher Cross. His current single In The Blink Of An Eye, which is included on the upcoming album Rendezvous, has been on the official charts for three weeks. Says product manager Gerd Dornieden, "We signed Cross because (MD) Thomas Stein and I are long-time fans of the artist and we believe in the potential of this album."

Although his last album was released just a few weeks ago, he has a huge following in Germany and France which is where he has sold the most albums, claims Dornieden. The artist is scheduled to tour Germany with a UK release scheduled by Arista. Early this year, Cross's 1980 hit single Ride Like The Wind was covered by UK dance act East Side Beat.

Producer Jack White has been extremely successful with US actor David Hasselhoff who accumulated gold and platinum discs from all over Europe for the single Looking For Freedom as well as for two subsequent albums. The title track of the brand-new album Everybody Sunshine (White Records/BMG Ariola) is the official song of the Youth Games 1993 (see review on page 8).

Tony Christie, who scored a string of worldwide hits in the '70s including This The Way To Amariello, is also signed to White Records.

East West

In the past, East West was successful with international, direct signings such as Israeli singer Ofra Haza, performer Deep Purple lead singer Ian Gillian and world famous tenor Jose Carreras.

Now, the company has lined up Errol Brown up with one of Germany's most successful producers—Dieter Bohlen. The result is a top 20 single with This Time It's Forever, taken off the album Secret Romance. Another recent East West signing to look out for is Willy de Ville.

East West A&R/marketing director Klaus Elsait comments, "The fact is that these chart acts can look back upon great market success which makes it very attractive for us to work with them. Furthermore, it is becoming increasingly difficult for British artists to get a deal in their own country and, as one can see, you can make good productions right here in Germany."

Electrola

The Cologne-based company is currently featured in the charts with the album Echoes by Maggie Reilly, former project singer with Mike Oldfield and famous for her rendition of Moonlight Shadow. Living proof that her voice still appeals to German audiences is the chart album and single Every Time We Touch (15 and 20 weeks in the charts, respectively) as well as the number one album in Scandinavia. Even without their former lead singer, the group Smokie is another current chart success with their single You're So Different Tonight. The group has also collected platinum in Scandinavia.

A recent signing to the Electrola-marketed Harvest label is Fischer-Z who have a local following in Germany. Harvie has just released their debut album Destination Paradise at the end of September. The group played at the recent Popkomm fair.

Hansa

MD Hans Blume reports of successful international direct signings of the past including Chris Norman of Smokie and Les McKeown of the Bay City Rollers with whom Hansa produced numerous hits which sold well over the world.

These contracts no longer exist but currently, Bonnie Tyler is the most successful direct signing for the Berlin-based company. Says Blume, "We expect sales of the album Bitterblue to achieve one-million units worldwide. A release in the US is still pending for autumn '92."

Meanwhile, Tyler has accumulated gold and platinum albums in Norway, gold in Sweden and Switzerland and platinum in Austria. The new album, entitled Angel Heart, is scheduled for release in October. The single Race To The Fire is the theme song of the RTL-Plus TV crime series "Zorc."

The release will coincide with the launch of the series at the end of this month.

"From the very start we were aiming at the international market", continues Blume, "and employed the services of international producers. This paid off. It is a known fact that the media believes in everything from abroad. So that foreign acts enjoy stronger support than any production that bears the stamp 'made in Germany'."

Metronome

Recently signed to M-Street (the new Metronome label founded last year) is Gary Puckett who was successful in the late '60s together with his band the Union Gap. The album Love Me Tonight includes re-recordings of his classic hits Young Girl and Lady Willpower as well as new material such as the single Layana (see for review page 8).

According to head of A&R Oliver Helwig, it is important to be not too overly ambitious with his approach. "It usually works best if you take the potential of these artists and produce them specifically for the German market; don't try to create albums with a 'the Anglo-American market in mind.' Helwig points to Italian songstress Milva who has been very successful over the years singing in German, whereas female rock star Gianna Nannini (signed to Metronome since 1987) singing in her native tongue remains Italy's best-selling female artist.

Polydor

A current release by Polydor is the duet by Chris Norman and Suzi Quatro entitled I Need Your Love which is included on the upcoming Polydor album The Growing Years. The album was produced by the artist together with the team of Mendeide Rouge who were also at the helm of successful albums by Jennifer Rush and Falco.

But There's More...

Even without the original lead singer, bands are still of interest to German record companies, such as the Commodores who recently entered into a deal with the German branch of European TV-merchandiser Arcade. A Greatest Hits includes re-recorded hits as well as some new original titles and will be released mid-September in conjunction with a tour through Germany and Holland. A release is also scheduled in Benelux.

Another example is Kool & The Gang signed to the Streetheat Music label (distributed by SPV). The September single release (Jump On The Rhythm And Ride) will be followed by the October release of the album Unite.

Ellie Weinert  Bonnie Tyler

Errol Brown  Sailor  Smokie  Fischer-Z

AmericanRadioHistory.Com
**Station Operations**

**In Search Of A Marketing Director**

by Maggie Dugan

When we think about radio marketing and promotion, there's one investment that's worth considering first: that's thinking about the human element—who will make sure all these great promotion strategies get implemented? Who's going to do all this marketing and promotion, and make sure it gets done strategically and with some sense of consistency?

**Hire A Marketing Director**

My suggestion: start by hiring a marketing director or promotion director (whatever title you assign to the position) to manage the promotions at your station. This individual brings together all efforts to build audience, keep advertisers, and helps keep morale high.

**Marketing Job Description**

A strong marketing director keeps station promotions and competitive strategies clean and focused, design sales promotions that help advertisers, anticipates the promotional needs of major advertisers on the station, acts as an objective and resourceful mediator between programming and sales, involves the staff in radio station events and helps keep morale high.

**Marketing Skills**

The skills and talents of a good marketing director are contradictory and often difficult to find in one person. You need someone who is imaginative and organized. Here are a few tips on identifying and hiring a strong marketing director:

1. Search for someone seriously interested in marketing and promotion. Cultivate this position for what it is, and don't hire an aspiring programmer or air personality. Invest in a person who demonstrates interest in staying in radio promotion/marketing.

2. Look for someone who's creative. A lot of people will tell you they're creative; be sure you ask for examples. Good promotion people should have a laundry list of things that they've initiated, created, changed, improved and produced. A few questions I ask to determine this: What's the most outrageous thing you've ever done? (Good promotion people thrive on being unique and imaginative.)

3. Look for someone who takes ownership. This is true for a lot of jobs you'll find at your station, but most important for a marketing director. You want someone who will take a great deal of pride in their work and demonstrate a commitment and passion in each project they undertake. They make each promotion their own. That's how the promotions staff focused and how the details get covered.

4. Look for someone who pictures the future. Marketing directors dream up things from nowhere, plan events, picture how things will work. So it's very important that they demonstrate the ability to visualize how they want things to happen, and then have the ability to make that picture a reality.

5. Look for someone who's collaborative. More than any other job at the radio station, the marketing director works with the greatest number of people from different areas of the station: programming, production, sales and administrative. A good marketing director knows how to involve the different players in what's going on, and makes it a priority to get everyone excited about what's happening promotionally.

**Get Serious About Marketing**

If you're serious about doing marketing and promotion, put some thought into who you hire to manage the promotions. This is an opportunity for European broadcast managers to avoid a major mistake that many American radio stations have made: underestimating the importance of having a sophisticated, sharp, well-trained individual at the helm of the marketing and promotion department. Once you've got the right person in place as marketing director, great promotions will follow.

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**HOT! HOT! HOT!**

1992 INTERNATIONAL LATIN MUSIC BUYER'S GUIDE

**FIRST.** As the Latin Music industry explodes on the scene Billboard is there—giving you the inside information on this electrified marketplace in the brand new 1992 LATIN MUSIC BUYER’S GUIDE!!

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We regret that due to the timeliness of this publication no returns or refund requests can be accepted.
Casals Festival Oldest In French History

by Terry Berne

For more than forty years the Festival Pablo Casals has united musicians of international reputation for three weeks each summer in the southern French village of Prades.

Founded in 1950 by Casals—the great Catalan cellist who went into voluntary exile following the Republican defeat in the Spanish Civil War—the festival became a focal point for friends of America's greatest living artists and commemorates the death of Johann Sebastian Bach 200 years before.

Greatest emotional Power

"His legendary musicianship ensures that things on the whole do come off, and often in marvellously unexpected ways." (Telegraph)
New Releases

SINGLES

25TH OF MAY
It's All Right - Athens
PRODUCER: Marcus de Vries/Steve Sidelynk
Absolutely one of the best guitar-inspired dance songs of late. This is the type of band that bridges the gap between dance and rock clubs.

A.B. LOGIC
The Slims - Magnet
Belgium still rural clubland with an iron fist. Once hit by the powerful hook of this poppy house tune, you're a dead man.

BARRY ADAMSON
007, A Fantasy Bond Theme - Mute
PRODUCER: Barry Adamson
The classic instrumental tune goes from ska into a big band sound. Is the best play-er of Nick Cave & The Bad Seeds seeking for more than just the alternative outlets?

SIMON CLIMIE
September - Epic
PRODUCER: Keith Thomas
One half of the renowned duo Clime Fisher is now fishing for a hit on his own, and judging by his inspired vocals that will be no problem. The synthesized trumpet solo and the gospel-framed backing vocals are two nice extras. Radio Luxembourg head of music Jeff Graham thinks it's very similar to Clime's previous efforts. "I have no idea about anywhere that the two split up. In a way I'm a bit surprised by it, although I know they had difficulties in achieving success. Clime needs a lot of label and radio support, which he will surely get from us.

DR. ALBAN
One Love - SwenMix
PRODUCER: Damian Pop
How's life in the urban jungle of Stockholm in the meantime? Another hit out of the doctor's private practice is on its way. The "Afrikanica" version will make alternative programmers blush admiring that a popular artist can be innovating as well, but not for Dutch alternative public outlet VPRO's DJ Lux Janssen. "I play the song, although it might not be 'comme il faut' in our [left of center] surroundings. For me, however, Dr. Alban has the right amount of slickness. Pop is a consumer article, anyhow-after you throw it away. Forget about the 'art' bullshit."

INCOCIGNITO
Change - Tokio! loud
PRODUCER: J.F. Maurand/Richard Béquin
In spite of the prominent dance beats, it's a ballad nonetheless. The funny thing is that their previous single Don't You Worry 'Bout A Thing was a Stevie Wonder cover, while this time the man himself is featured on harmonica.

MICHAEL JACKSON
Jam - Epic
PRODUCER: M. Jackson/T. Riley/Bl. Sweden
Get in the groove with the most funky track on the Dangerous album. Due to enter

EHR Chartbound section this week.

ALBUMS

LINK & BIKINI
K.I.S.S.I.N.G. - WEA
PRODUCER: David White
Are these people hailing from "Planet Claire" the same place where the B-52's come from? It's weird, and it's "good stuff." Perfect material if you want to add some humour to your playlist.

LUCA
Just A Little Bit More - Cooltempo
PRODUCER: Tim Lewe/Mark Perry
A new talented singer in the soulful pop division blooms in the UK. Luca's style comes close to Paul Weller, but it's less mind-provoking.

NITS
Soup Box - Columbia
PRODUCER: Nils Holland's own Prefab Sprout with an intriguing and clever pop song, that combines a haunting piano tune with cinematic arrangements. EHR programmers on the lookout for inventive mainland European music, should stop here.

THE FLAMING LIPS
Hit To Death In The Future Head - Warner Brothers
PRODUCER: Jimmy Iovine/Sean Diddy Combs
What's behind the garage door in modern America? Well, spoiled-rotten kids are still making lots of noise and improve the neighbour-hood. The singer sounds as pissed off as Pixies vocalist Black Francis, while the guitarist uses the same weird fuzz effects as Ron Asheton of the Stooges. Very psychedelic stuff, but it shouldn't be too hard for alternative programmers to fit in.

THE FRAMES
Another Love Song - Island
PRODUCER: Gil Norton/Al Clay
Relatively living in isolation, the Irish always seem to have an opportunity to improve their own musical style. And when the detachment becomes too much, one breaks out and travels the seas. The world will become a stage as well for rockers the Frames, who hail from Dublin, the constant source of new talent. Glen Hansard's songs like

NEW TALENT

BLUE FOR TWO
Search & Enjoy - Radius/NJNW [EP] (Sweden)
PRODUCER: Henryk Sipil/Tapio
"Made in Sweden" is a quality mark in itself these days. This electronic body dance duo ought to follow fellow countrymen Roxette and Dr. Alban on the road to the Eurochart. The Trap and Dry Bones have most international potential. Contact John Cloud at tel: (+46) 8 5413 300; fax: 8 5413 0060.

CAMILLA'S LITTLE SECRET
Back - Eurostar
PRODUCER: David Singleton
Borrowing the insistently bassline of Marvin Gaye's Inner City Blues, this tune is suitable for both pop and jazz outlets. Contact Teby Richards at tel/fax: (+4) (202) 623 321.

DOUBLET NELSON
Monge-Monge-Monge - Cobalt (France)
PRODUCER: Philippe Coffret
Fuzz guitars, filtered voices and other weirdelica, that's what these French excentrics offer us. All in all it sounds like a hungry monster. Check your head after listening. Contact Philippe Coffret at tel: (+33) 1 4797 6999; fax: 1 4797 6544.

DORIS BUDDY
Just A Little Synth Pop song on dance beats for sentimental lovers, who listen to the radio on a rainy afternoon. Contact Martine Levy at tel: (+33) 1 4720 4359; fax: 1 4923 0378.

MT PURSE
Cross Talk - Inter (EP) (Denmark)
PRODUCER: Nils Henrik
This strong album could have been made in the heydays of paprock. Songwriter Nils Maetoft gives even Nick Lowe a run for his money. The Dangerzone and Gotta Dance will propel your listners into nightlife. Contact Allan Graenkar at tel: (+46) 8675 2477; fax: 8675 2499.

DOUBLET YOU SEE
Double You See - O.S.P [Switzerland]
PRODUCER: Ross Burdon
Parts of Europe are at war momentarily, and a band out of the neutral zone sings about it. Child Of War is a topical song, containing Swiss commentary on the case in a pop rock mould. Contact Thomas Kauflin at tel: (+41) 1 910 5166.

MARTY
Don't Walk Away I Need You - Scorpio (France)
PRODUCER: Jim & Bruce Matthews/John 1. Philip
Just a little synth pop song on dance beats for sentimental lovers, who listen to the radio on a rainy afternoon. Contact Martine Levy at tel: (+33) 1 4720 4359; fax: 1 4923 0378.

ROBERT BRIDGE
Fire To The Sky - BMG
PRODUCER: Richard Wright
It's a living proof that British talent is not dead. This song is a strong material, written by top tunesmith such as Narada Michael Walden, Junior Gisecombe, Simon Clime and Rob Fischer, nothing has been left to chance. Now That We're Here is a track that seems to have no radio boundaries.

TAKEN FROM THE TOP
Take That And Party - RCA
PRODUCER: Various
Teeny Shooters! Yes! Just another clever record company executive's idea! No! Take That is founded out of two separate Manchester bands that came together, Street Beat and the Cutesy Rush. By the many credits for band member Gary Barlowe for songwriting and producing, you can tell these lads are serious. I Found Heaven was their recent UK top 10 hit. You can bet your life there's more to come. Mainland Europe should press the A3 button on this juke box for It Only Takes A Minute, another recent UK hit single. GWG FM/Swindon DJ Mark Franklin strongly recommends to play ballads such as I Can Make It and A Million Love Songs in the evening hours. "These boys have got the balance right between fast and slow songs. Also, their appeal is much wider than to the Sharons and Tracies out there alone."

Singles and albums featured in New Releases are listed alphabetically. Each record is recommended for format or programme suitability. Abbreviations used include: EHR, AC, R (Rock), D (Dance), C (Country), J (Jazz), EZ (Easy Listening), NAC (New Adult Contemporary), A (Alternative) and M (Mainstream). Records mentioned in New Talent are by acts signed to independent labels for which license and/or publishing rights are available, except as noted. Please send your samples to Robert Till/Mechtild Bakker, PO Box 9037, 1006 AA Amsterdam, Holland.

Music & Media SEPTEMBER 19 1992
Jeff Wayne Hits Back With Spartacus Project

It's purely coincidence, but shortly after Mike Oldfield's "Tabulad Belts II," Jeff Wayne, that other grandmaster of the big pop/classical project, presents the long-awaited follow-up to 1978's four million-copy-selling "War Of The Worlds." Spartacus—out on Columbia in a deluxe package double CD from September 21—is his view on the old Roman story of the slave revolt set on music.

by Robbert Till

As the perfectionist he is, Jeff Wayne is again surrounded by the crème de la crème of the international entertainment industry. With Oscar-winning actor Anthony Hopkins starring at Roman senator Marcus Crassus who fights the rebellion, nothing has been left to chance. Other famous names include ex-Marillion lead singer Fish, playing gladiator Crixus who sympathizes with rebels leader Spartacus, and Londonbeat's tenor Jimmy Heilm, the tough chief Ciliacan pirate Iseriscus. Taking chances as ever, Wayne has found a newcomer for the lead character Spatrus, Alan King, a multiple UK judo champion with a golden voice. Another interesting relatively new name is TV actress Catherine Zeta Jones (from the popular Yorkshire TV series "The Darling Buds Of May").

Promotion: Singer Dani Klein is in the producer next to her—the "grande dame" has lost none of her grandeur. Alleart, who has now been promoted to co-manager of the man who brought "Noblesse oblige", they say, and Vaya Con Dios Flies To The European Top

BELGIUM

Signed to BMG Ariola Belgium.

Publisher: Songline/BMG Ariola.

New album: Time Flies to be released on mainland Europe September 21.

New single: Heading For A Fall released on August 27; currently, it is at number 26 in Belgium.

Producer: Dani Klein/Philippe Allaert.

Promotion: Singer Dani Klein is in the middle of a three-month Euro promo tour.

A European concert tour is scheduled for February 1993.

At presstime, the single was second most-added on EHR.

Time Flies is the title of the third album by Vaya Con Dios, by far the best-selling artist on BMG Ariola Belgium's artist roster. In no time, the last album, 1990's Night Owls, sold two-million copies worldwide, with a lot of gold and platinum awards on the continental European market.

"Noblesse obligé," they say, and Vaya Con Dios has fulfilled the promise excellently. The first single, Heading For A Fall is another piece of distinguished brass/soul with that typical European metropolis feel to it that made them big in the first place. Those programmers who liked What's A Woman and Nay Neh Nah can blindfolded-to it that made them big in the first place. Those programmers who liked What's A Woman and Nay Neh Nah can blindfolded—like singer Dani Klein on the sleeve—at it on their playlists.

Another album track, Bold And Untrue, boasts that same trademark, while a wider variety of styles is apparent on the rest of the set. Klein—"the only original member left in the "band's" line-up—shows more intense emotions than before, without losing herself in false sentiments. Prime examples of songs that show this side of her personality are the title track plus Farewell Song and Still A Man.

Although Klein may have kept the band's name, she's a solo artist now. Helped out by various songwriters—among them long-time collaborator drummer Philippe Allaert, who has now been promoted to co-producer next to her—the "grand dame" hasn't lost one bit of her grandeur.

Alpha Blondy The Political Entertainer

FRANCE

Signed to EMI France.

Publisher: EMI.

Management: Kone Dodo/Paris.

New album: Masada And The Solar System released on January 13. At pre-release it is number 22 in France.

New single: Rendez-Vous released on June 29; currently, it is at number 59 in the Eurochart Hot 100 Singles. In Holland Yeye is out on single.

Recorded at Studio Davout/Paris.

Producer: Boneana Malga.

Summertime means reggae time. It looks like all Europe is preparing for the soon-to-be-released 4-CD Bob Marley box. If you study the various local charts, you can see that Jamaican music works best in the sunny period of the year. In the UK, reggae-artist Shabba Ranks charts high with Mr. Loverman, in Sweden rejuvenated reggae veterans Inner Circle had a monopody on the top slot during the summer of 1992 with the very pleasing sing-along Sweet (A La La La Long), while Alpha Blondy is treated nicely by Alpha Blondy's Rendez-Vous.

Blondy, who originates from Ivory Coast in Africa, is a typical exponent of "roots" reggae. "He's more than just an entertainer, in his lyrics he shows a great political awareness. Song titles like Desert Storm and Peace In Liberia, as featured on his latest album, speak for themselves."

Marketing The Music: Artists featured have achieved Top 15 chart status in their country of origin.
A GUIDE TO M&M’S RADIO STATION REPORTING RANKINGS

M&M’s charts are based on 100% of reports each week by M&M’s representative stations. Participating stations are selected to report on music played in local markets, weekly, and at least once during the course of a month. Stations are included on the basis of willingness to provide accurate, thorough and consistent reports. Stations that do not follow these guidelines are not included in the national chart.

For the purposes of this report, stations are filed by market and categorized into one of four groups:

- A List: stations that report on major markets, with a national exposure and a large retail influence.
- B List: stations that report on smaller markets, with a regional or local exposure and moderate retail influence.
- C List: stations that report on smaller markets, with limited exposure and a low retail influence.
- D List: stations that report on local markets, with limited exposure and a low retail influence.

Each station is assigned a point value based on its reported rotation, and these points are used to calculate the station's ranking. The higher the point total, the higher the station's ranking.

For more information, please visit www.mmsradio.com.

M&M EHR REPORTER ROSTER

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For more information, please visit www.mmsradio.com.

THE BRAND NEW SINGLE

Title: The Brand New Single

Artist: [Artist Name]

Album: [Album Title]

Label: [Record Label]

Release Date: [Date]

Country: [Country]

Format: [Format]

Chart Position: [Chart Position]

Genre: [Genre]

Lyrics:

Verse 1

[Lyrics]

Chorus

[Chorus Lyrics]

Verse 2

[Lyrics]

Chorus

[Chorus Lyrics]

Bridge

[Bridge Lyrics]

Chorus

[Chorus Lyrics]

Outro

[Outro Lyrics]
III SIDES TO EVERY STORY
THE NEW ALBUM

THE STORY SO-FAR
Extreme’s last album, Extreme II Pornograffitti, was one of the year’s best stories at retail, video and radio. With the #1 single "More Than Words" and the Top 5 "Hole Hearted" propelling the band to a four million plus sales level, it goes without saying that the story was just beginning.

THE STORY CONTINUES
With their new album, III Sides To Every Story, Extreme have created a compelling journey through the soul of rock’n’roll. Clocking in at 77 minutes, the album is broken down into three sections - Yours, Mine and The Truth - the album is full of the stunning vocals, melodic imagery and nasty grooves that have made Extreme a story everybody wants to hear.

THE STORY NEVER ENDS
III Sides To Every Story, the new album from Extreme

- Release date: September 14, 1992
- First single: "Rest In Peace"
- European tour starts November 6, 1992

Produced by Nuno Bettencourt
Co-Produced by Bob St. John

Management: Armex Andrae

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AmericanRadioHistory.Com
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<td>3. Frankie Goes To Hollywood - Thenoopener</td>
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**GREAT BRITAIN**

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**'10 FAITH NO MORE - ANGEL DUST**
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<td>Dancing Queen</td>
<td>Abba - &quot;Ployar&quot; (Ronde)</td>
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<td>Jam</td>
<td>Michael Jackson - &quot;Epic (EMI/WC/Zomba)&quot;</td>
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<td>Robbie Robertson Termination Source - &quot;Midtown (Rotten/Tatham)&quot;</td>
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<td>Betty Boop - &quot;WEA (Memory Lane)&quot;</td>
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<td>Connie &amp; Boyd - &quot;Polydor (Vorina)&quot;</td>
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<td>Veronique Sanson - &quot;WEA (Piano Blanc/Swells)&quot;</td>
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<td>The Cure - &quot;Fiction (EMI)&quot;</td>
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<td>Il Paese Del Balocchi</td>
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<td>Electronic - &quot;PolyGram (EMI/WC)&quot;</td>
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<td>Toto - &quot;Columbia&quot;</td>
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<td>East 17 - &quot;London (Not Listed)&quot;</td>
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<td>Right Said Wild - &quot;Polydor (Vorina)&quot;</td>
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<td>Shaoba Ranks - &quot;EPIC/Aberdeen&quot;</td>
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<tr>
<td>64</td>
<td>Movin' On</td>
<td>Bananarama - &quot;London (All Boys/WC)&quot;</td>
<td>D, CH, S, DK, IR</td>
<td></td>
</tr>
</tbody>
</table>

**EUROCHART HOT 100**
CATHY DENNIS 'INTO THE SKYLINE'

* The first album yielding 3 UK Top 20 singles, 4 USA Top 10's and further Top 40's and hits in many other countries around the world

* Cathy was the most successful UK singles artist in the US in 1991

* Winner of Billboard's Best New Female Artist 1991

* Best International Newcomer, World Music Awards

* Top New Artist & Best Song of the Year at the SE Asia Awards

* Winner of Capital Radio Best Female Artist 1991

* Winner of SOS Top Women Award 1991

* Nominated For Two Brits Awards (Best Female Artist & Best Newcomer)

* Cathy has made well over 100 Television appearances worldwide

* Cathy has written all 11 tracks on her forthcoming album 'INTO THE SKYLINE'

* Cathy has co-produced all but one of the tracks on the album

* Cathy has sold over a million albums and over two million singles

'INTO THE SKYLINE' NEW ALBUM OUT NOW
<table>
<thead>
<tr>
<th>No.</th>
<th>Artist</th>
<th>Title</th>
<th>Original Label</th>
<th>Countries Chatted</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Michael Jackson</td>
<td>Dangerous-Epic</td>
<td>RCA</td>
<td>UK, D, N, L, A, CH, F, DK, SE, GR</td>
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<tr>
<td>2</td>
<td>Roxette</td>
<td>Tourist-EMI</td>
<td>UK, D, N, L, A, CH, F, DK, SE, GR</td>
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<tr>
<td>3</td>
<td>Elton John</td>
<td>The One- Rocket A</td>
<td>UK, D, N, L, A, CH, F, DK, SE, GR</td>
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<tr>
<td>4</td>
<td>Genesis</td>
<td>We Can't Dance - Virgin</td>
<td>UK, D, N, L, A, CH, F, DK, SE, GR</td>
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<tr>
<td>5</td>
<td>Lionel Richie</td>
<td>Back To Front - Motown</td>
<td>UK, D, N, L, A, CH, F, DK, SE, GR</td>
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<tr>
<td>6</td>
<td>Queen</td>
<td>Greatest Hits II-Parlophone</td>
<td>UK, D, N, L, A, CH, F, DK, SE, GR</td>
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<tr>
<td>7</td>
<td>Guns N' Roses</td>
<td>Use Your Illusion II-Geffen</td>
<td>UK, D, N, L, A, CH, F, DK, SE, GR</td>
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<td>8</td>
<td>INXS</td>
<td>Welcome To Wherever You Are</td>
<td>UK, D, N, L, A, CH, F, DK, SE, GR</td>
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<td>9</td>
<td>Eric Clapton</td>
<td>Unplugged - Reprise</td>
<td>UK, D, N, L, A, CH, F, DK, SE, GR</td>
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<tr>
<td>10</td>
<td>Mike Oldfield</td>
<td>Tubular Bells II-WEA</td>
<td>UK, D, N, L, A, CH, F, DK, SE, GR</td>
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<td>11</td>
<td>Dr. Alban</td>
<td>One Love-Sweet Mix</td>
<td>D, N, L, A, CH, F, DK, SE, GR</td>
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<td>12</td>
<td>Annie Lennox</td>
<td>Diva - RCA</td>
<td>UK, D, N, L, A, CH, F, DK, SE, GR</td>
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<td>13</td>
<td>Nirvana</td>
<td>Nevermind - DGC</td>
<td>UK, D, N, L, A, CH, F, DK, SE, GR</td>
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<td>14</td>
<td>Queen</td>
<td>Live At Wembley '86 - Parlophone</td>
<td>UK, D, N, L, A, CH, F, DK, SE, GR</td>
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<td>15</td>
<td>Kylie Minogue</td>
<td>Kylie Greatest Hits - PWL</td>
<td>UK, D, N, L, A, CH, F, DK, SE, GR</td>
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<td>16</td>
<td>Faith No More</td>
<td>Angel Dust -London</td>
<td>UK, D, N, L, A, CH, F, DK, SE, GR</td>
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<td>Metallica</td>
<td>Metallica-Vertigo</td>
<td>D, N, L, A, CH, F, DK, SE, GR</td>
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<td>18</td>
<td>Thunder</td>
<td>Laughing On Judgement Day -EMI</td>
<td>UK, D, N, L, A, CH, F, DK, SE, GR</td>
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<tr>
<td>19</td>
<td>The Smiths</td>
<td>Best -WEA</td>
<td>UK, D, N, L, A, CH, F, DK, SE, GR</td>
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<td>20</td>
<td>Bobby Brown</td>
<td>Baby - MCA</td>
<td>UK, D, N, L, A, CH, F, DK, SE, GR</td>
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</tr>
<tr>
<td>21</td>
<td>Michel Berger &amp; France Gall</td>
<td>Double Jeu - Apaco</td>
<td>F, B</td>
<td></td>
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<tr>
<td>22</td>
<td>Queen</td>
<td>Queen Greatest Hits -EMI</td>
<td>UK, D, N, L, A, CH, F, DK, SE, GR</td>
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<tr>
<td>23</td>
<td>Maggie Reilly</td>
<td>Echoes -EMI</td>
<td>D, N, L, A, CH, F, DK, SE, GR</td>
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<td>24</td>
<td>Julio Iglesias</td>
<td>Calor - Columbia</td>
<td>D, N, L, A, CH, F, DK, SE, GR</td>
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<td>25</td>
<td>Mariah Carey</td>
<td>Unplugged - Columbia</td>
<td>D, N, L, A, CH, F, DK, SE, GR</td>
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<tr>
<td>26</td>
<td>Joe Satriani</td>
<td>The Extremist -Relativity</td>
<td>UK, D, N, L, A, CH, F, DK, SE, GR</td>
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<td>27</td>
<td>Megadeth</td>
<td>Countdown To Extinction - Capitol</td>
<td>UK, D, N, L, A, CH, F, DK, SE, GR</td>
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<td>28</td>
<td>Billy Ray Cyrus</td>
<td>Some Gave All - Mercury</td>
<td>UK, D, N, L, A, CH, F, DK, SE, GR</td>
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<tr>
<td>29</td>
<td>Red Hot Chili Peppers</td>
<td>Blood Sugar Sex Magik - Warner Brothers</td>
<td>UK, D, N, L, A, CH, F, DK, SE, GR</td>
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<td>30</td>
<td>Simply Red</td>
<td>Stars-East West</td>
<td>USA, UK</td>
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<td>31</td>
<td>Die Prinzen</td>
<td>Das Leben Ist Grausam - Hansa</td>
<td>UK, D, N, L, A, CH, F, DK, SE, GR</td>
<td></td>
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<tr>
<td>32</td>
<td>Hanno Uccello I'Uomo Ragnor -RCA</td>
<td>UK, D, N, L, A, CH, F, DK, SE, GR</td>
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<td></td>
</tr>
</tbody>
</table>

**Note:** The European Top 100 Albums is compiled by RPM Communications BV in cooperation with Buma/S_sndra. © RPM Communications BV/Buma/S_sndra. All rights reserved. Compiled from the national album sales charts of 16 European territories.
SONY

Sony
(continued from page 1)

over US$3.1 billion (excluding Japan and the US). Looking at the fiscal '93 year (April 1 '92-end of March '93), Summer says overall market growth is "unlikely to exceed 2%. Therefore, we see the need to outrun the market while accepting growth and targeting 9% and profit growth of 13% over the previous year. And although current year-to-date figures are up 16%, Summer expects profits to be "under pressure as we have increased spending to stir this market and enhance."

The on-going changes in Sony's senior management team were contemplated by Summer over a two-year period and have marked growth in the company enhanced. We're now ready to meet the new market demands and compete in a business environment that has been fundamentally re-ordered, following a period of acquisitions.

The new people have been involved in the shake-up:
* With Sony Music UK's chairman, Paul Russell and Tony Woodrow taking over the Columbia and Virgin Epic labels respectively, ex-Epic MD Andy Stephens has moved to Red Place as VP European repertoire (M&M August 29). Reporting to him are the following international marketing managers:
  * Doe Phillips (Columbia UK), Andy McNaughton (Universal UK), Lisa Sharp (NMG South Europe) and ex-MCA International marketing manager Luc Vorgan, who will be dealing with (mainland) European product. With the ex-MCA MD, all these executives were previously based at Sony UK and have now moved offices to Red Place.
  * Gary Jones, previous director artist marketing for SMI Europe, has been appointed VP advertising/merchandising/operations and will play a central marketing support role at all label offices and will also function as the liaison between US, European and local media outlets. He continues

Dutch Record Sales
(continued from page 1)

vinyl single showed the biggest slump, falling by 46% in units shipped (742,000) and in value to DH£118.11 million, while the shipments of CD singles fell 4% to 1.6 million units. The cassette single, however, increased 17% in units shipped to 153,000 units.

The format showing the biggest decline overall is the vinyl album, down by a huge 81% to just 54,000 units. Unlike MCs shipped fell 46% to 693,000, while CD albums fell 12% from 1.2 million units for the first half of 1990 to 1.1 million units for the same period this year. Total album shipments fell 16% to 11.7 million units (worth DH£164.6 million).

Head of marketing services at NVPI Olav Vlaar says that the downturn in the market was something that the NVPI had foreseen two years ago. However, says Vlaar, despite the decline in soundcarrier sales, the market is still twice as big as it was five years ago. "We have returned to a situation similar to the early '80s—people have returned to normal buying practices and the market is increasingly determined by strong releases."

Polydor Holland MD Albert van der Kroft comments, "The market has gone down drastically this year, and we're now in a cutback mode." We didn't expect sales to drop quite so much.

we now have a situation where people have already bought their favourite vinyl albums on CD and are now just buying the odd new release. At the same time, the magic of the CD is wearing off and people are buying computer games and other new music formats as gifts instead. One reason the Dutch music market has been hit most in Europe is the flood of cheap American imports onto the market. The sales of these new formats are also being eroded, and at the moment we say that they account for 25-30% of the market, which is very worrying indeed."

Dutch Trade Deliveries By NVPI Members
First Half 1991-1992

(millions of units)

Singles 3.1 2.4 -21% 15.6 13.7 -12%
LPs 0.2 0.5 -81% 1.8 0.3 -82%
MCs 1.2 0.6 -46% 9.7 5.8 -40%
CDs 12.4 11.0 -12% 198.2 180.2 -9%
Total 17.1 14.4 2-17% 256.5 237.1 -8%

Total figures include Lavelecite and VHS sales. Source: NVPI.

New Charts
(continued from page 6)

French-speaking stations in Belgium, Switzerland and Monaco.

Although M&R recognizes the distinct characteristics of individual European countries, the music business is structured more according to Europe's languages than geography in which many countries cross international borders.

M&R has mapped Europe by identifying key socio-geo-political regional territories. Each country's regional territories are listed in the EHR Reporter Roser, following the name of the station and city (For full details on these regions, see page 18).

M&R & M&M have also grouped all EHR reporting stations into four world geographic regions: of Platinum, Gold, Silver and Bronze, according to market population, location, weekly reach and/or average share of the available audiences; policy of product mix; current music and retail sales impact, among other factors. The weightings of stations will be revised monthly and M&M welcomes input from the industry. Due to population differences and the varying stages of radio development across Europe, some countries will have more stations representing them than others, and weightings are distributed naturally according to the individual markets.

THE ADVANTAGES OF THE REVISED REPORTING STRUCTURE ARE, ACCORDING TO SUMMER, THAT THE MARKETING MANAGEMENT IN EUROPE HAVE NOW ACCOUNTED FOR RESPONSIBILITY RIGHT TO THE MARKET THEY REPRESENT—EUROPE OR THE US. SUMMER STRESSES THAT THE CHANGES DID NOT YIELD THE OFTEN EXPECTED "WOW" FACTOR. "IF THIS IS A TIGHTEN UP, IT'S ALSO TIME TO PUT PEOPLE WHERE THEY'RE MOST EFFECTIVE. WE HAVE TARGETED OUR RESOURCES BASED UPON CROSSING THE MARKET WITH A TOTALY REVAMPED ORGANIZATION WITHOUT ENTERING INTO A CUTBACK MODE."

In a later issue, M&M will publish a more detailed interview with Summer, tackling broader industry issues.
EHR Gets Regional Perspective

Welcome to the newly-styled EHR pages. M&M is proud to have added Europe's first Regional EHR Top 20 chart, presenting playlist activity at over 125 EHR stations in 20 countries, grouped under separate key socio-geographic regions.

The new regional charts give additional insight into whose records move, often before an eventual entry in the overall EHR Top 40 chart. For full details on the regional chart's methodology see pages 1, 6 and 25.

Also debuting this week is the Adult Contemporary Europe (ACE) Top 20 which ranks the most popular records on any standard programming soft pop/rock format in the music for 24-49 year-old age group. The ACE chart can be found on page 24 next to the European Dance Radio Top 20, that will now run every week.

Over to this week's EHR Top 40, Madonna has managed to retain her top position after seven weeks, the highest this year. In this respect it is interesting to notice that almost every region has a different EHR-topper, only South and East central are sharing Madonna as their number one.

Other number ones on the regional charts include Annie Lennox (Northwest), George Michael (West), Jimmy Page (North), Bobby Brown (West Central) and Michael Jackson (Southwest).

Sinead O'Connor grabs this week's highest entry with Tammy Wynette's Success Has Made A Failure Of Our Home, the lead-off single from the singer's new cover album I'm Not Your Girl.

Fastest mover and also most added song for the second consecutive week is Peter Gabriel's Digging In The Dirt, that storms into the top 10 in the case of a tie, songs are listed alphabetically by artist.

This chart includes Asia Top 20 Contenders and New Top 20 Contenders. Asia Top 20 Contenders are those artists that have not yet had an EHR top 20 hit and appear on a Top 40 chart for the first time with this single. Artists are listed by their number of stations, in case of a tie, records are listed alphabetically by artist.

New Top 20 Contenders are those artists that have not yet had an EHR top 20 hit and appear on a Top 40 chart for the first time with this single. In case of a tie, records are listed alphabetically by artist.

**NEW TOP 20 CONTENDERS**

1. MADONNA,"This Used To Be My Playground" (Sire) 104 83 21 3
2. JIMMY NAIL,"Ain't No Doubt" (East West) 101 78 23 6
3. LIONEL RICHIE,"My Destiny" (Motown) 85 62 23 7
4. ROXETTE,"How Do You Do" (EMI) 91 60 11 3
5. ANNE LENNOX,"Walking On Broken Glass" (RCA) 79 57 22 4
6. GEORGE MICHAEL,"You're To Blame" (Virgin) 70 53 17 2
7. JON SEDACA,"Just Another Day" (SBK) 82 58 24 3
8. BOBBY BROWN,"Humphin' Around" (MCA) 72 47 25 5
9. BETTY BOO,"Let Me Take You There" (WEA) 65 41 19 4
10. CHRISTIANS,"What's In A Word" (Island) 56 40 16 13
11. MICK JAGGER, "Who's Talking" (Paradise) 63 45 18 3
12. GEORGE MICHAEL,"Toot/Toot Princess" (Virgin) 60 41 19 9
13. PETER GABRIEL,"Digging In The Dirt" (Capitol) 51 39 17 22
14. BILLY RAY CYRUS,"Achy Breaky Heart" (Elektra) 61 45 16 4
15. STING,"It's Probably Me" (A&M) 61 40 21 4
16. INXS,"Baby Don't Cry" (Mercury) 44 36 8 14
17. SNAP,"Rhythm Is A Dancer" (Mute) 49 33 13 1
18. B-52'S,"Movin' On" (London) 47 31 16 7
19. L. VANDROSS,"The Best Things In Life" (A&M) 43 31 12 2
20. ELTON JOHN,"You're My Best Friend" (Parlophone) 51 32 19 0

**TOP RECURRENTS**

1. MADONNA,"This Used To Be My Playground" (Sire) 83
2. ROXETTE,"How Do You Do" (EMI) 80
3. LIONEL RICHIE,"My Destiny" (Motown) 72
4. JON SEDACA,"Just Another Day" (SBK) 58

**CHARTBOUND**

**TW/TT/WO Artist/Title**

1. MADONNA,"This Used To Be My Playground" (Sire)
2. JIMMY NAIL,"Ain't No Doubt" (East West)
3. LIONEL RICHIE,"My Destiny" (Motown)
4. ROXETTE,"How Do You Do" (EMI)
5. ANNE LENNOX,"Walking On Broken Glass" (RCA)
6. GEORGE MICHAEL,"You're To Blame" (Virgin)
7. JON SEDACA,"Just Another Day" (SBK)
8. BOBBY BROWN,"Humphin' Around" (MCA)
9. BETTY BOO,"Let Me Take You There" (WEA)
10. CHRISTIANS,"What's In A Word" (Island)
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12. GEORGE MICHAEL,"Toot/Toot Princess" (Virgin)
13. PETER GABRIEL,"Digging In The Dirt" (Capitol)
14. BILLY RAY CYRUS,"Achy Breaky Heart" (Elektra)
15. STING,"It's Probably Me" (A&M)
16. INXS,"Baby Don't Cry" (Mercury)
17. SNAP,"Rhythm Is A Dancer" (Mute)
19. L. VANDROSS,"The Best Things In Life" (A&M)
20. ELTON JOHN,"You're My Best Friend" (Parlophone)

**NEW TOP 20 CONTENDERS**

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2. JIMMY NAIL,"Ain't No Doubt" (East West)
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6. GEORGE MICHAEL,"You're To Blame" (Virgin)
7. JON SEDACA,"Just Another Day" (SBK)
8. BOBBY BROWN,"Humphin' Around" (MCA)
9. BETTY BOO,"Let Me Take You There" (WEA)
10. CHRISTIANS,"What's In A Word" (Island)
1. NORTHEAST

| Rank | Artist/Title | Source/Week | Original
|------|--------------|-------------|--------|
| 1   | BOSTON/More Than a Feeling | Pub Radio | 6.8
| 2   | ANDY WILLIAMS/Can't Help Myself | BBC Radio | 7.5
| 3   | JOEY SKIES/Tickle the Fire | BBC Radio | 6.8
| 4   | DAVE MATTHEWS BAND/Tabletop | BBC Radio | 6.8
| 5   | LIONEL RICHIE/You Are Not Alone | BBC Radio | 6.8

2. CENTRAL

| Rank | Artist/Title | Source/Week | Original
|------|--------------|-------------|--------|
| 1   | GEORGE MICHAEL/Outside | Pub Radio | 7.5
| 2   | INXS/She Says | BBC Radio | 7.8
| 3   | BILLY JOEL/We Didn't Start the Fire | BBC Radio | 6.8
| 4   | RICK SPRINGFIELD/Don't Knock the Rock | BBC Radio | 6.8
| 5   | MICHAEL JACKSON/Don't Stop Till You Get Enough | BBC Radio | 6.8

3. SOUTH

| Rank | Artist/Title | Source/Week | Original
|------|--------------|-------------|--------|
| 1   | GEORGE MICHAEL/Outside | Pub Radio | 7.5
| 2   | INXS/She Says | BBC Radio | 7.8
| 3   | BILLY JOEL/We Didn't Start the Fire | BBC Radio | 6.8
| 4   | RICK SPRINGFIELD/Don't Knock the Rock | BBC Radio | 6.8
| 5   | MICHAEL JACKSON/Don't Stop Till You Get Enough | BBC Radio | 6.8

4. EAST CENTRAL

| Rank | Artist/Title | Source/Week | Original
|------|--------------|-------------|--------|
| 1   | VANESSA PARADIS/My Baby | Microsoft | 7.4
| 2   | FOX/Doing It My Way | Microsoft | 7.3
| 3   | BELINDA CARLISLE/Little Black Book | Microsoft | 7.4
| 4   | RACHEL MOLESWORTH/Here We Go | Microsoft | 7.4
| 5   | VANESSA PARADIS/My Baby | Microsoft | 7.4

5. SOUTH CENTRAL

| Rank | Artist/Title | Source/Week | Original
|------|--------------|-------------|--------|
| 1   | VANESSA PARADIS/My Baby | Microsoft | 7.4
| 2   | FOX/Doing It My Way | Microsoft | 7.3
| 3   | BELINDA CARLISLE/Little Black Book | Microsoft | 7.4
| 4   | RACHEL MOLESWORTH/Here We Go | Microsoft | 7.4
| 5   | VANESSA PARADIS/My Baby | Microsoft | 7.4
attention radio programmers

inner circle

Being played across Europe on:

Belgium:
- BRT STUDIO BRUSSELS/Brussels

Denmark:
- THE VOICE NORDBJYLLAND/Aalborg
- THE VOICE/Copenhagen
- RADIO VIBORG/Viborg
- THE VOICE ODENSE/Odense
- AALBORG NAERadio/Aalborg
- RADIO ABC/Randers
- RADIO AIRPORT FM/Copenhagen
- RADIO HERING/Herning
- RADIO HOLK/Roelbeek
- RADIO KOLDING/Kolding
- RADIO ODENSE/Odense

Finland:
- RADIO 100+/Tampere

Germany:
- ANTEVNE BAYERN/Munich
- SWF 3: POPSHOP HITLINE/Baden Baden
- 104.6 RTL BERLIN/Berlin
- OK RADIO/Hamburg
- RADIO FFN/Goerlitz
- RADIO SALT/Saarbruecken
- RB 4/Bremen
- RSF/Kiel
- RADIO FFB/Frankfurt
- RADIO LINDBA/Lindau
- RADIO REGENBogen/Mannheim
- RTL/GERMANY/Luxembourg
- RADIO GONG 2000/Munich
- RADIO GONG/Nuremberg
- HUNDERT /Berlin
- RADIO 7/Un
- HIT RADIO W 1/Nuremberg

Holland:
- NOH/Hilversum
- STATION 3/Hilversum
- TROS RADIO 3/Hilversum
- VERNICHA/Hilversum
- POWER FM/Amsterdam
- RADIO NOORD-HOLLAND/Haarlem
- HIT RADIO/Bussum

Norway:
- RADIO HALDEN/Halden
- RADIO TONSBERG/Tonsberg
- RADIO FREDRIKSTAD/Fredrikstad

Poland:
- RADIO 4 U/Warsaw

Spain:
- CADENA 100/Madrid

Sweden:
- RADIO RYB/Linköping
- RADIO OREBRO/Orebro

Switzerland:
- RADIO 2/Paris
- RADIO Basel/Rom/Basel
- RADIO ZURICH/Saules

Number 4 in Germany

THE BAD BOYS OF REGGAE WITH THEIR NEW SINGLE

sweat

(A LA LA LA LA LONG)

Currently touring in Europe:
- AUSTRIA: 29-9 Orpheim-Grason, 30-9 Rockhaus-Vienna.
- 1-10 Treibhaus-Innsbruck. GERMANY: 2-10 Lamm-Karlsruhe, 4-10 Vaudeville-Lindau, 6-10 Sinkkasten-Frankfurt.
- 7-10 Live Music Hall-Cologne, 8-10 Hunky Dory-Dedtold, 9-10 Markthalle-Hamburg, 10-10 Capitol-Halle.
- 11-10 Vor Linden-Bildesheim, 12-10 Zsch Carl-Eschen.
- 13-10 Jovel-Munster, HOLLAND: 14-10 Pidschelt-Rotterdam.

Active rotation on

FROM THE ALBUM: BAD TO THE BONE