

HOLLAND-1969 In Review

Chartwise it was a very successful year for N.V. PHONOGRAM again. The company had 29 records in the Top Ten, five of these (records by Jane Birkin and Aphrodite's Child and local recordings by Zen, Ekseption and Tom & Dick) made the no. 1 spot on the Dutch hit parade. Many foreign artists visited Holland to promote their records through television or concerts. Among the Phonogram artists who came to Holland in 1969 were big acts such as David Bowie, Dave Dee & Co., Ten Years After, Jethro Tull, Spooky Tooth, Ike & Tina Turner, The Sir Douglas Quintet, The Equals, Rika Zarai, The Moody Blues and The Flirtations. The recognition for Dutch pop acts grew in '69 both in Europe and the United States. Mercury Records released records by the Motions, Bintangs, Bonny St. Claire, Ekseption and Cuby & The Blizzards in the U.S. Especially Ekseption and Cuby & The Blizzards did very well in several European countries. The album sales increased again in '69. Especially in the blues—and underground music types album sales were very impressive. There were topsales for groups like The Rolling Stones, Jethro Tull, Ten Years After, Colloseum and Spooky Tooth.

Esther Ofarim and Rika Zarai came to Holland to collect the award for "Cinderella Rockefeller" and "Jerushala'im" (Philips).

The musicasset dept. of N.V. Phonogram is continuing its strong promotion for Philips Cassette Recorders (in combination with Philips Nederland N.V.) and the musicassetes—tapes.

The company is satisfied with the results of the past years and expressed its faith in the rapidly growing material. The tape—repertoire now includes LP's and EP's of all well known Phonogram artists, while the company distributes tapes for several other labels.

One of the most interesting classical projects in '69 was the remarkable first release in the Philips Berlioz cycle under the famous conductor Colin Davis. Among the classical best sellers were a Bernard Haitink promotion album and a budget—line album by The Academy Of St. Martin In The Fields.

BOVEMA's progress and position on the Dutch market has improved again owing to a sharply increased turnover. The Dutch EMI—branch developed new methods to market the enormous volume of repertoires the company is handling. Although they have got a lot of product to issue, the Company es-

established a strong marketing—policy which enables them to give many records a chance.

Through the year Bovema had several strong marketing campaigns which gave them the opportunity to sell special selected items into depth, but on the other hand they have also taken care of the catalogues they are handling by releasing and giving exposure to these. During Fall the Company launched its biggest marketing—program in its history. Over 100 items were manufactured locally and Bovema backed these releases up with a major advertising—campaign.

With the addition of Tamla Motown and United Artists last summer Bovema decided to establish two separate divisions, one division handling EMI—owned product and one division handling Third Party product. Each division is having its own promotion facilities and its own salesforce. In the Classical—field Bovema succeeded this year to have one marketing concept working closely together with their German sister company Electrola. Final aim was to create one image in the German zone for EMI's classical product.

In the popular—field again this year showed an increase of American music while also German product is increasing again after many years of having gone down. British and French music kept their established part of the company's turnover. A sensational increase for Bovema's own recordings which are really getting international

attention. In the pop—field Bovema had a string of hits with their groups like: Unit Gloria, Brainbox, The Buffoons, Left Side while major group The Cats got two golden records for single—sales over 100.000 copies each and a golden album. The company released during the past year over forty albums locally recorded and has scheduled another fifty for the year to come. Recently a new label was launched by Bovema, called Catfish, which will concentrate on controversial and progressive pop product.

Many artists were brought into Holland by Bovema's promotion—team: The Beach Boys, The Hollies, Ike & Tina Turner, Gilbert Becaud, P.J. Proby, Richard Anthony, Buck Owens & The Buckaroos, Pink Floyd, Joe Cocker, Procol Harum, Amalia Rodrigues, The Scaffold, Pentangle, Modern Jazz Quartet, Humble Pie, Deep Purple, Amen Corner, Franck Pourcel, Steppenwolf, Soft Machine, Bonzo Dog Band, Cliff Richard, Fifth Dimension etc.

Bovema's most important hitsingles were: "Why" by the Cats, "Ballad Of John & Yoko" by the Beatles, "Get Back" by the Beatles, "Scarlet Ribbons" by the Cats, "Goodbye" by Mary Hopkin, "Give Peace A Chance" by the Plastic Ono Band, "Ob La Di Ob La Da" by The Beatles, "Blowin' In The Wind" by the Hollies, "A Salty Dog" by Procol Harum and "Come Together" by the Beatles.

This year NEGRAM—DELTA has been very successful with international material as well as local productions. The company has re-established its

(Con't on next page)

HOLLAND'S TOP 50 FOR 1969

Rank	Artist	Label	Artist	Label
1.	Je t'Aime... Moi Non Plus	Philips	Dayglow/Hilversum	
2.	Hair	Philips	U.A. Music-Altona/Amsterdam	
3.	Ain't Got No—I Got Life	RCA	U.A. Music-Altona/Amsterdam	
4.	My Special Prayer	Atlantic	Panda Productions/Amsterdam	
5.	Saved By The Bell	Polydor	Dayglow/Hilversum	
6.	In The Year 2525	RCA	Essex-Holland-Basart NV/Amsterdam	
7.	Why	Imperial	Anagon/Heemstede	
8.	Bloody Mary	Philips	Impala Basart/Amsterdam	
9.	Don't Forget To Remember	Polydor	Dayglow Music/Hilversum	
10.	Venus	Pink Elephant	Ed. Dayglow/Hilversum	
11.	Ballad Of John & Yoko	Apple	Leeds Basart/Amsterdam	
12.	Goodbye	Apple	Leeds Basart/Amsterdam	
13.	Atlantis	Philips	Holland Music/Amsterdam	
14.	Spooky's Day Off	Epic	Dayglow/Hilversum	
15.	Get Back	Polydor	Leeds-Basart/Amsterdam	
16.	Israelites	Apple	Panda Productions/Amsterdam	
17.	Oh Happy Day	Green Light	U.A. Music-Altona/Amsterdam	
18.	Honky Tonk Women	Buddah	Essex Basart/Amsterdam	
19.	Scarlet Ribbons	Decca	Mills Basart/Amsterdam	
20.	Big Bambo	Imperial	Bospel Music NV/Amsterdam or Anagon/Heemstede	
21.	I Want To Live	Omega		
22.	Lily The Pink	Mercury	Les Ed. Int. Basart/Amsterdam	
23.	Air	Parlophone	Belinda N.V./Amsterdam	
24.	Don Juan	Philips	Altona N.V./Amsterdam	
25.	In The Ghetto	Fontana	Belinda N.V./Amsterdam	
26.	The Fifth	RCA	Altona N.V./Amsterdam	
27.	First Of May	Philips	Basart N.V./Amsterdam	
28.	Give Peace A Chance	Polydor	Basart NV/Amsterdam	
29.	The Boxer	Apple	Basart NV/Amsterdam	
30.	Crimson & Clover	CBS	Basart NV/Amsterdam	
31.	Pastorale	Vogue	Altona NV/Amsterdam	
32.	Albatross	Philips	Altona NV/Amsterdam	
33.	I Started A Joke	Blue Horizon	Intermusic/Amsterdam	
34.	The Walls Fell Down	Philips	Basart NV/Amsterdam	
35.	Ob La Di Ob La Da	Polydor	Basart NV/Amsterdam	
36.	Suzanne	The Marbles	Basart NV/Amsterdam	
37.	Tomorrow Tomorrow	CBS	Leeds Basart/Amsterdam	
38.	Ring Of Fire	Herman van Veen	Anagon/Heemstede	
39.	The Last Seven Days	The Bee Gees	Basart NV/Amsterdam	
40.	Ob La Di Ob La Da	Eric Burdon	Bospel Music NV/Amsterdam	
41.	Where Do You Go To	Gloria	Anagon/Heemstede	
42.	A Salty Dog	The Beatles	Leeds Basart/Amsterdam	
43.	Deep Water	Peter Sarstedt	U.A. Music-Altona/Amsterdam	
44.	Seasons In The Sun	Procol Harum	Essex-Basart/Amsterdam	
45.	Eloise	Grapefruit	Apple Corps NV-Basart/Amsterdam	
46.	Sugar Sugar	The Fortunes	U.A. Music-Altona/Amsterdam	
47.	Baby, I Love You	Barry Ryan	Belinda N.V./Amsterdam	
48.	Battle Hymn Of The Republic	The Archies	RCA	
49.	Ruby, Don't Take Your Love To Town	Andy Kim	IMC/Amsterdam	
50.	Come Together	Andy Williams	Belinda NV/Amsterdam	
		Kenny Rodgers & The First Edition	Reprise	
		The Beatles	Apple	Leeds-Basart/Amsterdam

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