LONDON—Despite manufacturing problems brought about by the recent reorganization of the RCA factory in June and allied distribution holdups due to the cancellation of the November snowstorm, Polydor has maintained its market leadership in the British Market Research Bureau's 1972 sales survey.

In the full-price albums category, EMI holds a 16.1 percent share of the market and as a company with RCA, 21.8 percent, and Decca, with 10.6 percent, BMI's survey conducted in June recorded by the Board of 300 dealers in the U.K., but in 1971 on an analysis of chart entries only, BMI reported for a 4.9 percent share.

BMI's survey of singles sales also puts EMI as the leading company with a 17 percent share (30.6 percent on the 1971 survey of chart action, as Decca in second place with 16.3 percent—compared with a 10.4 percent and third place in 1971—and Polydor third with 14.6 percent, against 13 percent and fourth place in 1971.

An interesting development with this in the full-price albums category is that K-Tel, which only started trading in May, has sold enough of its TV-promoted albums to rate eighth place among the leading companies with a 5.4 percent share of the market.

CBS retained its traditional position in the full-price albums category with an 11.4 percent share of these albums label with 10.9 percent (11 percent in 1971 survey of chart action), next in second place with 5.9 percent (5.8 percent in 1971), and Polydor third with 5.7 percent (4.1 percent). There was no change at the top in the chart for bestselling singles label, with Decca in first place, a 9.8 percent share, scored 9.3 percent, followed by Polydor moving from sixth place to second with 7.6 percent, and EMI, previously in seventh place, moving into third position with 7.2 percent.

Mid Price Decca

Number one mid-price album company was Decca, with a share of 39.7 percent, ahead of RCA's 17.2 percent and BMI's 11.4 percent. Three of the companies' labels were the same in first, second, and third places in 1971.

CBS (82.4 percent), RCA International (12.1 percent), and Regal Stanley (6.4 percent). In the survey of chart performance, MAM's Collins and O'Sullivan emerged as the top male artist (singles), top writer and also took third place with the Polydor music artist (albums). O'Sullivan's producer, George Chinn, and Collins, head of Polydor, also led the producers' section (singles).

FRENCH KEEP 'HIT PARADE'

PARIS—The term Hit Parade is an invention, in French usage despite a rigorous French Academy Francile, in its battle against German domination, that it should be changed to French.

Jacques Mason-Forestier, head of the record industry organization, CIDIF, which prepares the national statistics, upholds the battle for changing the name. He also commented that Palmares recorded by the French mean price-giving or price list, and that it was quite the same as Hit Parade.

Top female artists were Phonogram's Vicki Leon (singles) and Ode's Mary Jane King (albums). Leading groups were Simon and Garfunkel (albums) and T Rex (singles).

Tony Visconti was the top album for Atlantic's last year to take first place at leading publisher BRLP.

BMI's compilation of best-sellers put in first place K-Tel's "26 Hits" (full-price albums), RCA International's "Far Too Well To Die" by the Royal Scotch Guard, RCA International's "Amazing Grace," and "The Lettuce Line," from the Scots Dragon Guards (singles).

NEW YORK—King Records of Nashville, Indiana, and of Hamburg, Germany, have renewed their distribution agreement. The company includes world distribution by Polydor of the King group of labels, which are King, Bethlehem, Federal, Agave, Good Medicine, Tri-US, and Bridges.

King will continue its distribution in the U.S. and Canada via independent distributors. New marketing concepts and promotional plans will be worked out between Hal Needly and Freddy Beausset of Stassly-King, and Mike Von Winterfeld, Roland Kimmeld, Gunter Fins, Horst Hohenbeek, Hans Ronnenberg, and Dr. Eke Schmelbach for Polydor, EMI.

PARIS—France's Polydor France presented gold disks to a number of artists at the Whitby Club. The awards were for number one albums, for the 1975-1976 period, and are as follows: (back row): Mike Brant, Mansfield Plata, CBS France present Louis Bécouet, Caravelle, Gilbert Montagnac, Charles Trenet, Marcel Arnaud, Blanche Darnere, and MIDEM chief Bernard Chevry. Front row: the Italian group I Pooch and Italian singer Gianna Nazzaro.

Melodiya to Strike New Policy Note: '78's Out by '75

The growth of stereo products would be "particularly impressive," with 12.5 million by 1975 estimated with a 46 percent increase in the next decade.

He added that manufacture of 78 rpm discs which are produced by Melodiya for rural areas in Russia, would completely stop by 1975. Karpov stated that the time had come to move on a more active recording policy, sing acts with reputation specially prepared for recording by the company. Until recently Melodiya depended "almost completely" upon offers from artists and their agents, said Karpov. Melodiya pays only moderate fees and one insists that they were not involved in concerts and tours.

In the classical field, according to Karpov, Melodiya plans to focus more on the "fundamental oratorio works and symphonic works" by Bach, Handel, Beethoven, Tchaik, Mahler, plus vintage Russian work. In the last few years Melodiya has developed a collection covering the entire history of music in Russia, with the help of Russian national conservatories and music academies.

Karpov added that the company is considerably expanding its annual stereo disc pressing capacity, but the lack of popular stereo phonograph equipment in the market is "still a great problem."

There are other problems, said Karpov, such as package distribution, and all wholesale and retail outlets are run by the Ministry of Trade. Melodiya does distribute products through record houses, the company's distribution centers, but has no direct contacts with buyers and, therefore, cannot provide effective promotion and advertising campaigns, said Karpov.

CNSM, aiming to strike a new policy note, "'78's out by '75," is continuing its commitment to the company's distributive center, but has no direct contacts with buyers and, therefore, cannot provide effective promotion and advertising campaigns, said Karpov.

Common Market Rule Hurting PRS

MACEDONIA can no longer meet the major societies like SACEM and GEMA will have to watch over in other countries offering them better terms than they can get in their own country. For example, France have produced music records that are worth a selling price and restricting sales of the records, the amount of income. The smaller, in proportion, are the costs. So they are all seeking much higher income as possible, said Stewart.

The problems involved with trans-shipment are acute. According to Stewart, despite Gramophone was the first European company to attempt to stop the export of records from one EEC country to another. The company tried to stop the export of these records after the Treaty of Rome, was rejected by the Council of Ministers.

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The common problem is that they are all seeking much higher income than possible, as possible, said Stewart.

The problem of competition between societies is directly connected with the trans-shipping of records from one country to another. When records are exported from one country to another, the revenue is split between the societies of France to Germany, and the amount of income. The smaller, in proportion, are the costs. So they are all seeking much higher income as possible, said Stewart.

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