

**Video**

**Children's Market on The Rise**

 Suppliers Releasing New Titles For Younger Viewers

By LAURA FOTI

NEW YORK—Because children can watch the same program over and over, children's programming is proving to be a reliable, although expensive, niche in the video market. The titles lend themselves to sale rather than rental because of their high repeatability factor.

Spurred by the success of Family Home Entertainment's "Strawberry Shortcake In Big Apple City" and Vestron Video's "For The Love Of Benji," and the proven track record of Disney's titles, a number of video suppliers have released new children's titles in the last few weeks. Among the latest entries is Sony Pictures Classics' "Three Muppet Home Video releases: Muppet Musicians Of Bremen," "Hey Cinderella!" and "Frog Prince," from Walt Disney Home Video. Sony Video, $49.95 each.

Five titles from the Bill Burrud "Amazing Animal World" series from Disney, $69.95 each.

The animated features "Disneys Animated Heroes" and "The Wind In The Willows," featuring "Swiss Family Robinson" and "Treasure Island," from Disney, $49.95 each.

"The Last Unicorn," an animated film from CBS/Fox Video, $49.95.

"Jack And The Beanstalk," an animated musical from RCA/Columbia Pictures Home Video, $39.95.

Nine titles in the "Wilderness" series from Media Home Entertainment are being released simultaneously in a "Great Wilderness Give-Away Sweepstakes," many of these titles were never released theatrically.

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**Music Monitor**

Please submit all material for this column to Music Monitor, Billboard, 1515 Broadway, New York, N.Y. 10036.

- Gospel Video: Amy Grant's "Don't Rob Man's Wealth / Age To Age," was recently shot in Nashville by Scene Three. The creative staff was headed by senior director Marc Ball, with editor Ralph Walker and engineer Yancey Lutz. Kim Moore was producer. The concept video was shot at the Hillsboro High School auditorium.

- "Majekiel" Parallel Communications recently produced a clip for Unique, featuring the cut "Let's Make It Pack." The group, on KAI Family Records, is headed by Manny and Phyliss Lautman. Producer was Sam Small, director Laurence Norjean.

- "From Revisited: Atomic Dog," the new George Clinton video, takes place inside a video game, with graphics and live action working together. Director Peter Conn and producer Coco Conn of Homer & Associates of Hollywood created a video game on their computer system and brought it to life.

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**ENTERTAINMENT FOR PUBS, HOTELS**

**U.K. Bow For Big-Screen Plan**

LONDON—A large-screen video system showing 20-minute packages of entertainment, gambling, and shopping, in up to 5,000 British pubs, clubs and hotels is to be launched here April 14. The company Telegraph Video Communications (TVC), backed by an $11 million investment from parent company Telecomp, NIMH, Joan Sutherland's "Who's Afraid Of Opera," "Dear Diary" and "Am I Normal?" These last two are designed for adolescents. Additional new offerings include:

- "Bug's Bunny's 3rd Movie: 1,000 Rabbit Tales" from Warner Home Video, $49.95.

- "Mr. Magoo's Storybook..."

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**ROCK MUSICIANS TURNED DIRECTORS**

**Godley & Creme Shoot Forward**

LOS ANGELES—Rock musicians often talk of forsaking the audio—only recording field and plunging full force into video. But according to Radio Luxembourg and Lol Creme, until three years ago known chiefly as two ex-members of the band Godley and Creme, the experiment is not only phenomenally expensive (and unsuccessful) three-record album, are two music videos. Godley and Creme created the video for "Godley And Creme's "Girls On Film" and Visage's "Fade To Grey," and have just finished a tv pilot, "Rebels In The Jukebox," which could become a series later this year.

"Those familiar with the songs we used to write in 10cc know they were very funny," explains Godley of the move away from the band which had earned a strong following with such single songs as "A Day In The Life." Since the band's split, the duo have spent $50,000 on the creation of a new musical instrument, the gizmo, and used it to record a three-record set, "Consequences." It came out at exactly the wrong time," says Creme of the highly expensive video shoot. "We finished the video and it was completely finished...We did a whole set of music videos for each track and stopped and started the people on the set..." Godley and Creme plan to do other video work in the future, the pair—who had been friends in their native Britain since their teen years—dabbled in the creation of a new musical instrument, the gizmo, and used it to record from Paramount Home Video, $39.95.

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**SELLING SINGLES—Capital artists Duran Duran recently made an in-store appearance at New York's Video Shack to promote their new Sony "Video 45," "Hungry Like The Wolf..." Approximately 5,000 fans turned out for the event.**

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**AD AGENCY PUBLISHES SURVEY**

U.K., Denmark Called VCR Leaders

LONDON—Britain and Denmark will lead the way in European VCR ownership, with penetration by households reaching 70% by the end of 1989, according to a wide-ranging new survey carried out by international advertising agency J. Walter Thompson.

Conducted with the help of its offices throughout Western Europe, the JWT report, titled "Television Today And Television Tomorrow," contains cross-national projections for the video market of a kind not previously attempted. It predicts, for example, very wide disparities in the growth of VCR ownership even among apparently similar markets.