



EASTERN DEFENSE—During a tour of Japan, Epic group Judas Priest accepts a gold award for the "Defenders Of The Faith" album after a show at Budokan Hall in Tokyo. Pictured from left are group members Ian Hill and K.K. Downing, Epic/Sony president Yoshikatsu Inoue, and Priests Rob Halford, Glen Tipton and Dave Holland.

Portuguese Pirates Cause Problems In Spanish Mart

By FERNANDO TENENTE

LISBON—Record companies in neighboring Spain are gravely concerned about the new and rapidly building problem of millions of pirate cassettes being produced in Portugal and apparently crossing the Spanish border at many key points.

Until now, Spain has had a comparatively low incidence of pirate cassette marketing because the laws are tough and strictly enforced. But a recent spate of confiscations of illicit software has revealed that there are huge quantities of Portuguese origin available here.

In the past, bogus Portuguese cassettes were packaged carelessly and thus were easy enough to track down.

But the counterfeiters have become more skilled, reproducing precisely the packaging of software bought in Spain, the U.K. and elsewhere.

Noly Trindade, deputy chief of Trindade, Oporto's top record company, says: "If the Portuguese market itself, with about 90% of it in the hands of cassette pirates, can't fight the problem internally, it's obviously much tougher to try to stamp out pirate exports.

"But it's vital that the Portuguese authorities meet the problem head-on before Portugal joins the European Economic Community with its freedom of trade. I think we should look for international help."

German Music Magazine Wins Broad Support

By JIM SAMPSON

MUNICH—When Music Shop first appeared in early 1983, most German record companies and dealers were skeptical about the glossy, four-color magazine distributed free through music stores. Some 18 months and 16 issues later, the Munich-based publication has established a niche for itself as both advertising medium and point-of-sale promotion, with a new affiliated magazine for the music-minded jeans buyer.

The idea of a nationwide, independent, ad-sponsored music magazine is not new. But in Germany, and perhaps in all Europe, Music Shop appears to be the first such publication to win both broad music industry support and consumer acceptance.

According to Damir Ivani, co-founder and co-publisher of Music Shop, 144,000 copies of the October issue were shipped last Wednesday (3). The 56-page issue carried 15 half-pages of record company ads, plus three pages from such non-music

sponsors as Marlboro cigarettes.

The magazine's editorial mix includes stories about the latest pop/rock releases, pictures, personality portraits, tour and television information and album/maxi-single reviews. For each full-page ad, the labels get an additional editorial page.

More than 90% of the most recent issue was given away in German record shops; an additional 5,000 copies are sold in Switzerland and Austria, and the remainder go to trade buyers and media people. Explains Ivani: "We concentrate on the big volume dealers, such as Saturn in Cologne, WOM, Life and La Musica, plus the Membran and Muller chains and the four big department stores."

Unlike most ad-supported magazines in other markets and fields, "Music Shop" isn't free to dealers, who pay between eight and 18 cents per copy, based on size of order. "This assures that the magazines are used effectively and not just thrown away," says co-founder and co-publisher Windfried Bahr.

A recent check of Munich retailers revealed uniformly positive response from both buyers and a few consumers. "The kids have really accepted the publication," says Christian Kraus of the huge Karstadt store. "They come in for it the first day of issue, take it home and return to buy specific records featured in it. It's apparently passed around a lot in school classes.

"We thought of charging a small fee for it, but since it's drawing people into the store and increasing our sales, we'll continue giving it away with a purchase."

Based on the response to a reader

'SCREEN GEMS' ALBUM

Brooks Scores British CD First

LONDON—An album of movie standards by A&M U.K. artist Elkie Brooks has become the first British-made Compact Disc to hit record stores here nationwide. Released last Monday (1), the 12-track "Screen Gems" set is being made available exclusively on CD for an initial one-month period prior to the release of the LP and cassette versions.

The CDs are being manufactured at the Nimbus Records plant in Wye Valley, in the western part of England. The independent company's newly launched facility is the only one in Europe outside West Germa-

ny (Billboard, Sept. 15). Custom orders from British record companies will occupy most of the first year's production, with Virgin (Culture Club), EMI (Paul McCartney) and Zomba heading the queue for pop repertoire.

Marketing strategy for the Brooks release has been coordinated by EMI's recently established television exploitation department, following a one-off license deal between A&M and EMI Records, which is also handling manufacture and distribution. Normally, A&M product goes through CBS here.

Charles Webster, general manager of the new division, notes: "A&M looked at various options and saw that we now have a division dedicated specifically to the marketing of repertoire rather than the breaking of new acts, with facilities for in-house tv marketing that few companies possess.

"We're honored they came to us, and there's no reason it should affect their relationship with CBS. Rather, it's an indication of the growing trend to cooperation within the U.K.

industry in the face of increased competition for leisure spending."

On the decision to adopt a CD-only window for the Brooks album, Webster says: "It's an exciting first for us. It not only acknowledges the growth of the CD market but also, by featuring a major artist like Elkie Brooks, should provide a true test of CD potential in the British marketplace."

CD exclusivity is not unknown in this market, however. Indeed, this year's prestigious Gramophone record of the year award for classical recordings was controversially given to a Deutsche Grammophon release available only on CD (Billboard, Oct. 6).

A national tv advertising campaign for "Screen Gems" will begin at the end of this month, timed to coincide with the LP/cassette release and accompanied by press and point-of-sale support. EMI won't disclose how the costs of the marketing push are being shared, but the album is likely to prove Brooks' biggest seller to date.

CD Campaign Set For U.K.

LONDON—A \$1 million advertising/promotion campaign is planned for this winter in the U.K. to increase consumer awareness of the Compact Disc system. The U.K. has lagged behind several other European territories in its acceptance of the format.

PolyGram and Philips are linking for the multimedia campaign, which, says PolyGram Record Operations director Clive Swan, should "help overcome serious consumer confusion about the compatibility of CD with existing equipment."

Swan adds that the campaign will also make the public more aware of the range of titles available here in the CD format. The campaign, which starts in early November with a commercial television blitz in the London area, carries the basic banner: "CD Is The Best Way To Get Music Out Of Your System."

BUYS 50% OF RETEQUATTRO

Berlusconi In Italian TV Deals

MILAN—In a series of late-summer deals, Silvio Berlusconi, via his company Fininvest, has gained a position of near-level power with the state-owned RAI networks in the Italian television world.

Berlusconi acquired 50% of the shares of the third leading network, Retequattro, from Arnoldo Mondadori Editore, which also publishes books and magazines. Berlusconi had previously acquired leading independent network Canale 5 and second-rated Italia 1.

Cost of the Retequattro acquisition was around \$65 million. That price includes all available program productions.

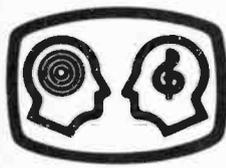
RAI has three networks of its own. But Berlusconi is in a strong position to challenge the state setup because, with the scope of three major networks on his side, he can effectively cut programming costs which, in technical and talent terms, have risen alarmingly in Italy in recent years.

Berlusconi says he's convinced his networks can collectively raise the lire equivalent of \$450 million annually from advertising revenue.

Record company optimism for a better overall coordination of promotional prospects has been expressed by Guido Ragnano, president of Milan-based D schi Ricordi, though Retequattro itself has tended to underplay its music interest.

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