

One of Several New Deals

CBS/Fox Plans Release of BBC Programs

...newsline...

THE NEW EXECUTIVE VICE PRESIDENT of the Academy of Home Video Arts & Sciences (AHVAS) is industry veteran Joe Cohen. Among his past affiliations, Cohen has served simultaneously as executive vice president of the Video Software Dealers Assn. and the National Assn. of Recording Merchandisers. Cohen was selected for his position by the AHVAS board of directors, of whom Vestron Video's Jon Peisinger is chairman.

RODEO IS COMING to videocassette via the Rent-a-Flik chain of Snowflake, Ariz. First title due out is "National Finals Rodeo, Volume 1," which features performances from 60 cowboys. The production company established for the titles is named Cowpoke Video. Executives at the firm say the strength of pro wrestling videos helped spur them to get into rodeo production, and they claim pro rodeo sold more tickets than pro wrestling in 1984.

SOME MAJOR PRODUCT is coming to Kultur. The company has picked up the Academy Award-nominated feature film "The Children Of Theatre Street," and will be releasing the title at \$59.95. "The Life Of Verdi," the company's other title, is a 10-hour, \$10 million-budgeted mini-series filmed in Italy, Leningrad, London and Paris. Opera stars in the program include Luciano Pavarotti, Maria Callas, Renata Tebaldi and Birgit Nilsson. Packaging and pricing for the title will also be epic. Suggested list is \$249.95; the four-cassette program will come complete with an imitation-leather case and a 22-page color synopsis booklet.

SOME VERDI ACTION is also due from Thorn EMI/Home Box Office Video. Due in November from the company is the ballet "Romeo And Juliet" and "The Verdi Requiem." The latter, filmed at the Edinburgh International Festival, features soloists Margaret Price, Jose Carreras and Ruggero Raimondi. Suggested list is \$39.95. "Romeo And Juliet" will also have a \$39.95 list price.

WORLDVISION HOME VIDEO will be going European this fall, taking its product to the Oct. 8-12 Mifed and the Oct. 14-18 Mifed. Titles to be spotlighted will include "The Flintstones Comedy Show," "Shari Lewis' One Minute Bedtime Stories," "Senior Trip," "Sam's Son," "Jack Nicklaus Golf My Way" and "Holocaust."

PRODUCTIONS OF LOS ANGELES is staging the first annual Video & Electronics Expo at the Santa Monica Civic Auditorium, Nov. 8-10. Organizers hope to have consumer electronics and home video manufacturers, along with distributors and retailers, exhibiting at the show. Seminars are also planned.

THE PRESCHOOL EXPRESS is a new series of interactive children's video from Simitar Entertainment Inc. of Blomington, Minn. A follow-along educator-designed activity book is included with each of the \$19.95 cassettes in the 24-title line. The series was created in association with Creative Teaching Press.

RCA/COLUMBIA PICTURES HOME VIDEO is going to try and "Stop Making Sense" soon. The company is putting out the Talking Heads concert film on cassette via its MusicVision line at a list price of \$79.95. The film gained considerable critical notice, and did well at the boxoffice for a feature of its type. Two songs not included in the movie will be contained in the home video version.

COLORIZATION comes to the Frank Capra classic "It's A Wonderful Life," starring James Stewart and Donna Reed, with Hal Roach Studios doing the tinting. This is the third feature the company has Colorized. "It's A Wonderful Life" is one of the most popular titles in the public domain marketplace. Hal Roach's Colorization of the title enables it both to add a selling point for the program and to copyright its new version of the feature. Ship date of the 130-minute film is Nov. 7; suggested retail is \$39.95.

PACIFIC ARTS VIDEO RECORDS is putting out Parts III, IV and V of its "The Huberman Festival" series in November. Coming in December is a behind-the-scenes visit to a zoo titled "Zoo-opolis," priced at \$39.95, and "Power Raquetball," for \$19.95, which features one-on-one lessons with Marty Hogan.

CULINARY VIDEO FANS are due for a treat from Kartes Video Communications. The company is adding eight titles to its "Video Cooking Library." Topics covered will include food for kids, brown-bagging and munchable gifts. With the additions, there are now a total of 39 titles in the Kartes series. Wholesale price for each cassette is \$7.99. Also due out from Kartes is a mix of titles which will include documentaries and the company's "Video Film Classics." Among the offerings: "The Hollywood Rebels," two-hour documentaries on James Dean, Montgomery Clift and Marlon Brando; "Patti Page Video Songbook," featuring 18 songs; and Sergei Eisenstein's renowned silent "The Battleship Potemkin."

JIM McCULLAUGH/TONY SEIDEMAN

NEW YORK The U.S. video market is going to get a heavy dose of British product soon, as the result of a new rights deal between CBS/Fox Video and the BBC.

The BBC deal was only one of several concluded by CBS/Fox. Other signings include:

- A pact with Family Communications for the rights to the PBS tv character Mr. Rogers.

- Continuation of a relationship with Shelley Duval, which will involve the actress/producer's new cable tv series, "Tall Tales."

- The co-production of a videocassette on back pain starring Shelley Hack.

- A deal with Marvel Comics that will see video footage of a new animated character premiering on home video for the first time instead of on network or syndicated television.

- The acquisition from noted television production firm Goldcrest International of the rights to the company's "Robin Hood" series, from

which four 90-minute episodes will be released.

According to CBS/Fox Video director of programming, special projects and acquisitions Anne Upson, the purchases represent a general move by the company towards boosting its involvement in non-theatrical product. "I want producers to know they can come to us and work with us on a long-run basis," Upson says.

CBS/Fox is looking to become the home video industry leader in terms of releases of non-theatrical titles, she says, with five more major deals due for announcement shortly and at least 30 programs currently in production.

Direct involvement in the production process is CBS/Fox's goal, says Upson, from the idea level to the completion of a program.

The "Robin Hood" series will also be appearing on the pay-cable network Showtime. But Upson does not see this as detrimental, because it "increases the visibility" of the

show. The Showtime series will also be in a completely different format than the CBS/Fox home video release, which Upson claims will further help boost sales.

As for the arrival of the BBC titles, CBS/Fox executives are not yet in a position to say which programs are directly involved, due to the complex rights situations the network is only now working out.

However, word is that shows involved in the deal will include "Fawly Towers," "All Creatures Great And Small" and "Dr. Who." The deal reportedly encompasses past, present and future BBC product. The BBC produces 5,000 hours of programming a year.

All of the deals CBS/Fox has made are for the long term, with the Mr. Rogers agreement running for 10 years. There are nine "Mr. Rogers" programs scheduled for release, Upson says, with no dates yet determined for when the programs will hit the market. Making up the

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TOP MUSIC VIDEOCASSETTES

THIS WEEK	2 WKS. AGO	WKS. ON CHART	TITLE	Copyright Owner, Manufacturer, Catalog Number	Principal Performers	Year of Release	Type	Price
1	1	7	PRINCE AND THE REVOLUTION LIVE ▲	P.R.N. Productions Warner Music Video 3-538102	Prince And The Revolution	1985	C	29.95
2	2	23	WHAM! THE VIDEO ●	CBS Inc. CBS-Fox Video Music 3048	Wham!	1985	SF	19.98
3	3	13	WE ARE THE WORLD THE VIDEO EVENT ▲	USA For Africa MusicVision 6-20475	USA For Africa	1985	D	14.95
4	4	7	RATT THE VIDEO	Atlantic Records Inc. Atlantic Video 50101	Ratt	1985	SF	19.98
5	5	29	MADONNA ▲	Sire Records Warner Music Video 3-38101	Madonna	1985	SF	19.98
6	6	29	PRIVATE DANCER ▲	Picture Music Intl. Sony Video Software 97W50066-7	Tina Turner	1985	SF	16.95
7	7	25	DANCE ON FIRE ●	Doors Music Company MCA Dist. Corp. 80157	The Doors	1985	LF	39.95
8	8	7	TINA LIVE PRIVATE DANCER TOUR ▲	Zenith Prod. Ltd. Sony Video Software 96W00089-90	Tina Turner	1985	C	29.95
9	9	29	U2 LIVE AT RED ROCKS	Universal City Studios MCA Dist. Corp. 80067	U2	1984	C	29.95
10	10	21	ANIMALIZE LIVE UNCENSORED	Polygram MusicVideo-U.S. MusicVision 6-20445	Kiss	1985	LF	29.95
11	11	29	ALL NIGHT LONG ▲ ◆	Brockman Enterprises Inc. MusicVision 6-20420	Lionel Richie	1985	SF	19.95
12	12	29	SING BLUE SILVER ●	Tri-tec Duran Vision Thorn/EMI/HBO Video 2852	Duran Duran	1985	C	29.95
13	13	7	DIAMOND LIFE VIDEO	CBS Inc. CBS-Fox Music Video 7091	Sade	1985	SF	14.95
14	16	3	WORLD WIDE LIVE	Scorpion GmbH MusicVision 6-20412	Scorpions	1985	C	29.95
15	17	3	THE BEAT OF THE LIVE DRUM	RCA Video Prod. Inc. MusicVision 6-20467	Rick Springfield	1985	C	29.95
16	19	3	THROUGH THE CAMERA EYE	Polygram Records Inc. MusicVision 6-20466	Rush	1985	LF	29.95
17	14	9	THE VISIONS OF DIANA ROSS	RCA Video Prod. Inc. MusicVision 6-20454	Diana Ross	1985	SF	19.95
18	NEW ▶		JUDAS PRIEST LIVE	Music Media Media Home Entertainment M450	Judas Priest	1984	C	29.95
19	18	7	BEHIND THE IRON CURTAIN	Maiden Hell Ltd. Sony Video Software 95W00013-4	Iron Maiden	1985	SF	19.95
20	NEW ▶		BEST OF REGGAE SUNSPASH PART 1	Scny Video Software 96W00067-8	Various Artists	1984	LF	29.95

◆ Recording Industry Assn. of America gold certification for theatrical films, sales of 75,000 units or suggested list price income of \$3 million (30,000 or \$1.2 million for non-theatrical made-for-home video product; 25,000 or \$1 million for music video product). ▲ RIAA platinum certification for theatrical films, sales of 150,000 units or suggested list price income of \$6 million (60,000 or \$2.4 million for non-theatrical made-for-home video product; 50,000 units or a value of \$2 million for music video product). Titles certified prior to Oct. 1, 1985 were certified under different criteria. ◆ International Tape Disc Assn. certification for gross label revenue of \$1 million after returns or stock balancing.