



Hometown Charity. Executives from Vestron Video give a gift of a new VCR and a selection from sublabel Children's Video Library to Stamford, Conn.'s St. Joseph's Hospital. Standing, from left, are St. Joseph's nursing supervisor Nancy Lewis, and Vestron's administration vice president Marilyn DiGirolamo and marketing and sales vice president Michael Olivieri. The Stamford-based company also donated VCRs and tapes to Stamford Hospital and Yale-New Haven.

MCA Bets on 'Future' With Huge Promotion

Movie Campaign Will Include TV and Print Ads

BY JIM McCULLAUGH

LOS ANGELES "Back To The Future," which has already put more than \$200 million into Universal Studio's coffers, making it one of the biggest grossing films of all time, will be the focus of MCA Home Video's largest promotion ever.

The Steven Spielberg-produced and Robert Zemeckis-directed film has a street date of May 22 and a suggested list of \$79.95. There had been some industry speculation that "Future" would be MCA's first sell-through-priced cassette. But Jerry Sharrell, senior vice president of marketing for MCA, says, "We didn't feel the timing was right for a lower price. The rental market is still very strong and our viewpoint is echoed by such industry peers as Paramount, who opted to price 'Witness' at \$79.95."

Distributors officially received word of the promotion at MCA's recently concluded national sales meeting in Scottsdale, Ariz.

Sharrell says that there was no resistance to the price point. Rather, he says, the enormous scope of the MCA backing campaign was met with enthusiasm.

Push capitalizes on 'strong market'

Elements of the multimillion-dollar advertising and sales support campaign include these:

- A 30-second television spot set for MTV on a national basis, as well as eleven major TV markets, slated for May and early June.

- Massive print advertising in general interest, consumer, buff, and trade magazines such as People, TV Guide, Life, Sports Illustrated and US. MCA estimates that the push will reach 95% of all VCR owners seven times, with more than 269 million impressions. Trade advertising spans March and April, with consumer print ads running during

the May/June period.

- An extensive in-store, point-of-purchase assortment of counter-cards, mobiles, posters, full-color sign-up sheets, mirrored mylar stickers, 22- by 35-inch silk-screened cloth banners, and other material.

- A multidimensional five-foot-high floor display and a motorized display featuring a moving replica of the VHS cassette's box against a background of enlarged theatrical main art, available to qualified retailers.

Distributors will also receive a special kit containing a cassette screener; a gatefold promotional piece containing marketing, advertising, and p-o-p material; an ad slick folder; and a special digital watch with flashing "Back To The Future" graphics.

Kartes Granted Exclusivity On Paramount, MCA Oldies

BY TONY SEIDEMAN

NEW YORK In an unprecedented move, Paramount Home Video and MCA Home Video have just licensed a total of 26 catalog titles to low-priced product specialist Kartes Video Communications.

MCA provided six feature films with a number of its major stars, including "Far Country" with James Stewart, "Lover Come Back" with Rock Hudson and Doris Day, Clark Gable and Carole Lombard in "No Man Of Her Own," and W.C. Fields in "Never Give A Sucker An Even Break."

Among Paramount's 20 titles are "Another Time, Another Place," "The Black Orchid," "Botany Bay," "Papa's Delicate Condition" with Jackie Gleason, "The Tin Star," "Villa Rides" with Yul Brynner, "The Buccaneer," "Desire Under The Elms" with Sophia Loren, and "One Hot Spell" with Anthony Quinn and Shirley MacLaine.

The product will be coming out soon, says Kartes president Jim Kartes. "We're going to try for release in April. As early April as we can. We're just waiting for the packaging to get done."

All the titles will be released under KVC's Video Film Classic logo, with the film company copyright on the back of the package.

These movies from Paramount and MCA, Kartes says, "are older films—from the '40s, '50s and '60s—that they may or may not have tried to bring onto the market."

Of his company's decision to go for the deals, Kartes says, "Based on the number of titles we did in public domain we thought we could do well with proprietary product."

I hope they entered the deal because they feel we can do a job at it and make some money on it," says Kartes. "I've carved my niche, and I think in my market I'm going to do

pretty well with this stuff, especially at the price point."

According to Kartes, in his knowledge film companies normally don't do deals like this with their product. "On videocassette," he says, "they've never said 'O.K. we're going to give you a master tape' and allow you to mass duplicate, package, and market the product. That's exactly what we're going to do."

Negotiations between KVC and Paramount and MCA have been going on for a couple of years, says Kartes, but "nothing ever got serious until a few months ago. I think becoming a Scripps-Howard company helped a lot." KVC was purchased by Scripps-Howard in late 1985.

The company has long been a specialist in marketing low-priced product, and virtually established the public domain business when it began putting out titles at \$19.95 in alternative locations such as bookstores and other non-traditional video outlets.

Kartes sees the license with Paramount and MCA titles as essential in giving his company a competitive edge in the often brutal public domain marketplace. Since Kartes has sole release rights to the films, "All these people can't come in and cut the prices the way they did on public domain."

This product exclusivity will be a tremendous marketing boost, says Kartes, claiming: "I'm going to do two or three times better with this product because I have proprietary use on it."

"We can't afford not to make such deals," he comments. For example, he says, "If I had had proprietary use on 'It's A Wonderful Life,' I would have sold half a million units."

KVC's business was never primarily PD oriented, says Kartes. "I (Continued on page 48)

FOR WEEK ENDING MARCH 15, 1986

Billboard

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TOP MUSIC VIDEOCASSETTES

Compiled from a national sample of retail store sales reports.

THIS WEEK	2 WKS. AGO	WKS. ON CHART	TITLE	Copyright Owner, Manufacturer, Catalog Number	Principal Performers	Year of Release	Type	Price
1	1	15	THE VIRGIN TOUR-MADONNA LIVE ●	Sire Records Warner Music Video 3-38105	Madonna	1985	C	29.98
2	6	45	WHAM! THE VIDEO ●	CBS Inc. CBS-Fox Music Video 3048	Wham!	1985	SF	19.98
3	2	15	MOTOWN 25: YESTERDAY, TODAY, FOREVER ●	Motown Pictures Co. MGM/UA Home Video 300302	Various Artists	1983	D	29.95
4	7	19	NO JACKET REQUIRED ●	Atlantic Records Inc. Atlantic Video 50104	Phil Collins	1985	SF	19.98
5	10	3	JOHN LENNON LIVE IN NEW YORK	Picture Music Intl. Sony Video Software 96W50128-00127	John Lennon	1986	C	29.95
6	4	17	THE BEATLES LIVE-READY STEADY GO!	EMI Records Ltd. Sony Video Software 97W00192	The Beatles	1985	SF	16.95
7	16	3	FRANK SINATRA-PORTRAIT OF AN ALBUM	Quincy Jones Productions MGM/UA Home Video 400648	Frank Sinatra	1986	D	39.95
8	5	9	LIVE AFTER DEATH	Sony Video Software 96W50114	Iron Maiden	1985	C	29.95
9	12	9	WHITE CITY	Atlantic Records Inc. Vestron Music Video 1025	Pete Townshend	1985	D	29.95
10	8	29	PRINCE AND THE REVOLUTION LIVE ▲	P.R.N. Productions Warner Music Video 3-538102	Prince And The Revolution	1985	C	29.95
11	11	7	SCENES FROM THE BIG CHAIR	Polygram Music Video MusicVision 6-20534	Tears For Fears	1985	LF	29.95
12	15	3	SUN CITY	Manhattan Records Karl Lorimar Home Video 012	Various Artists	1986	D	19.95
13	9	7	THE BEST OF ELVIS COSTELLO AND THE ATTRACTIONS	CBS-Fox Video 7092	Elvis Costello/The Attractions	1985	LF	24.98
14	14	13	ARENA	Tritec Duran Vision Thorn/EMI/HBO Video TVF2789	Duran Duran	1985	LF	29.95
15	NEW ►		THE VIDEO SINGLES	CBS-Fox Video 7094	Paul Young	1985	LF	19.98
16	3	5	THE SUPER BOWL SHUFFLE	Red Label/Third World/Centel MPI Home Video MP1302	Chicago Bears Shufflin Crew	1985	SF	19.95
17	NEW ►		NERVOUS NIGHT	CBS-Fox Video 7085	The Hooters	1985	LF	19.98
18	13	29	TINA LIVE PRIVATE DANCER TOUR ▲	Zenith Prod. Ltd. Sony Video Software 96W00089-90	Tina Turner	1985	C	29.95
19	19	51	U2 LIVE AT RED ROCKS	Universal City Studios MCA Dist. Corp. 80067	U2	1984	C	29.95
20	17	41	ANIMALIZE LIVE UNCENSORED	Polygram MusicVideo-U.S. MusicVision 6-20445	Kiss	1985	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. SF short-form. LF long-form. C concert. D documentary.