

newsline...

VIDEO VETERAN NOEL BLOOM, the former chairman of International Video Entertainment, has formed Celebrity Entertainment. The Woodland Hills, Calif.-based supplier plans to launch three separate lines: Just For Kids for children's programming; Feature Creatures for science fiction and horror; and Let's Party for "upbeat, one-of-a-kind videos." Most of the top people at the new company were snared away from other suppliers.

VANNA WHITE has finally found time to make (you guessed it) a fitness video. Slated for release from Karl-Lorimar Home Video on June 3, "Get Slim/Stay Slim With Vanna White" will have a suggested list price of \$19.95. White, who won fame by turning letters on the game show "Wheel Of Fortune," claims she lost 25 pounds following the program.

CBS/FOX WILL BE DISNEY'S DUPLICATOR. Beginning in July, all of Walt Disney Home Video's product, including Touchstone Films, will be duplicated by the CBS/Fox Services Division. After opening a modern duplication facility in Livonia, Mich., CBS/Fox has been seeking a major client to offset the expense of the new facility. Bill Mechanic, senior VP of video for Walt Disney, calls the CBS/Fox duplicating plant "the most technically advanced in the country."

NEW WORLD GETS DOWN AND DIRTY with price reductions on six titles. "Crimes Of Passion" (the R-rated version), "Out Of Control," "Lust In The Dust," "Avenging Angel," "Bury Me An Angel," and "Fearless" will be reduced from their original list price of \$79.95 to \$24.95. The unrated version of "Crimes Of Passion," which was originally priced at \$89.95, will be dropped to \$29.95. Prebook date on the Down And Dirty promotion is June 18; street date is June 30. **AL STEWART**

Kartes Solution Is Licensed Product PD Quality Has Lessened

BY FRANK LOVECE

Second of two articles exploring the impact of public-domain titles on the home video market.

NEW YORK For all the hubbub over a particular title's copyright, the most pressing concern of suppliers of public-domain videocassettes may be the price slashing that has dropped suggested retails to as little as \$7.95 for a feature film. To support such a price structure, many PD specialists are apparently turning to cheaper tape stock and lesser-quality packaging and duplication methods.

For this reason, Kartes Home Video—which ignited the current blaze of PD specialists—is "de-emphasizing public domain in favor of licensed," according to marketing manager Bill Wells. "People now associate PD movies with low-quality, low-grade reproduction. We

want to avoid being associated with that type of product."

Wells says this is why Kartes no longer lists PD titles in its catalog. "We'll continue to fill orders from people who know what we carry. Movies like 'Meet John Doe,' 'It's A Wonderful Life,' and 'The General' won't become orphans as far as we're concerned."

Retailers tend to agree with Wells' assessment of PD films. They say consumers do not respond favorably to below-average video quality no matter how low the price. Moreover, some of the dealers contacted say they have learned that taping over a PD film to get their money's worth is often a red herring. The tape stock on PD cassettes is often so bad that dropouts and other bits of picture/sound degradation are inherent.

Yet despite the seemingly immi-

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Fast Forward

BY MARK HARRINGTON

A biweekly survey of technical developments in the hardware and software sides of the home video industry.

IF THE COMPANY that recently developed the ultimate video recorder decides to demonstrate it at the upcoming Consumer Electronics Show, don't look for it at the JVC booth—because it isn't Super VHS.

It is, at least on paper, called Extended Definition Beta, and you may find it at the Sony booth. If you are interested in or sentimental

about good technology that may not survive its inception, look it up in June because you may never see it again. It's the sort of thing you might want to bring a camera for—unless you are a sentimental or eccentric enough to buy an ED Beta recorder if and when the format is ever made available to consumers here. Sony has only scheduled deliveries for Japan this fall.

ED Beta, announced shortly after JVC muddied the format waters with the clearer picture of Super VHS, provides about a 15% better picture than S-VHS. Both work by

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Panel: Nontheatrical Growth Seen Madison Ave. \$\$ Will Spur Genre

BY JIM BESSMAN

NEW YORK The growth of non-theatrical video will be fueled by increased support from Madison Avenue as the advertising community steps up its commitment to commercially sponsored videocassettes, a panel of industry specialists predicted here at the New York International Video Market.

During the April 23 seminar "Advertiser-Supported Video—Video In Marketing Communications," panelists said that ad-supported videos will proliferate quickly to the point that they will become a "mainstream" medium. Some on the panel even asserted that the success of the category will hinge on such support.

"Advertiser involvement [in home video] will be critical in the future, particularly for the alternative market," said Leo Scullin, director of print and new electronic media for

the Young & Rubicam ad agency.

According to Karl-Lorimar Home Video senior vice president of marketing Jeff Jenest, sell-through of alternative video product has been slower than expected. Still, he said, sponsorship offers manufacturers new ways to sell catalog titles, through the use of video as a premium item by packaged-goods companies. Jenest cited Diet Pepsi's involvement with Paramount Home Video's release of "Top Gun," calling the cassettes a "bona fide advertising medium" for the Pepsi-Cola Co.

While the \$6 million Paramount/Pepsi promotion was a unique undertaking, Jenest said Karl-Lorimar's association with General Foods in producing last year's "The Crystal Light National Aerobic Championship Workout" exercise tape would be a widely copied model as a "proprietary video of a subject that supports marketing at hand."

Page Lowry, General Foods category promotion manager, explained how her company devised the Crystal Light videocassette spring/summer promotion behind the soft drink mix. She said that the national interest in fitness, coupled with the success of Karl-Lorimar's Jane Fonda exercise tapes, made the Crystal Light aerobics title attractive to General Foods.

"We felt that it was very important for the tape to be part of our overall marketing mix," said Lowry, noting that commercials for the product focus on exercise and consumers "feeling good about themselves." While Lowry said there was "some product recognition" in the program with aerobics champs drinking the product between exercises, such placement neither "hit [viewers] over the head" nor was "cluttered" by additional commercialization.

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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	Suggested List Price
1	1	15	BON JOVI	★★ NO. 1 ★★ Polygram MusicVideo-U.S. Sony Video Software 95W50030	Bon Jovi	1985	SF	14.95
2	2	23	CONTROL-THE VIDEOS ●	A&M Records Inc. A&M Video 6-21021	Janet Jackson	1986	SF	12.95
3	4	21	MOTLEY CRUE UNCENSORED ▲	Elektra/Asylum Records Elektra Entertainment 40104-3	Motley Crue	1986	LF	19.98
4	3	21	LIVE WITHOUT A NET ●	Warner Bros. Records Warner Reprise Video 38129	Van Halen	1986	C	29.98
5	6	15	DOKKEN	Elektra/Asylum Records Elektra Entertainment 40102-3	Dokken	1986	SF	19.98
6	5	23	EVERY BREATH YOU TAKE-THE VIDEOS ●	A&M Records Inc. A&M Video 6-21022	The Police	1986	LF	19.95
7	17	75	U2 LIVE AT RED ROCKS	Island Records Inc. MusicVision 6-20613	U2	1984	C	19.95
8	7	23	DAVID LEE ROTH ●	Diamond Dave Touring, Inc. Warner Reprise Video 3-38126	David Lee Roth	1986	SF	19.98
9	9	21	COLOR ME BARBRA ●	Barwood Films Ltd. CBS-Fox Music Video 3518	Barbra Streisand	1966	C	29.95
10	10	5	THE PRINCE'S TRUST ALL-STAR ROCK CONCERT	BBC For The Prince's Trust MGM/UA Home Video ML101089	Various Artists	1986	C	34.95
11	14	45	THE #1 VIDEO HITS ▲◆	Arista Records Inc. MusicVision 6-20631	Whitney Houston	1986	SF	14.95
12	8	21	THE COMPLEAT BEATLES ▲◆	MGM/UA Home Video 700166	The Beatles	1982	D	19.95
13	12	13	WHAMI-THE FINAL	CBS Video Music Enterprises CBS-Fox Music Video 3846	Wham!	1986	SF	19.98
14	18	37	GENESIS LIVE: THE MAMA TOUR	Picture Music Intl. Atlantic Video 50111-3-5	Genesis	1986	C	24.98
15	15	25	MY NAME IS BARBRA ●	Barwood Films Ltd. CBS-Fox Music Video 3519	Barbra Streisand	1965	C	29.95
16	19	15	HOROWITZ IN MOSCOW	MGM/UA Home Video 40105	Vladimir Horowitz	1986	C	39.95
17	16	25	THE VIDEO ALBUM, VOLUME II	CBS Video Music Enterprises CBS-Fox Music Video 6199	Billy Joel	1986	LF	19.98
18	11	17	LIVE IN JAPAN ●	Enigma Records, Inc. Enigma Music Video 2000	Stryper	1986	C	24.95
19	RE-ENTRY		MOTOWN 25: YESTERDAY, TODAY, FOREVER ▲◆	Motown Pictures Co. MGM/UA Home Video 300302	Various Artists	1983	D	29.95
20	13	59	NO JACKET REQUIRED ●	Atlantic Records Inc. Atlantic Video 50104	Phil Collins	1985	SF	19.98

● 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 nontheatrical 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 nontheatrical 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 a minimum sale of 75,000 units or a dollar volume of \$3 million at retail for theatrically released programs, or of at least 25,000 units or \$1 million at suggested retail for nontheatrical titles. SF short-form. LF long-form. C concert. D documentary.