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

**BY JIM BESSMAN**

NEW YORK: The growth of nontheatrical video business continues to fuel by increased support from Madison Avenue, as the advertising community steps up to commercialize sponsored videocassettes, a panel of industry specialists predict here at the New York International Video Market.

During the April 23 seminar "Advertiser-Supported Video—Video In Marketing Communications," panelists said that advertiser-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 [video] marketing" 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, the growing popularity of alternative video product has been slower than expected. Still, he said, sponsorships offer 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 "unique adver- tising tool" 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 Aerobics 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 campaign," Lowry explained, 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 exercise routines, such placements enable "hit [viewers] over the head" nor would be "cluttered" by additional commercialization.

(Continued on next page)

**FOR WEEK ENDING MAY 9, 1987**

**THE WEEK**

**# 1**

**POISON**

**TITLE**

**FREQUENCY OF CHART**

**1**

*BON JOVI* (Polygram/Video Music U.S.)

**Catalog Number**

**Principal Performers**

**Suggested Retail Price**

**1985 SF**

**94.85**

**2**

*CONTROL THE VIDEOS* (A&M Records)

*A&M Video 6-21021*

** делают самыми высокими, а также 8.75% for a feature film.**

**Catalog Number**

**Janet Jackson**

**1986 SF**

**12.95**

**3**

*MOLEY CRUE UNCENSORED* (Elektra/Asylum Records)

*Elektra Entertainment 401-04-3*

**Crisis With Me, "I Think It's Wonderful Life," and "The General" won't become orphans as far as we're concerned."**

**Catalog Number**

**Motley Crue**

**1986 LF**

**19.95**

**4**

*LIVE WITHOUT A NET* (Warner Bros. Records)

*Warner Music Video 38129*

**Catalog Number**

**Van Halen**

**1986 C**

**25.95**

**5**

*DOKKEN* (Elektra/Asylum Records)

*Elektra Entertainment 401-02-3*

**Catalog Number**

**Dokken**

**1986 SF**

**19.95**

**6**

*EVERY BREATH YOU TAKE* (A&M Records)

*A&M Video 6-21022*

**Catalog Number**

**The Police**

**1986 LF**

**19.95**

**7**

*WIZARDS LIVE AT RED ROCKS* (Island Records)

*Island Records Music Video 26-0613*

**Catalog Number**

**U2**

**1984 C**

**19.95**

**8**

*DAVID LEE ROETH* (Chrysalis)

*Chrysalis Video 38126*

**Catalog Number**

**David Lee Roth**

**1986 SF**

**19.95**

**9**

*COLOR ME BARBRA* (Barwood Films)

*CBS-Fox Video Music 3518*

**Catalog Number**

**Barbra Streisand**

**1986 C**

**29.95**

**10**

*THE PRINCE'S TRUST ALL-STAR ROCK CONCERT* (RCA Home Video Trust)

*MGM-UA Home Video ML10089*

**Catalog Number**

**Barbra Streisand**

**1986 C**

**49.95**

**11**

*THE # 1 VIDEO HITS* (Arista Records)

*Arista Video 6-20631*

**Catalog Number**

**Whitney Houston**

**1986 SF**

**14.95**

**12**

*THE COMPLEAT BEATLES* (MGM-UA Home Video)

*700166*

**Catalog Number**

**The Beatles**

**1982 D**

**19.95**

**13**

*WHAM! THE FINAL* (CBS Video Music Enterprises)

*CBS Video 3846*

**Catalog Number**

**Wham!**

**1986 SF**

**19.95**

**14**

*GENESIS LIVE: THE MAMA TOUR* (RCA Home Video Trust)

*MGM-UA Home Video ML4011-35*

**Catalog Number**

**Genesis**

**1986 C**

**24.95**

**15**

*MY NAME IS BARBRA* (Barwood Films)

*CBS-Fox Video Music 3519*

**Catalog Number**

**Barbra Streisand**

**1985 C**

**29.95**

**16**

*HOROWITZ IN MOSCOW* (Hörmann Video)

*MGM-UA Home Video 40105*

**Catalog Number**

**Vladmir Horowitz**

**1985 C**

**29.95**

**17**

*THE VIDEO ALBUM, VOLUME II* (CBS Video Music Enterprises)

*CBS Video 6196*

**Catalog Number**

**Billy Joel**

**1986 LF**

**19.95**

**18**

*LIVE IN JAPAN* (Ligma Records)

*Ligma Video Music 38100*

**Catalog Number**

**Anita Pallenberg**

**1988 C**

**24.95**

**19**

*RE-ENTRY* (Motown Pictures)

*MGM-UA Home Video 300302*

**Catalog Number**

**Various Artists**

**1983 D**

**29.95**

**20**

*NO JACKET REQUIRED* (Atlantic Records)

*Atlantic Video 21021*

**Catalog Number**

**Phil Collins**

**1983 SF**

**19.95**

Compiled from a national sample of retail store sales reports.

**PUBLISHED MAY 9, 1987**

**Videotape**

**1987, Billboard Publications Inc. No part of this publication may be reproduced, stored in any retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of the publisher.**