

Bill Cosby, Larry Bird Product Sets New Image Kodak Refocuses Tape Campaign

BY AL STEWART

NEW YORK With the help of funnyman Bill Cosby and basketball great Larry Bird, Kodak is readying a renewed push into the home video market. While the photo giant has released prerecorded videocassettes for more than a year, most of the product is limited to travel and photo how-to subjects.

Now, on the strength of two new titles—"Bill Cosby: 49" and "Winning Basketball," with Bird and former Boston Celtic coach Red Auerbach—officials at Kodak Programs feel they are positioned to sharply increase their involvement in the market. The hourlong tapes feature widely recognized celebrities and are priced for sell-through at \$19.95.

With that lineup and Kodak's marketing clout, the company anticipates sales of at least 100,000 units on each title.

"In my mind, if these tapes aren't successful, we've done something wrong," says Robert Faubel, president of Kodak Programs. "In the past, we have had limited involvement in prerecorded video, and it has been a learning experience for us. With these two tapes we have an opportunity to step up our commitment. It will be up to the consumer to tell us if we are on the right track."

Faubel says prerecorded video is a natural for Kodak. "I like to think we're in the imaging business, so [the video software] is compatible with a great deal of what we're involved in. It is also a

significant opportunity for the company."

The company plans to make use of its existing network of sales reps to position the tapes in mass-merchant outlets that carry Kodak photographic products. Faubel

'The consumer will tell us if we're on the right track'

says that Kodak already has commitments to carry the tape from such retail giants as K mart, Wal mart, and Eckerts and will attempt to penetrate specialty stores by offering the tapes to video distributors.

In addition to VHS and Beta, the company plans to release all of its prerecorded product on 8mm cassettes as well. Kodak was the first U.S. company to sell 8mm video hardware product and has vowed to maintain its commitment to the format.

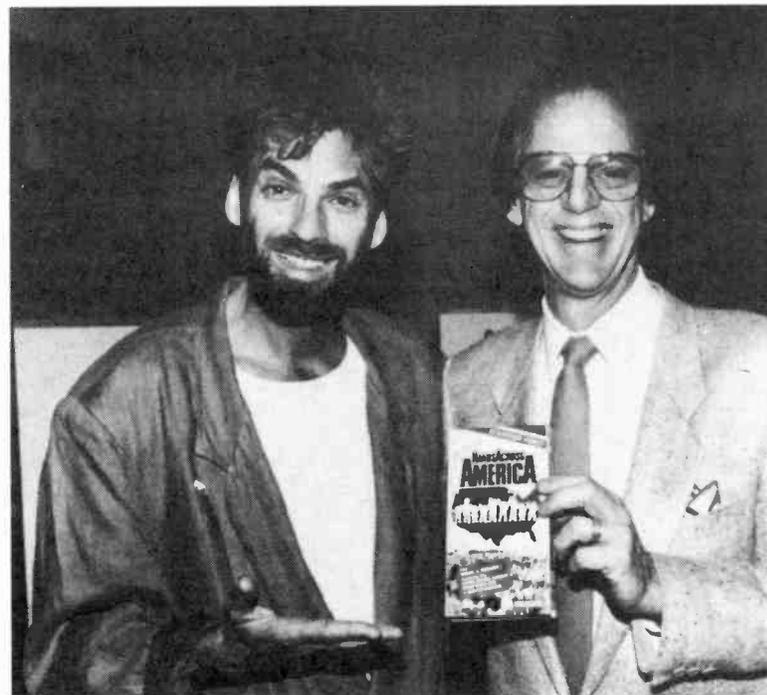
The Cosby videocassette features the actor-comedian doing a standup routine. According to Faubel, it was made available to Kodak as a result of an existing relationship between the company and Cosby. Says Faubel, "Cosby has been a spokesman for our color print paper, and his decision [to license the title to Kodak] is a spin-off of the close relationship we have developed with him."

The tape was culled from six concerts held in conjunction with the reopening of the Chicago The-

ater in September. From more than 10 hours of footage shot, Cosby's wife, Camille, edited a 90-minute tape, which was later trimmed to 67 minutes to hold down its cost. The title is a reference to the 49-year-old comic's lighthearted look at middle age.

The program featuring Bird and Auerbach is designed to teach young basketball players how to excel on the court. Faubel, who hints that additional sports titles are likely to be released by Kodak, says that "Winning Basketball" is indicative of the the niche Kodak seeks to fill.

"It not a rehash of old games. It is more of an educational program that is also quite entertaining. I think there is a real need for that type of video: videos that are entertaining and enjoyable to watch. That's the type of nontheatrical programming we plan to release in the coming months."



Helping Hand. Kenny Loggins, left, and Ken Kragen, discuss the Lorimar Home Video cassette "The Story of Hands Across America" during a recent press conference in Los Angeles. The occasion was to announce distribution of funds for the movement as well as to help launch the \$14.95 souvenir cassette.

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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	19	BON JOVI	★★ NO. 1 ★★ Polygram MusicVideo-U.S. Sony Video Software 95W50030	Bon Jovi	1985	SF	14.95	
2	3	25	LIVE WITHOUT A NET ▲	Warner Bros. Records Warner Reprise Video 38129	Van Halen	1986	C	29.98	
3	4	79	U2 LIVE AT RED ROCKS	Island Records Inc. MusicVision 6-20613	U2	1984	C	19.95	
4	5	25	MOTLEY CRUE UNCENSORED ▲	Elektra/Asylum Records Elektra Entertainment 40104-3	Motley Crue	1986	LF	19.98	
5	11	49	THE #1 VIDEO HITS ▲◆	Arista Records Inc. MusicVision 6-20631	Whitney Houston	1986	SF	14.95	
6	2	27	CONTROL-THE VIDEOS ●	A&M Records Inc. A&M Video 6-21021	Janet Jackson	1986	SF	12.95	
7	10	3	DON JOHNSON: HEARTBEAT	CBS Video Music Enterprises CBS-Fox Music Video 3001	Don Johnson	1986	LF	19.98	
8	NEW▶		KATE BUSH THE WHOLE STORY	Picture Music Intl. Sony Video Software R0567V	Kate Bush	1987	LF	29.95	
9	6	27	EVERY BREATH YOU TAKE-THE VIDEOS ●	A&M Records Inc. A&M Video 6-21022	The Police	1986	LF	19.95	
10	9	19	DOKKEN	Elektra/Asylum Records Elektra Entertainment 40102-3	Dokken	1986	SF	19.98	
11	13	29	MY NAME IS BARBRA ●	Barwood Films Ltd. CBS-Fox Music Video 3519	Barbra Streisand	1965	C	29.95	
12	7	27	DAVID LEE ROTH ●	Diamond Dave Touring, Inc. Warner Reprise Video 3-38126	David Lee Roth	1986	SF	19.98	
13	8	9	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	
14	14	41	GENESIS LIVE: THE MAMA TOUR	Picture Music Intl. Atlantic Video 50111-3-5	Genesis	1986	C	24.98	
15	15	73	MOTOWN 25: YESTERDAY, TODAY, FOREVER ▲◆	Motown Pictures Co. MGM/UA Home Video 300302	Various Artists	1983	D	29.95	
16	12	25	THE COMPLEAT BEATLES ▲◆	MGM/UA Home Video 700166	The Beatles	1982	D	19.95	
17	16	25	COLOR ME BARBRA ●	Barwood Films Ltd. CBS-Fox Music Video 3518	Barbra Streisand	1966	C	29.95	
18	17	35	STARING AT THE SEA	Elektra Records Elektra Entertainment 40101	The Cure	1986	LF	24.98	
19	RE-ENTRY		MAX HEADROOM	Lorimar Home Video 367	Max Headroom	1986	D	39.95	
20	19	19	HOROWITZ IN MOSCOW	MGM/UA Home Video 40105	Vladimir Horowitz	1986	C	39.95	

● 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 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.

Celebrity Launches 3 Labels Variety Of Genres Will Be Pushed

BY MOIRA McCORMICK

CHICAGO A video featuring male strippers and another showcasing would-be Penthouse Pets will be the first releases from Noel Bloom's new video undertaking, Celebrity Home Video.

Bloom, the founder and former president of International Video Entertainment, says his new company will begin shipping product in June. Meanwhile, a subsidiary firm, Celebrity Duplicating services in nearby Canoga Park, recently began operation.

Though Bloom is eyeing theatrical product for feature release, he will also be banking on children's product and special-interest releases as well. As such, the company will release product under three different labels, Just For Kids, Feature Creatures (sci-fi, fantasy, and horror films), and Let's Party (various "upbeat, one-of-a-kind" titles). "Within the next four to five months, we'll also be producing how-tos," says Bloom.

According to Bloom, Celebrity also expects to license theatrical titles that can be secured for about \$1.5 million. "These won't be necessarily low-budget films," Bloom

says. "There are a number of movies shot in Canada, for instance, for which the producers can't find a home. If a film like that is acquired before theatrical release and it becomes a hit, it can do very well on home video."

Celebrity's first releases will appear on the Let's Party label beginning with "Tall, Dark, and Handsome," a made-for-video production featuring the Chippendale male strippers, due out at the end of June. It will be followed by "Great American Centerfold Search," a title produced by Group Davis concerning a search for a Penthouse magazine centerfold. Both titles will list for \$39.95.

Still, Celebrity Home Entertainment's main thrust, according to Bloom, will be "to create a children's line as well as different types of marketing and promotion—to do things more uniquely than the next guy. We're trying to pick the quality product with good production value and marketability.

"We'll really get into children's product, to get as much into the marketplace as possible by Christmas."

Bloom's former company, IVE, (Continued on page 80)