



Cosby Kid Looks Fit. Tempest Bledsoe, who plays Vanessa on "The Cosby Show," takes a break during the shooting of "Teen Fitness," a workout video scheduled for release by CBS/Fox in the fall. With the young star are, left, Ken Walz, the tape's producer, and Pat Birch, the director/choreographer. (Photo: Thomas Doran).

Aggressive Sell-Through Effort Called Ineffective Lorimar Drops KLV-TV Promotion

BY AL STEWART

CHICAGO Despite outward appearances, the Consumer Electronics Show, held here May 30-June 2, saw a flurry of activity on the home video front. Even if there were few home video suppliers showcasing tapes on the floor, there were a number of new developments that surfaced here during the show:



- **Lorimar** Home Video has scrapped KLV-TV. The ambitious promotion, designed to make an across-the-board push for sell-through video, "just didn't make a lot of sense," according to Jerry Gottlieb, the newly appointed CEO of the company.

- **Ben Tenn**, who resigned as vice president of Walt Disney Home Video late last year, took industry observers by surprise when he ap-

peared in the Best Film & Video booth. Tenn, who reportedly quit Disney in a management dispute, will serve as vice president of marketing in his new post with the small, independent supplier.

- **HBO Video** said it will release ad-supported sports videos made in conjunction with Sports Illustrated Magazine. The "Get The Feeling" series debuts Sept. 30 when a 60-minute tape centering on speed will be released. Four programs are scheduled for release each year, all making use of super-slow motion and cameras placed in unusual positions in an attempt to let the viewer feel he is part of the action. A 60-second commercial for Dodge trucks will appear on each tape.

- **Goodtimes Video** announced a two-year deal with MCA Home Video that will enable Goodtimes to offer 20 feature films for a retail price under \$15. The first batch of films includes "Airport 1975," "Diary Of A Mad

Housewife," and "Change Of Habit" with Elvis Presley.

Despite repeated attempts by the Electronics Industry Assn. to lure prerecorded video suppliers to the show, only a handful of companies—Lorimar and Prism Home Entertainment among the most prominent—took booth space on the show floor. In contrast to previous CES meetings, none of the studios occupied a booth, opting instead for a hotel suite away from the show.

While EIA devoted a number of panel discussions to home video and provided those companies that *did* display with prime locations in the McCormick East building, most suppliers privately said they don't see CES as a viable forum. They said that the annual Video Software Dealers Assn. convention is the ideal vehicle to promote their product and that CES is too costly and filled with too many distractions.

(Continued on page 51)

Video Alters Film Business From Conception To Distribution

BY DORIS TOUMARKINE

CANNES As evidenced by the recent 40th annual Cannes Film Festival, home video continues to change the way motion pictures are being financed, produced, distributed, and even conceived. As the home video market grows and competition for product gets stiffer, prebuys from both the video suppliers and the independent theatrical distributors are on the rise.

"The film business is now driven by video prebuys," said Ira Deutchman, president of marketing and distribution for Cinecom. Indeed, before Cinecom's commitment to its smash hit "Room With A View," CBS/Fox had sewn up the video rights at the script stage and then brought the project to Cinecom. With the success of "Room," Cinecom now plans to bankroll other films at the early stages.

"What we're doing," said Deutchman, "is obtaining financing via video presales. It's now very common for us to approach a supplier and say: 'Hey, can we get together on this.'" Currently, Cinecom has a six-picture deal with Lorimar Home Video for films both completed and in preproduction.

In the face of increased competition for video product, Ralston H. Coffin Jr., president of CBS/Fox Video International, noted that "video is becoming more and more a seller's market. Everyone is awakening to the fact that video rights are becoming a much larger component of any given film. And along with this, prices are going up. So it is difficult for us now to make the customary profit," said Coffin.

Like other suppliers, CBS/Fox is moving more and more into prebuys. The company made a deal for the new Kathleen Turner film "Julia and Julia," shown at Cannes, at the script stage even before Turner was part of the package.

Ironically, even as video drives the business, it is theatrical distributors like Cinecom that are in the driver's seat. Said Deutchman, "Being an independent means that our films are in demand by the suppliers. We can

get our prices, and these prices are going up, up, up."

If prebuys characterized Cannes, so did buying frenzy. Said Sidney Levine, vice president of acquisition and development for Republic Pictures Home Video, "Unlike the American Film Market, Cannes is full of hungry video buyers, all part of the feeding frenzy."

According to Reg Childs, president and chief operations officer of Embassy Home Entertainment, prebuys for video have climbed to almost 50% of a film's budget. "From our standpoint, we're in a seller's market, and it's getting more so. I've found at Cannes this year that the prices for video rights are up about 20%. With all the competition, it's important to get into a project early."

At Cannes, EHE concluded a non-exclusive "output" deal with Miramax Films. "Our co-venture guarantees us a certain product flow," said Childs, who added that he was banking on at least one title a month.

Jerry Weintraub announced at Cannes that his new Weintraub Entertainment Group has a 20-picture deal with RCA/Columbia and that video presales will account for about half of each film's budget.

Levine said Republic is also very disposed toward prebuys. "We're looking for a nicely packaged script, something exploitable and high-quality in horror, action adventure, comedy, or that little independent jewel with the potential for crossover," he said. "I also look at material with the video distributor in mind because I believe this business is more distributor-driven than market-driven."

Because the seller's market for video rights most directly affects independent theatrical distributors, companies like Cinecom seem content to remain without their own video arm. Island Films, however, is considering a move into video. And Hemdale chief and "Platoon" producer John Daly indicated at Cannes that video is definitely a field the company will enter.

What's more, video suppliers have moved into theatrical distribution. Vestron was hyping such in-house productions as "The Beat" and

(Continued on page 51)

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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	Suggested List Price
1	1	21	BON JOVI-BREAKOUT ▲	★ ★ NO. 1 ★ ★ Polygram MusicVideo-U.S. Sony Video Software 95W50030	Bon Jovi	14.95
2	2	27	LIVE WITHOUT A NET ▲	Warner Bros. Records Warner Reprise Video 38129	Van Halen	29.98
3	4	27	MOTLEY CRUE UNCENSORED ▲	Elektra/Asylum Records Elektra Entertainment 40104-3	Motley Crue	19.98
4	5	51	THE # 1 VIDEO HITS ▲ ◆	Arista Records Inc. MusicVision 6-20631	Whitney Houston	14.95
5	3	81	U2 LIVE AT RED ROCKS	Island Records Inc. MusicVision 6-20613	U2	19.95
6	NEW ▶		KISS EXPOSED	Polygram Records Inc. Polygram Video 440-041-489-3	Kiss	29.95
7	8	3	KATE BUSH THE WHOLE STORY	Picture Music Intl. Sony Video Software R0567V	Kate Bush	29.95
8	7	5	DON JOHNSON: HEARTBEAT	CBS Video Music Enterprises CBS-Fox Music Video 3001	Don Johnson	19.98
9	6	29	CONTROL-THE VIDEOS ●	A&M Records Inc. A&M Video 6-21021	Janet Jackson	12.95
10	9	29	EVERY BREATH YOU TAKE-THE VIDEOS ●	A&M Records Inc. A&M Video 6-21022	The Police	19.95
11	16	27	THE COMPLEAT BEATLES ▲ ◆	MGM/UA Home Video 700166	The Beatles	19.95
12	12	29	DAVID LEE ROTH ●	Diamond Dave Touring, Inc. Warner Reprise Video 3-38126	David Lee Roth	19.98
13	10	21	DOKKEN ●	Elektra/Asylum Records Elektra Entertainment 40102-3	Dokken	19.98
14	14	43	GENESIS LIVE: THE MAMA TOUR	Picture Music Intl. Atlantic Video 50111-3-5	Genesis	24.98
15	15	75	MOTOWN 25: YESTERDAY, TODAY, FOREVER ▲ ◆	Motown Pictures Co. MGM/UA Home Video 300302	Various Artists	29.95
16	11	31	MY NAME IS BARBRA ●	Barwood Films Ltd. CBS-Fox Music Video 3519	Barbra Streisand	29.95
17	18	37	STARING AT THE SEA	Elektra Records Elektra Entertainment 40101	The Cure	24.98
18	13	11	THE PRINCE'S TRUST ALL-STAR ROCK CONCERT	BBC For The Prince's Trust MGM/UA Home Video ML101089	Various Artists	34.95
19	NEW ▶		PRIEST LIVE	CBS Video Music Enterprises CBS-Fox Music Video 5134	Judas Priest	24.98
20	17	27	COLOR ME BARBRA ●	Barwood Films Ltd. CBS-Fox Music Video 3518	Barbra Streisand	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 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.