

CONTENTS

VOLUME 103 NO. 41

OCTOBER 12, 1991

ON THE WRITE TRACK IN NASHVILLE

Nashville was a whirlwind of awards activity recently, as three performing rights groups honored their top country songwriters and publishers. Debbie Holley has the lowdown on the ASCAP, BMI, and SESAC ceremonies. **Page 42**

NORTHERN (VIDEO) EXPOSURE

Crash Test Dummies ran right smack into the spotlight at the second annual Canadian Music Video Awards, taking honors including most popular video and artist. Larry LeBlanc is wise to the rest of the results of the MuchMusic event. **Page 42A**

THE BALLAD OF GEORGE MARTIN

In this month's producer profile, Ben Cromer talks with George Martin about his illustrious career, from his days with the Beatles to his current work at the expanding AIR Studios. **Page 48**

ITALY SAYS 'CIAO, VIRGIN'

Virgin Retail has extended its reach in Europe with the Sept. 19 opening of its first megastore in Italy. The Milan move is expected to make waves in the local retail market. David Stansfield is on the scene. **Page 48A**

MUSIC

Album Reviews	80	Jazz/Blue Notes	53
Between The Bullets	87	Latin Notas	53
Boxscore	35	Lifelines	77
Canada	76	Music Video	42A
Chart Beat	7	Newsmakers	44
Classical/Keeping Score	54	Power Playlists	16
Clip List	43	Pro Audio	45
Commentary	9	R&B	24
Country	37	Radio	10
Dance Trax	23	Retail	48A
Executive Turntable	4	Retail Track	50
Global Music Pulse	72	Rossi's Rhythm Section	25
Grass Route	49	Studio Action	46
Hits Of The World	73	Talent	32
Inside Track	94	Update	77
International	70		

HOME VIDEO **Page 59**

Box Office	64	Video Rentals	68
Music Videos	62	Video Sales	66
Store Monitor	60	Top Videodiscs	64
		Music Video Reviews	62

MUSIC CHARTS

Top Albums		Hot Singles	
The Billboard 200	82	Adult Contemporary	20
Classical	54	Country	38
Country	40	Dance	22
Jazz	55	Hot Latin	53
Modern Rock Tracks	14	Hot 100	88
R&B	28	Hot 100 Singles Action	90
Rock Tracks	14	R&B	26
		R&B Singles Action	25
		Rap	38
		Top 40 Radio Monitor	86
		Top POS Singles Sales	90

CLASSIFIED/REAL ESTATE **Page 56**

©Copyright 1991 by BPI Communications Inc., a subsidiary of Affiliated 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. BILLBOARD MAGAZINE (ISSN 0006-2510) is published weekly (except for the last week in December) by BPI Communications Inc., One Astor Plaza, 1515 Broadway, New York, N.Y. 10036. Subscription rate: annual rate, Continental U.S. \$199.00. Continental Europe £183. Billboard, Quadrant Subscription Service Ltd., Perrymount Road, Haywards Heath, West Sussex, England. Registered as a newspaper at the British Post Office. Japan Y102,000. Music Labo Inc., Dempa Building, 2nd Floor, 11-2, 1-Chome, Nigashi-Gotanda, Shinagawa-ku, Tokyo 141, Japan. Second class postage paid at New York, N.Y. and at additional mailing offices. Postmaster: please send changes of address to Billboard, P.O. Box 2011, Marion, OH 43305-2011. Current and back copies of Billboard are available on microfilm from Kraus Microform, Route 100, Millwood, N.Y. 10546 or Xerox University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106. Subscriber Services and Information: Billboard, P.O. Box 2011, Marion, OH 43305-2011, 1-800-669-1002.

CDs Pace World Market's '90 Gains Disc Sales Up 22% As Other Formats Slip

■ BY EDWIN RIDDELL

LONDON—Continued growth in compact disc sales helped the international music industry avoid the recession in 1990.

CDs, in fact, showed the only gain among configurations in units shipped, rising to 770 million from 600 million in 1989, while full-length cassettes dropped to 1,446 million from 1,540 million units in 1989.

Sales of cassettes and vinyl LPs

have followed the downward trend that has hit the U.S. market.

Latest figures from the International Federation of the Phonographic Industry, released Oct. 1, claim that global sales for 1990 amounted to \$24 billion, an increase of 10.2% over 1989.

Given the effects of the recession on nearly all major markets, and the fact that the year-on-year increase for the previous year was only 6%, IFPI describes the figure as "out-

standing."

Worldwide CD sales grew by a healthy 22%, IFPI said, although that rate was lower than in previous years. The group noted that CD hardware penetration has still not reached saturation levels and the potential for increased CD sales remains considerable. "Indeed, the overall 10.2% increase in the value of world sales can be attributed to the continued growth of the CD format," IFPI said in a statement.

While CD continues its upward trend, for other formats the picture looks to be one of continued decline. Worldwide sales of cassettes fell by 6.5% in 1990, the first decrease since the arrival of the format in 1965.

The vinyl LP seems destined to become extinct. "Sales of LP records fell drastically, by nearly 30%, continuing the decline that began with the introduction of the CD. Although there are some isolated markets such as Brazil, Germany, and the U.S.S.R., where vinyl sales are reasonably stable, the LP seems certain to disappear in the near future," IFPI said.

Long on the endangered species list, sales of singles continued to decline, falling by a further 4.7% in 1990. However, IFPI points out that the introduction of CD singles has managed to slow the downward trend.

Globally, sales in the European Community amounted to \$8.4 billion, representing 35% of the world market, an increase of 5% from 1989. By comparison, sales in the U.S. amounted to \$7.5 billion, a share of 31% of the world market. In Japan, sales fell slightly to \$2.9 billion, or 12% of the world market.

Edwin Riddell is a reporter for The Hollywood Reporter.

(Continued on page 90)

ABC Buys Radio Distribution Rights To SoundScan Info

■ BY PHYLLIS STARK and ROCHELLE LEVY

NEW YORK—ABC Radio Networks has acquired exclusive radio distribution rights for SoundScan sales data. Beginning Thursday (10), SoundScan information on local record sales will be made available at no cost to the affiliates currently on ABC's data system. Later this fall, those not on the system, as well as nonaffiliates, can pick up the service for a subscription fee.

SoundScan's sales data are collected at the point of sale by using barcode scanners to count each album or single sold at more than 7,500 participating retail locations. The data are used in several Billboard charts, including The Billboard 200 Top Albums and Top Country Albums charts.

Irene Minett, ABC's director of entertainment programming development, says information on the 50 top-selling albums and singles will be made available to stations in the top

99 ADI markets weekly. "This agreement marks the first time in the history of the music business that record manufacturers who subscribe to SoundScan and radio programmers will all be working off all the same sales information, based on actual units sold," Minett says.

ABC and SoundScan are positioning the move as a bonus for radio stations because it eliminates the time-consuming process of calling record stores every week for sales updates. Tom Cuddy, PD at ABC O&O WPLJ (Mojo Radio) New York, agrees. "When you're dealing with record store clerks, you're dealing with human emotions. People can be swayed by record company promotions or salesmen. The SoundScan information is faster and more accurate."

When SoundScan began signing exclusive agreements with retail chains earlier this year, some PDs, including KIIS Los Angeles' Bill Richards, expressed anger over no longer

(Continued on page 90)

3 Future Lampoon Films On New Line Hook J2 Takes Step To Turn Around Humor Magazine

■ BY JIM McCULLAUGH

LOS ANGELES—New Line Cinema Corp. and J2 Communications/National Lampoon have signed a long-term agreement giving New Line exclusive rights to produce and distribute three National Lampoon films over the next 4½ years.

Principal photography on the first film is due to start next spring.

New Line president and chief operating officer Michael Lynne says he sees National Lampoon as a "unique franchise" in the "Teenage Mutant Ninja Turtles," "House Party," and "Nightmare On Elm Street" mold, all successful properties for New Line.

Says Jim Jimirro, chairman and CEO of J2/National Lampoon, the deal "represents a key step in the turn-around program we have initiated for National Lampoon since acquiring the company last year."

Under the agreement, J2/National Lampoon will receive money upfront for the use of the National Lampoon name, as well as advances against gross revenues for the films.

J2, a 5-year-old independent video program producer and distributor with more than 100 titles in its catalog, including "Dorf On Golf," has been struggling financially with the humor magazine since the acquisi-

tion. The magazine has been losing money for a number of years, says Jimirro, and J2 is continuing to revamp it.

According to Jimirro, Credit Lyonnais will finance the three films, each of which will have product budgets in the \$8 million-\$10 million range.

The agreement also calls for J2 to

share in all feature theatrical, pay TV, home video, cable, and foreign revenues from the National Lampoon films.

A prime reason that the deal could be made, adds Jimirro, was the dismissal of a longstanding lawsuit brought against National Lampoon (Continued on page 93)

Video Sales Duo Dissolving Due To Lack Of Hot Titles

■ BY PAUL VERNA

NEW YORK—The Video Sales Organization, a joint venture between independent home video suppliers Shapiro Glickenhau Entertainment and South Gate Entertainment, will be dissolved effective Oct. 15, according to a statement from the group.

VSO was performing all the sales and marketing functions for the joint-venture partners while also acting as a sales agent for Fries Home Video, another indie.

The VSO press release says that while industry reaction to the consortium "was positive and the operation was running very effectively, unfor-

tunately, the supply of quality product available for acquisitions was not sufficient to sustain the organization."

The release states further that all VSO personnel will be let go, with the exception of Janice Whiffen, who was head of VSO and executive VP of South Gate. She will now move over to Shapiro Glickenhau, where she will supervise the company's video releases. She will also seek acquisitions for South Gate, though she will no longer have a full-time role there.

"It was a great idea and we did sell a lot of product, but the problem was twofold," she says. "You had to have (Continued on page 93)