

Rincon Pacts With DIC; Disney Bows New Sales Line

TOONFUL: Rincon Children's Entertainment has made a deal with Burbank, Calif.-based DIC Enterprises to market, distribute, and promote DIC's animated children's video properties. The newly created DIC Entertainment banner will encompass the DIC Toon-Time Video label and the DIC Tune-Time audio label.

Before the Rincon joint venture, DIC (which produces numerous Saturday-morning cartoons) had licensed those rights to different companies on a series-by-series basis; this is also DIC's first foray into the audio business. The deal with Los Angeles-based Rincon, itself a joint-venture label with BMG Kidz, covers the U.S. and Canada.



by Moira McCormick

The first dozen videos under the new partnership, scheduled for October release, include "WishKid" (with the voice of Macaulay Culkin), "Hammerman" (featuring rap superstar Hammer), "Pro-Stars!" (animated adventures of Michael Jordan, Bo Jackson, and Wayne Gretzky), "Care Bears," "Hulk Hogan's Rock N' Wrestling," "Swamp Thing," "G.I. Joe," and "Captain N: The Gamemaster."

Each is priced at \$9.98 and available in a 48-piece self-shipper featuring DIC characters. Also available with each cluster of video releases will be "Toon Time's Top Toons," a collection of four videos for \$12.98 each. Notes a DIC spokesperson, "DIC properties are often cross-promoted; as a result, DIC enjoys strong relationships with key companies tied to the children's market, including Mattel, Hasbro, Nintendo, Kenner, General Mills, Sega, Burger King, Pepsi, and more."

The most recent Rincon video release, in conjunction with Ode Sounds & Visuals, is "La Pastorela, The Shepherd's Tales" (80 minutes, \$19.98), the Mexican Christmas classic, available in both English and Spanish, starring Linda Ronstadt, Paul Rodriguez, Cheech Marin, Freddy Fender, Flaco Jimenez, Robert Beltran, and Don Novello.

DISNEY DOINGS: Walt Disney Home Video has debuted a new sell-through line comprising family-oriented theatrical titles, all now available at \$19.99. First titles in the line are "The Rocketeer," "Honey, I Shrunk The Kids," "White Fang," "Shipwrecked," "Wild Hearts Can't Be Broken," "Return To Snowy River," "Anne Of Green Gables," "Anne Of Avonlea," "Mark Twain And Me," and "Back To Hannibal."

Disney and Nabisco have launched a cross-promotion involving a \$5 mail-in refund offer, available on all Walt Disney Classics titles, including the upcoming "Beauty And The Beast." From Oct. 24 through Dec. 31, consumers can mail in the refund certificate, videocassette proof of purchase, four proofs of purchase from selected Nabisco products, and cash-register receipts for all items in order to receive the refund. The Disney Classics line includes "101 Dalmatians," "Alice In Wonderland,"

"Dumbo," "Fantasia," "Mary Poppins," and others.

THE Captain On Video: Captain Kangaroo has finally made it to video. The good gray Captain (Bob Keeshan), whose children's TV program debuted in 1955, had never been available on videocassette. Now he's the subject of a new line of tapes from View-Master Video, via Captain Kangaroo's exclusive licensing agent, KinderGroup Inc. The tapes will combine classic clips from the 37-year-old series with new live-action footage, featuring songs, poems, and other segments. KinderGroup has readied six tapes, available in October and priced at \$9.99 each, including "Captain Kangaroo's Animal Alphabet" and "Counting With The Captain."

View-Master has also announced a contract extension with Together Again Productions/Warner Bros. Records to market and distribute its popular Kidsongs video and music series through 1998. Seven new titles in the Kidsongs series (there are currently 12 titles), which has sold nearly 4 million copies to date, will be released over the term of the agreement. First new release is "We Wish You A Merry Christmas," the first Kidsongs holiday title, due in October.

PEOP PEEP: Strand Home Video's charming "Thomas The Tank Engine" series is the subject of two gift-set configurations for the holiday season. Thomas The Tank Engine & Friends Video and Toy Gift Sets, which a company spokesperson says sold out last year, have returned for '92. Each set includes one of five different Thomas video titles, packaged with a die-cast metal toy (in the shape of Thomas, Percy, Jams, and other locomotive friends), available Oct. 8. New this year, and available now, is the Collector's Set, a four-pack of Thomas videos in a library case. Both gift sets include the brand-new release "Thomas Gets Bumped."

Top Video Rentals

COMPILED FROM A NATIONAL SAMPLE OF RETAIL STORE RENTAL REPORTS.

THIS WEEK	LAST WEEK	WKS. ON CHART	TITLE	Copyright Owner, Manufacturer, Catalog Number	Principal Performers	Year of Release	Rating
			★★★ NO. 1 ★★★				
1	1	7	THE HAND THAT ROCKS THE CRADLE	Hollywood Pictures Hollywood Home Video 1334	Annabella Sciorra Rebecca DeMornay	1992	R
2	3	2	THE PRINCE OF TIDES	Columbia TriStar Home Video 50943-5	Barbra Streisand Nick Nolte	1991	R
3	2	5	HOOK	Amblin Entertainment Columbia TriStar Home Video 70603-5	Dustin Hoffman Robin Williams	1991	PG
4	NEW		WAYNE'S WORLD	Paramount Pictures Paramount Home Video 32706	Mike Myers Dana Carvey	1992	PG-13
5	7	3	RUSH	MGM/UA Home Video 902527	Jason Patric Jennifer Jason Leigh	1991	R
6	5	8	GRAND CANYON	FoxVideo 5596	Kevin Kline Danny Glover	1991	R
7	4	11	CAPE FEAR	Amblin Entertainment MCA/Universal Home Video 81105	Robert De Niro Nick Nolte	1991	R
8	12	3	JUICE	Island World Paramount Home Video 32758	Omar Epps Jermaine Hopkins	1992	R
9	6	7	BUGSY	Columbia TriStar Home Video 70673-5	Warren Beatty Annette Bening	1991	R
10	8	5	STOP! OR MY MOM WILL SHOOT	Universal City Studios MCA/Universal Home Video 81264	Sylvester Stallone Estelle Getty	1992	PG-13
11	10	12	FATHER OF THE BRIDE	Touchstone Pictures Touchstone Home Video 1335	Steve Martin	1991	PG
12	9	7	SHINING THROUGH	FoxVideo 5661	Michael Douglas Melanie Griffith	1991	R
13	11	9	THE ADDAMS FAMILY	Paramount Pictures Paramount Home Video 32689	Anjelica Huston Raul Julia	1991	PG-13
14	13	7	STAR TREK VI: THE UNDISCOVERED COUNTRY	Paramount Pictures Paramount Home Video 32301	William Shatner Leonard Nimoy	1991	PG
15	16	3	RUBY	Triumph Releasing Corporation Columbia TriStar Home Video 92183	Danny Aiello Sherilyn Fenn	1992	R
16	14	9	KUFFS	Universal City Studios MCA/Universal Home Video 81245	Christian Slater	1991	PG-13
17	15	12	MY GIRL	Columbia TriStar Home Video 50993-5	Macaulay Culkin Anna Chlumsky	1991	PG
18	18	5	THE GREAT MOUSE DETECTIVE	Walt Disney Home Video 1360	Animated	1986	G
19	19	5	LOVE CRIMES	HBO Video 99727	Patrick Bergin Sean Young	1991	NR
20	23	8	MAN IN THE MOON	Media Home Entertainment FoxVideo M902500	Sam Waterston Tess Harper	1992	PG-13
21	22	3	HEARTS OF DARKNESS: A FILMMAKER'S APOCALYPSE	Triton Pictures Paramount Home Video 83081	Sam Bottoms Eleanor Coppola	1991	R
22	21	20	DECEIVED	Touchstone Pictures Touchstone Home Video 1306	Goldie Hawn John Heard	1991	PG-13
23	17	13	JFK	Warner Bros. Inc. Warner Home Video 12306	Kevin Costner	1991	R
24	26	6	EUROPA EUROPA	Orion Classics Orion Home Video 5064	Not Listed	1991	R
25	24	3	THIS IS MY LIFE	FoxVideo 1953	Julie Kavner Dan Aykroyd	1992	PG-13
26	25	12	FOR THE BOYS	FoxVideo 5595	Bette Midler James Caan	1991	R
27	29	11	INSIDE OUT 2	Playboy Home Video Uni Dist. Corp. PBV0710	Various Artists	1992	NR
28	27	5	SHAKES THE CLOWN	Columbia TriStar Home Video 92493	Bobcat Goldthwait Julie Brown	1992	R
29	20	16	FRANKIE & JOHNNY	Paramount Pictures Paramount Home Video 32222	Al Pacino Michelle Pfeiffer	1991	R
30	28	14	THE BUTCHER'S WIFE	Paramount Pictures Paramount Home Video 32312	Demi Moore Jeff Daniels	1991	PG-13
31	36	10	NAKED LUNCH	FoxVideo 5614	Peter Weller Julian Sands	1991	R
32	30	18	THE LAST BOY SCOUT	Warner Bros. Inc. Warner Home Video 12217	Bruce Willis Damon Wayans	1991	R
33	31	8	GIMME SHELTER	Maysles Films, Inc. ABKCO Video 38781-1001-3	Rolling Stones	1970	R
34	38	22	THE FISHER KING	Columbia TriStar Home Video 70613	Robin Williams Jeff Bridges	1991	R
35	33	3	CAPTAIN AMERICA	21st Century Film Corp. Columbia TriStar Home Video	Ronny Cox Ned Beatty	1990	PG-13
36	34	5	TRUE IDENTITY	Touchstone Pictures Touchstone Home Video 1256	Larry Henry Frank Langella	1991	R
37	NEW		WILD ORCHID 2: TWO SHADES OF BLUE	Epic Home Video Columbia TriStar Home Video 59823	Nina Siemaszko Tom Skerritt	1991	NR
38	39	23	DEAD AGAIN	Paramount Pictures Paramount Home Video 32057	Kenneth Branagh Emma Thompson	1991	R
39	32	5	FINAL APPROACH	Vidmark Entertainment 5524	Hector Elizondo	1991	R
40	37	2	GATE II	Epic Home Video Columbia TriStar Home Video 59663	Louis Tripp Pamela Segall	1992	R

◆ITA gold certification for a minimum of 125,000 units or a dollar volume of \$9 million at retail for theatrically released programs, or of at least 25,000 units and \$1 million at suggested retail for nontheatrical titles. ○ITA platinum certification for a minimum sale of 250,000 units or a dollar volume of \$18 million at retail for theatrically released programs, and of at least, 50,000 units and \$2 million at suggested retail for nontheatrical titles. © 1992, Billboard/BPI Communications.