



# 1993 WORLD MUSIC AWARDS



Michael Douglas

Some of the biggest names of the music industry turned out for the May 12 taping of the 1993 World Music Awards in Monte Carlo. The awards show, in its first year on American television, was broadcast June 1 as a 90-minute prime-time special on ABC, making it the first European awards ceremony ever to air on U.S. network television.

Millions of music lovers all over the country tuned in to watch the star-studded TV spectacular, hosted by Michael Douglas.

Michael Jackson dominated the proceedings, taking away the three most important awards: best-selling American artist of the year, world's best-selling recording artist of the year and world's best-selling recording artist of the era. The latter award has never before been presented in the history of music award shows.

The World Music Awards show is still in the process of being broadcast to more than 70 other territories around the world, including all of North and South America, Japan and most of Asia, Australia, New Zealand, several countries in the Middle East, Africa and all of Europe. Whereas other American music-award shows with huge audiences don't air in certain major territories like the U.K. and Italy—and tend to air on satellite and pay-per-view stations late at night in Europe, reaching only a few hundred thousand viewers—the World Music Awards air prime-time on the top-rated terrestrial networks in each territory, reaching millions of European homes.

The Independent Television network in Great Britain aired the complete two-hour show May 31 at 10:20 p.m., reaching an audience of over 4 million. The worldwide total audience of this awards

event is estimated at 500 million.

The World Music Awards is the only truly international music ceremony in the world today, honoring the world's best-selling artists in various categories and the best-selling national artists from the major record-buying countries around the world. The Awards are supported by the International Federation of the Phonographic Industry (IFPI), whose national member associations provide the organization with the names of their overall best-selling artists and groups. In Germany, Italy and Spain, the results are supplied by the leading national music magazines *Der Musikmarkt*, *Musica & Dischi* and *Showpress*. These awards are unique in that the results are based on year-end record sales; hence it is the record-buying music fans who determine the winners.

The winners of the special awards presented to the world's best-selling artists in the various categories are determined after thorough research conducted by the Media Research Information Bureau and the Music Industry Research organization on IFPI sales figures, platinum/gold record certifications for the past year and record company royalty statistics.

Garth Brooks, the world's best-selling country artist of the year, thanked his music fans in a satellite link-up from the U.S. Eric Clapton was also honored, as the best-selling British recording artist of the year and the world's best-selling rock artist of the year. Sir John Morgan, president of IFPI, presented a very special award to the world's overall best-selling artist of the year, Michael Jackson, for having sold 17 million units of "Bad" worldwide. Morgan took the opportunity to make an appeal for continued support from the public to assist IFPI in its battle to destroy piracy, which is still the biggest problem in the music industry today.

The close link with record sales has meant that the World Music

Awards have become a standard-bearer in the fight against record piracy. Pirate recordings stand at around 500 million units a year. This major erosion of the industry's market is now costing in excess of \$1.5 billion a year. Morgan defined piracy as "a global problem, from Latin America to Africa to Europe. What we need in these areas are tough copyright laws accompanied by strong enforcement practices in territories as wide-ranging as those from which the award winners are drawn."

The countries from which the award winners come are certainly wide-ranging. Some of these artists are huge in their own territories but not necessarily famous internationally. The World Music Awards give these artists a chance to introduce themselves to other major record-buying territories. For example, Japanese superstars **Chage & Aska** sell nearly 5 million albums a year in Japan against the 350,000 units sold there by U.S. superstars. **Westernhagen** is the biggest German solo act ever to come out of Germany, but the international record-buying public has yet to hear his music.

**Laima**, the Russian wonder who has just been signed to GRP, sold 1.8 million albums in the former Soviet Union during the past year. Other artists have managed to secure success internationally, such as Cuban-born **Jon Secada**, who stormed to the top of the charts in every European country and has sold over 3 million albums in the past year—an incredible achievement for a Latin American artist. Dutch duo **2 Unlimited** reached No. 1 all over Europe and stayed five weeks at No. 1 in the U.K. with the hit single "No Limit." They have been consistently on the Billboard Hot Dance chart over the past year.

Belgian multi-platinum group **Vaya Con Dios** sold well over a million copies of their new album, "Time Flies," all over Europe. *Continued on page 64*



## 1993 WORLD MUSIC AWARDS ARTIST CITATIONS

### MICHAEL JACKSON

Best-Selling American Recording Artist Of The Year  
World's Best-Selling Recording Artist Of The Year  
World's Best-Selling Recording Artist Of The Era



He is the King Of Pop, probably the most talked-about entertainer in history. A legend, Michael Jackson's broken every record in the music industry—"Thriller" is certified by the Guinness Book Of World Records as the largest-selling album ever. "Bad" topped the charts in a record-breaking 25 countries and is the second-best-selling album of all time. Jackson sold 110 million records through the 1980s. With the release of "Dangerous" at the end of 1991, he has had 17 million

album sales in the past year.

### TINA TURNER

Lifelong Contribution To The Music Industry



For the past decade, Tina Turner has generated more excitement onstage than has any other female rock star. An international phenomenon, she has electrified the great rock arenas of the world, drawing more than 3 million fans to her most recent European concerts—the most successful tour yet on the continent. She has sold over 30 million records worldwide in her solo career. Born Anna Mae Bullock in Nutbush, Tenn., in 1939, she was discovered by musical guru

Ike Turner in 1958 and became internationally famous in 1965 with "River Deep, Mountain High." After her break with Ike, she made a dazzling comeback in the 1980s. She still holds the Guinness record for drawing the largest paying crowd for a solo artist: 182,000 at Brazil's Maracana Stadium in 1988.

### ROD STEWART

Lifelong Contribution To The Rock Industry

Today it seems almost impossible to envisage a year without Rod Stewart in the charts. A multi-platinum superstar and rock legend, Roderick David Stewart was born to working-class parents of



Scottish descent. After almost going for a career as a professional soccer player, he opted for music. He came to international prominence when he teamed up with Jeff Beck in 1968. When the Beck group broke up in 1969, Stewart and Ron Wood joined the Faces. Stewart clinched solo status in 1971 with "Maggie May," and his track record at the top of the charts has continued unabated since then.

### LUCIANO PAVAROTTI

World's Best-Selling Classical Artist Of The Year  
Lifelong Contribution To Classical Music



No single voice since Caruso has had such an effect on classical music and opera than that of Luciano Pavarotti. His imposing presence has raised opera to million-selling status, challenging and beating the sales of much of the rock sector, and he attracts huge audiences to his concerts. Nobody rivals the power, control, range and emotion of that incredible voice. Pavarotti will be remembered as one of the greatest of all time.

### ERIC CLAPTON

Best-Selling British Recording Artist Of The Year  
Best-Selling Rock Artist Of The Year



The past year has been phenomenally successful for Eric Clapton, thanks to the triumph of his "Unplugged" album. His record sales over the past year are approaching the 9 million mark. But the English blues-boy, who started out in the 1960s band the Yardbirds, has gone through many musical changes in his troubled life. He has written some of the world's greatest songs and played some of the finest guitar. He dominated the Grammy Awards this year, proving quality of sound and huge record sales can go together.

### GUNS N' ROSES

World's Best-Selling Hard Rock Artists Of The Year  
World's Best-Selling Group Of The Year



By far the top-selling group of the year and best-selling heavy metal act, Guns N' Roses continues to sell vast numbers of the twin albums "Use Your Illusion I & II" at the global level. Total sales in the past year top 10 million units, and GNR stadium gigs sell out everywhere. Geffen Records' best-selling act, the band has sold some 46 million albums worldwide since they formed in 1985.

### GARTH BROOKS

World's Best-Selling Country Artist Of The Year



Garth Brooks has taken country music into a whole new realm. His multi-platinum record sales prove just how important country music is to the American public. He has sold over 26 million albums in the past two years and, though considered a country artist, he has outsold many of the world's top performers in the pop/rock field.

### BOYZ II MEN

Best International New Group Of The Year



Four young men from Philadelphia took the U.S. and the world by storm last year with stunning harmonies on "End Of The Road," which topped the Billboard Hot 100 for a record-breaking 13 weeks. The Boyz II Men debut album, "Cooleyhighharmony," rekindles the fire that great artists from Philly and Motown lit in the 1960s and 1970s. So far, it has sold over 5 million copies and has spawned three platinum singles and one gold.

### BILLY RAY CYRUS

Best International New Artist Of The Year

Newcomers to the country music business usually have to prove themselves for years before reaching success, but Billy Ray Cyrus' rise to fame was meteoric. Worldwide success came with "Achy

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