

# PAN-EUROPEAN AWARDS 1985

by Machgiel Bakker & Cathy Inglis

The Pan-European Awards 1985 have been selected by European Music Report for 10 international artists with the greatest sales achievements in Europe throughout the year 1985. All statistics are based on the European Hot 100 singles and albums.

Presentations of the awards have already been filmed in some of the European capitals and a special European Award TV programme will be aired on a number of European TV channels next February. The award winning artists received a special trophée (see picture). These special award presentations mark a further step

in the developing activities of European Music Report.

In the first issue of 1986 Eurotipsheet will also present the Trendsetting Awards 1985 meant to be an encouragement for local artists who have crossed borders in '85.

Awards are being given for the following categories: male & female artists of the year, best selling singles artist and album selling artist of the year, soundtrack of the year, trendsetting artist of the year, debut album, multi talented artist of the year, ubiquitous artist of the year and a special prize for artist of the year audio-visual.

Based on compilations from the European Hot 100, the following have been awarded as Artist Of The Year 1985:

- \* Dire Straits - Album Selling Artists Of The Year (Vertigo)  
Biggest sales Brothers In Arms in LP, Cassette and CD format.
- \* Tina Turner - Female Artist Of The Year (Capitol)  
Private Dancer album (incl. the hitsingles), tour and videos.
- \* Bruce Springsteen - Male Artist Of The Year (CBS)  
Born In USA album (incl. the hitsingles) and the sell-out tour.
- \* Madonna - Singles Selling Artist Of The Year (Sire)  
6 hitsingles in the European Top 10 plus 2 more in Top 30.
- \* Sade - Trendsetting Artist Of The Year (Epic)  
Diamond Life made major impact on successful new cool-jazz trend.
- \* Sting - Debut Album Of The Year (A&M)  
High quality debut album, establishing Sting as major solo artist.
- \* Phil Collins - Ubiquitous Artist Of The Year (WEA Int.)  
Solo Album and Tour, Duets, Productions, Double Live Aid, Composer.
- \* Talking Heads - Artist Of The Year Audio-Visual (EMI)  
For creative synergy between recordings and video productions.
- \* Dave Stewart - Multi Talented Artist Of The Year (RCA)  
Composer, Arranger, Producer, Musician, Video Director, Performer.
- \* Beverly Hills Cop - Soundtrack Of The Year (MCA)  
Soundtrack yielding the most successful Euro-Top 10 Singles.

## TOP 10 ALBUMS 1985

(based on the European Hot 100 Albums)

1. Dire Straits - Brothers In Arms (Vertigo/Phonogram)
2. Bruce Springsteen - Born In The USA (CBS) — 5.2 million
3. Madonna - Like A Virgin (Sire) 2.5 mill.
4. Sade - Promise (Epic) 3.2 mill.
5. Phil Collins - No Jacket Required (WEA Int.)
6. Tina Turner - Private Dancer (Capitol)
7. Tears For Fears - Songs From The Big Chair (Mercury)
8. Wham! - Make It Big (Epic)
9. Alison Moyet - Alf (CBS)
10. Eurythmics - Be Yourself Tonight (RCA)

## TOP 10 SINGLES 1985

(based on European Hot 100 singles)

1. USA For Africa - We Are The World (CBS)
2. Opus - Live Is Life (OK/Polydor)
3. Baltimora - Tarzan Boy (EMI)
4. Duran Duran - A View To A Kill (Parlophone)
5. Modern Talking - You're My Heart, You're My Soul (Hansa/Ariola)
6. Paul Hardcastle - 19 (Chrysalis)
7. Madonna - Into The Groove (Sire)
8. Tina Turner - We Don't Need Another Hero (Capitol)
9. Simple Minds - Don't You Forget About Me (Virgin)
10. Madonna - Like A Virgin (Sire)

MERRY CHRISTMAS \* BONNE ANNEE \*  
FROHE WEINACHTEN \* BUON NATALE  
\* FELICES NAVIDADES \* PRETTIGE  
KERST \* GOD JUL GODT NYTAR \*



## THE EURO-MARKET

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But we have to be on our guard and make sure we get proper remuneration for the use of our repertoire, both radio and television."

The IFPI is very conscious of this need and has urged its member companies to develop a greater awareness of their bargaining position vis-a-vis the programming users. According to a calculation by NVPI Video, the video division of the Dutch national group of the IFPI, the average production cost per minute of an entertainment TV programme in Holland is about 1,100 dollars. For the use of its music videos, the Dutch record industry is currently claiming just 100 dollars per minute from the TV stations. And in other countries the rates are even lower.

Says Siegfried Loch: "We are going to have to assert ourselves very firmly in this area upon which we shall find ourselves depending for an increasing proportion of our income. There is no doubt in my mind that we are going to be sell-

ing fewer records in future. The superstars will continue to prosper but the catalogue repertoire will become increasingly eroded."

For the future, Anglo-American music will continue to exert a powerful influence over the European market - after all, English is the official language of pop music and studies show that at least half the adults in Europe understand English well enough to watch English-language television. However national repertoire will continue to flourish in Europe and occasionally, achieve international success.

But there is one demographic prediction to which the record companies of Europe must address themselves when considering the pan-European market - and that is that between now and the end of this century, the European population in the 15 to 25 age group is going to decline by more than 22%, from 53.3 million to 41.42 million. A sobering prognostication - and, even as I write, pan-European A&R and promotion are hard at work planning an all-out Granny Rock campaign.