

Music & Media

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Upfront

by Emmanuel Legrand, Music & Media editor-in-chief

They used to say all roads lead to Rome. Well, that may have been true a long time ago, but in Europe these days they're more likely to lead to Brussels.

With the presence of the European Commission—the EU's ruling body—and the European Parliament, Brussels has emerged as the real capital of Europe; its political and administrative centre and its pulse.

After a slow start, the music and radio communities are beginning to recognise—and to take advantage of—the power of European regulators and policy makers. If there is any doubt about the importance of Brussels, just count the number of lobbyists there.

Last week, some of the most distinguished European authors gathered in the city to celebrate the contribution of creators to modern society. For the organisers of the pow-wow—European authors societies' group Gesac—its purpose was to pass on some key messages to the EU authorities (see front page story).

In a couple of weeks' time, the International Federation of the Phonographic Industry (IFPI) is planning to organise a presentation of the music industry's 1997 statistics in Brussels, using it as a platform to voice the industry's agenda for Europe.

In July, IFPI will present the second Platinum Europe Awards celebration, turning Brussels into the centre of the music world for an evening. The event is seen as a key element in a global lobbying plan by the music industry, attracting the politicians who make today's European policy.

The radio industry is also learning to deal with Brussels. Who does NRJ's Jean-Paul Bauducroix, for example, call upon when he loses a licence in Germany or Belgium? The European Commission, of course!

It's as if the traditional power held by different EU countries' governments has already shifted to Brussels. Cuddling up to your local prime minister is great, but what increasingly matters is catching the attention of the policy-makers in Brussels, and being in a position to influence them.

Europe has created a new hub of power in Brussels, with its cohorts of bureaucrats, lobbyists and politicians. Everything points to Brussels' importance in our lives growing significantly in the coming years, and, like it or not, that's something we all have to deal with and make the best of.



Direct route pays off for Motor

by Christian Lorenz

HAMBURG — The German marketing campaign of the year has helped bring a heavy metal-influenced crossover act from the former East Germany to the brink of an international breakthrough.

At the Echo '98 awards ceremony in Hamburg on (March 5), Petra Husemann, head of progressive at PolyGram's Hamburg-based Motor label, received the accolade of marketing manager of the year for her work with the band.

It has taken Motor three years to turn Rammstein into Germany's biggest selling rock act. The big breakthrough for Husemann and the band came last year when their sophomore album, *Sehnsucht*, entered the German album chart at No.1, a week after its release on August 22. To date, it has sold 850,000 copies in Germany. *Sehnsucht* also went Top 10 in Austria and Switzerland, and enjoyed strong



sales in Sweden, France, Poland and the Netherlands.

In the run-up to the April 1997 release of *Engel*, the first single from *Sehnsucht*, Husemann and her Motor team used a direct marketing mail shot to reach the band's fans. "We had collected addresses of fans at all previous live concerts," reveals Husemann. "That was our initial target group. Down-to-earth fan marketing, without any airplay or support from [music TV station] Viva, got *Engel* to number 12 in the German singles chart."

The high chart position "opened doors in the media which were closed to us before," says the Motor executive. "Suddenly, radio and TV were

willing to talk about Rammstein." To extend the single's chart lifespan, Motor also released a special "fan" edition of *Engel* featuring two rare demo tracks. "Demand for the new edition on top of the positive media feedback really set the ball rolling," says Husemann.

Following the success of *Engel*, Motor sent the band back on the road. "We treated *Engel* just like an album release," says Husemann. "The tour got Rammstein a lot of good press and, as a consequence, more interest from radio."

Rammstein's new single, *Du Riechst So Gut '98*, is due out in the G/S/A region on April 27, and will be followed by a major push into the U.S market.

CLT-UFA integrates sales operations

by Remi Bouton & Ed Meza

PARIS/BERLIN — The European Commission's recent approval of CLT-UFA's acquisition of pan-European sales and marketing operation the IP Group means the Luxembourg-based broadcasting giant will now be able to integrate the different IP advertising sales companies directly into its radio and television activities.

In France, CLT-UFA's take-over of IP means that CLT's French radio networks RTL (full service), Fun Radio (CHR) and RTL 2 (AC) will, like their rival national networks, now have their own in-house sales operation. RTL vice president and programming general

manager Philippe Labro is set to become the new chairman of IP France.

According to IP France general manager Renaud Vieljeux, the sales house's acquisition by CLT-UFA represents a huge opportunity. "Yesterday CLT was our client. From now on they are our partners," he says. "We will be able to work together more closely and achieve a better understanding of the objectives of the CLT radio stations." IP France will continue to work for non CLT-UFA clients, especially in TV.

In Germany, CLT-UFA-owned broadcaster RTL will take over the management of IP Germany. Under RTL's leadership, the company will be widening its range of marketing services, according

to CLT-UFA chairman Rolf Schmidt-Holtz. IP Germany will also move from its current home in Kronberg to Cologne within the next two years.

RTL general manager Helmut Thoma says the move will create "better co-operation and communication between the broadcaster and the marketer. We hope that all the employees at IP [Germany] will accept our invitation and move to Cologne in two years' time."

Jean-Pierre Wilwerding, general manager of IP Germany, adds: "This takeover has secured IP Germany's position as the leading marketing company in the country."

