

...RTNEY ◊ TOTO CUTUGNO ◊ TIN MACHINE ◊ ROBERTO VECCHIONI ◊ W.A.S.P. ◊ MAR
 ...ND ◊ WILSON PHILLIPS ◊ MARILLION ◊ VIXEN ◊ DEMIS ROUSSOS ◊ ROXETTE ◊ BRU
 ...NSON ◊ JOE COCKER ◊ FRANK SINATRA ◊ DAVID BOWIE ◊ FRANK ZAPPA ◊ DI
 ...E ◊ WHITESNAKE ◊ GUESH PATTI ◊ PET SHOP BOYS ◊ TULLIO DE PISCOPO ◊ VAS
 ... ◊ MINA ◊ BONNIE RAITT ◊ DAVID GILMOUR ◊ GEORGE HARRISON ◊ THE ALA
 ...ARIO DI BELLA ◊ JONNY CLEGG & SAVUKA ◊ CLIMIE FISCHER ◊ M.C. HAMMER ◊ RIC
 ...ERI ◊ QUEENSRYCHE ◊ RICHARD MARX ◊ SCORPIONS ◊ SINEAD O' CONNOR ◊ EN
 ...BILE ◊ THE BEATLES ◊ KATE BUSH ◊ FRANCESCO GUCCINI ◊ BILLY IDOL ◊ JETHRO T
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 ... ◊ BUONOCORE ◊ FRANCO BATTIATO ◊ QUEEN ◊ TINA TURNER ◊ EDITH PIAF
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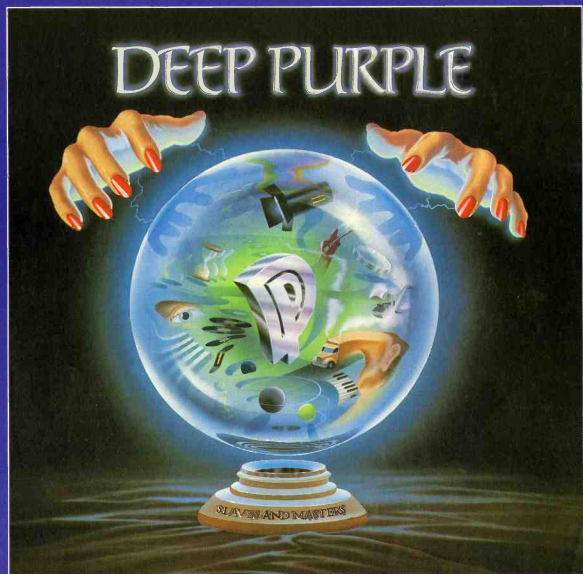


MUSIC & MEDIA
 Volume 7
 Issue 13
 October 27
 1990
 £3
 US \$5
 ECU 4

The European
 Music &
 Broadcast
 Trade Magazine



DEEP PURPLE



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SLAVES AND MASTERS

MUSIC & MEDIA

Volume 7
Issue 43
October 27
1999
£3
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The European
Music &
Broadcast
Trade Magazine

The Sun Sets On CBS, Rises On Sony Music

by Hugh Fielder

CBS Records is changing its name to Sony Music Entertainment from January 1. Concurrently the CBS Records label identity is being phased out in favour of

the Columbia Records name, which was acquired for an undisclosed figure from EMI (Music & Media June 9). EMI had rights to the name for the world outside the US, Japan and Spain.

Houston To Launch Campaign In Munich

by Mchael Bakker

BMG plans to spend £ 3 million on the European marketing for the new Whitney Houston album, *I'm Your Baby Tonight*. The LP will be launched at an invitation only party in Munich on October 29, where European media and retailers will meet the artist.

The two-day Munich launch will be hosted by Monti Lueftner, president BMG Ariola/co-chairman BMG Music, and Arista president Clive Davis. Houston will give a short address which will be followed by a six-track album playback. Photo sessions and a press conference are

continues on page 7

continues on page 7

BROADCASTERS AIM FOR CONSISTENT RESEARCH

BBC/IR Plan '92 Ratings Merger

by Howard Stansbury

The UK could have a single set of audience figures covering BBC and IR stations by "early 1992". The proposal stems from an October 12 meeting held by the Association of Independent Radio Contractors (AIRC) and centred on the need to research sub-committee chairman Nigel Walmsley (also MD of London's Capital Radio), Institute of Practi-

tioners in Advertising (IPA) representative Richard Eyre, and BBC Audience Research head Peter Mencer. Negotiations were described by Mencer as "talks about holding talks" and centred on the need to change the current position, where the BBC and independent stations finance and issue separate, often

contradictory research. "In addition to ratings consistency, the forthcoming emergence of Independent National Radio (INR) is without any doubt a strong motivation for merger" says Mencer. "I feel INR will match BBC national radio transmission areas, which is not always the case with BBC local radio and IR.

"What we are concerned about principally is that if we don't do something as an industry, in a year's time we'll spend the whole time quarrelling in public".

However, industry observers say the proposal is further motivated by hefty, across-the-board, cost-cutting measures at the state broadcaster.

Meanwhile, IR itself looks set to benefit from an increased frequency in audience research. The BBC publishes figures monthly while IR has only two full sets of research a year. Both sides agree a compromise can be reached.

However, the plan faces serious financial implications. For more details, see page 6.



Dr. W.-D. Ring

Wolf-Dieter Ring, president of the Bavarian state commission for new media (BLM), opening the organisation's annual broadcasting congress, part of Munich Media Days. It was the first major meeting of German media figures since reunification. See page 13.

Bavarian Authority Applies To Join MA

by Paul Andrews

BLM, Bavaria's private media authority, has applied to join the national Media Analyse (MA) radio ratings system. If accepted, BLM will scrap its own annual regional survey, Funkanalyse Bayern.

The authority hopes to subscribe to MA on behalf of the regional and local stations it licences. This would be the first time an entire state's private radio system has joined MA - most members are large privates and public broadcasters. Both Antenne Bayern, Bavaria's only statewide

private, and the public Bayerischer Rundfunk (BR) already subscribe to MA on an individual basis.

The national survey would also for the first time provide ratings for Bavarian local stations comparable with those for others throughout the country. Until now, the differing methodologies of the two studies have produced contradictory information on Germany's highly developed radio market.

According to BLM spokesperson Monika Fendt, the

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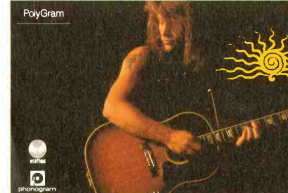
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JON BON JOVI

THE NEXT SINGLE MIRACLE

BLAZE OF GLORY - YOUNG GUNS II

PolyGram



Double-Digit Radio Growth Projected For Europe

by Jeff Green

Radio broadcasters in four of five major European countries can anticipate annual growth in revenues exceeding 10% through 1994, according to figures compiled by the media analyst firm of Veronis, Suhler & Associates. The company has projected radio revenues, growth percentages, and radio's share of media advertising for France, Germany, Italy, Spain, and the UK.

Spurred by a whopping 16.7% increase forecast for 1992, Ger-

many will experience the highest average level of growth, with an 11.6% compound annual rate, followed by Italy (11.4%), Spain (10.9%), France (10.6%), and the UK (9.1%).

Spain is predicted to widen its lead as the top country in terms of revenues, becoming in 1994 the first European nation to break the US\$ 1 billion barrier. However, Spain is the only one of the five whose share of advertising dollars is expected to decrease each year.

Between 1990 to 1994, it will have

Forecast Of Radio Advertising

	1990	1991	1992	1993	1994
France					
Revenues	590	660	740	800	880
Growth (%)	10.9	11.9	12.1	8.1	10.0
Radio Ad Share (%)	7.7	7.8	7.9	7.9	7.9
Germany					
Revenues	540	600	700	780	860
Growth	8.9	11.1	16.7	11.4	10.3
Radio Ad Share	5.1	5.4	5.5	5.7	5.7
Italy					
Revenues	230	260	290	315	350
Growth	12.7	13.0	11.5	8.6	11.1
Radio Ad Share	3.7	3.9	3.9	3.9	3.9
Spain					
Revenues	670	750	860	930	1,020
Growth	10.0	11.9	14.7	8.1	9.7
Radio Ad Share	10.0	8.9	7.2	6.9	5.9
UK					
Revenues	290	310	340	380	420
Growth	6.2	6.9	9.7	11.8	10.5
Radio Ad Share	2.2	2.2	2.2	2.3	2.3

Revenue figures in US\$ millions

Source: Veronis, Suhler & Associates, Inc. The firm is headquartered at 350 Park Avenue, New York, NY 10022; (212) 955-4990.

European Airings Expected For Billboard Awards

A two-hour end of year TV music special presented by Billboard magazine is expected to be aired on European TV early next year. The '1990 Billboard Music Awards Show' will feature performances from artists including Phil Collins, Janet Jackson, Sinead O'Connor, MC Hammer and New Kids On The Block, as well as award presentations, over 20 categories, based on US record sales and airplay.

For the first time, a World Chart award will also be presented, compiled from sales and airplay charts worldwide.

Other winners will come from specialist music categories including rock, pop, black, country, rap and AC.

The show, to be recorded in a hangar at Santa Monica airport, California, is being aired in the US on December 10, by the Fox network. According to Georgina Challis, VP of Billboard parent company BPI Communications, "distribution in Europe is definitely planned for early in the New Year, although no stations have yet been confirmed". BPI Communications is also the parent company of Music & Media. □

dropped from 11.3% to 5.9%.

■ Although the UK's share of ad dollars is expected to barely increase (see the BBC/JICRAR story this week for insights as to why), the expansion of commercial radio in the UK will generate Europe's biggest jump in annual revenue growth over the next four years, rising from 6.2% in 1990 to 10.5% by 1994. □

Predicted revenue growth leaders:

1990:	Italy
1991:	Italy
1992:	Germany
1993:	Germany
1994:	Italy

World Music Conference

by Howard Shannon

There should be a free pan-European exchange of world music programme material and stronger links formed with broadcasters in Africa, decided delegates at the fourth World Music Workshop held in Berlin October 17-19.

Thirty programmers from 12 countries attended the European Broadcasting Union (EBU) sponsored seminars, organised by NAW chairman/Danish National Radio producer Ole Reitor and Berlin-based SFB programme staff Joachim Hellbig and Volker Praket. SFB acted as host station, though the event was staged at the Haus der Kulturen der Welt in the city.

The event, which does not charge a registration fee, is only open to EBU members, usually state broadcasters. Spanish national radio was the only European station not to send a delegate.

Workshops included: SSR Swiss Radio producer Marianne Berna talking about her work in Cameroon; YLE Finnish Radio/Institute of Workers' Music (Helsinki) researcher Phillip Donner looking at recording contemporary music in Eastern Africa; and Reitor on his three months in Botswana. □

eXtra

PolyGram-owned Metronome Musik MD Klaus Ebert has left the German label for unspecified reasons. It is not known if he has taken up a post elsewhere. PolyGram Germany president Wolfgang Gramatte is taking over Ebert's job until a successor is appointed. Ebert joined the label in 1974.

★ ★ ★
Dominique Farran, formerly assistant programme director at RTL France, has joined NRI in Paris as station director, with a brief to revamp the station's sound. "The format needs a new broom," says Farran. "The station has had the same type of format for a long while and it needs some adjustment to keep up with the 15-25 year-old target audience. We need a more modern sound!"

★ ★ ★
BMG Ariola Belgium MD Jan Theys and publishing manager Linda van Waesberge are to leave the company on December 31. They will join a new, as yet unnamed, company involved in European talent management and publishing. Theys declines to reveal further details, however, he says that D&D Productions, producer of the popular Flemish chart show 'Ten Om Te Zien' on commercial TV channel VTM, is a partner in the new company. Theys says he will step down as VP of IPFI Belgium when he leaves BMG Ariola.

★ ★ ★
Sources say TV syndicator Radio Vision International is moving ahead with its plans to get into radio (M&M July 14). Details may be revealed within the next few weeks.

★ ★ ★
David Lucas has resigned as CEO of Southern Radio Holdings, the parent group of Southern Sound and Ocean Sound in the UK, following a clash with chairman Bob Sperring over the restructuring of the company. His replacement is Rory McLeod, currently MD at Southern Sound.

★ ★ ★
A live performance by the Alan Parsons Project is set to be one of the highlights of Belgium's sixth annual 'Night Of The Proms', to be held at Antwerp's Sportpaleis on October 25-27. The performance, which will be backed by a full symphony orchestra, will be recorded to promote his upcoming concert.

edited by Machiel Bakker

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WANT TO KNOW WHO YOU THINK YOU ARE?
WANT TO KNOW WHO YOU WOULD LIKE TO BE?

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Marti Webb, Chris Rainbow,
John Miles and Eric Woolfson.

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EUDIANA E P I D I I / FREUDIANA I K I D I I / FREUD

EMI

"Good Jocks Are Real People" Counting down America in the UK

Benny Brown's UK-produced 'American Countdown' show has shaken off US competition and is now aired on 32 stations across the UK, making it the country's most syndicated programme next to the 'Network Chart Show'. Chris Fuller plots the Texan approach towards successful European broadcasting.

Q: You have referred to ABC's 'American Top 40' as the granddaddy of all chart shows...
A: The 'American Top 40' is the most listened to show in the world, bar none. It is on the air in nearly 100 countries in 20-plus languages. It has just had its 20th birthday. That legacy really means something. And you can tell it is put together by radio people instead of marketing people. The 'American Top 40' and 'American Countdown' are radio shows, built by radio people, which are then marketed, as opposed to marketing people going out to a production company and saying "build this for us so we can sell it".

Q: US syndicator DIR last year launched an edited version of Rick Dees's 'US Countdown Show' onto the UK market. Do you regard this as serious competition?

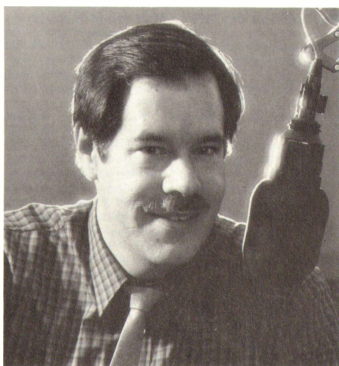
A: I can say that Rick Dees is one of my better students. I wish him well, he is a talented broadcaster. But we do this programme in the UK for the UK - I am a European broadcaster of 18 years residency in this part of the world. I do not feel that Rick's programme, emanating as it does from Los Angeles, has any real UK applicability and is not valid for an independent, British radio station to give to its listeners. And unlike Rick, I can also back my show up with local promotional activity. I have been to Scotland, I have been to Wales, I have visited these radio stations and I think that has been essential to the success of the show. Nothing beats getting out with the people. When was the last time Dees ever went to Bristol? Ask Rick Dees where

Bristol is and he will tell you there is one in Tennessee.

Q: How do you consider the general standard of presentation on UK independent radio?

A: I think there is a shortage of talent. As more stations come on air, so do younger and younger jocks, in many cases too soon. This is where the role of programme controller as coach, professor and big brother is crucial. They have to know how to bring this talent on and then nurture it. Good jocks are not born, it takes years of coaching.

A programme controller has got to be more than a guy who sus-



ed to work for the local newspaper and perhaps did some amateur drama. He has got to be a broadcaster. He cannot be a judge that sits at a desk. He has got to have done it. In a perfect role, the programme controller would be on air, daily.

Q: What makes a good DJ?

A: Good jocks are real people. They talk to people instead of at them. They are not stage performers, nor are they employees of the Royal Shakespeare Company. They are real people who sweat, whose kids need nappies and whose cars break down.

Q: What are the most common DJ faults you have come across?

A: Not knowing when to shut up. Some DJs think they are getting paid by the word and the more they talk the more money they make. That's not the way it is. When you open your mouth you had better have something to say that is either informative or clever.

In this sense preparation is vital. You can figure that in the course of a three hour radio programme a presenter is going to open his or her mouth between 30 and 40 times. Now if you genuinely have 30 or more valid things to say without any kind of show-prep or any kind of work prior to

be adapted for great radio but they have to be written down.

That record which you are going to play in a minute cost thousands to produce. And you had better have something as good as that record to say. You need more than time and temperature. And it is no good saying 'oh well, I will insult the news reader again'. How many times can you insult the news reader?

What about the tendency for DJs to copy other DJs, prevalent in the UK?

A: There is nothing wrong with copying, as long as you outgrow it. I have got guys copying me. I am complimented by it.

If you are copying at 01.00 in the morning, then that's cool, so long as it leads and inspires you into the development of your own on-air personality. If somebody wants to be just like Benny Brown, the best he is ever going to be is second best. There is only one Benny Brown. □

Benny Brown is the Texan-born host of Unique Broadcasting's weekly syndicated show 'The American Countdown' which is broadcast across the UK. He also presents the German-language version of ABC Watermark's 'American Top 40' for the German, Austrian and Swiss markets in co-production with Los Angeles-based syndicator Radio Express. And he hosts shows on Italy's Magic Network, Manchester IR station Key 103 plus country music programming for the British Forces Broadcasting Service (BFBS).

Based out of Alligator Studios in Frankfurt, Brown has twice been judged Billboard magazine's International Radio Personality Of The Year (1981 and 1985).

A former US army tank commander, Brown hosted the American Forces Network (AFN) breakfast show from Frankfurt before moving to Radio Luxemburg for six years (1979-85).

Capital Sets Up Evaluation Panel

by Hugh Fielder

London's Capital Radio is setting up a permanent panel of 10,000 Londoners for advertisers to evaluate their campaigns on the station's FM and AM services.

The Capital Radio Campaign Evaluation Service will be managed by Continental Research and the panel is representative of the station's marketing area. "This means we can provide fast, effective feedback from any particular target group the advertiser wants," says Continental Research MD Debbie Walters.

"It's the largest exclusive con-

sumer access panel available to advertisers in the UK. And the purpose is to help advertisers make the best use of radio. We can offer full validation ranging from pre-campaign copy tests through to full campaign evaluation.

"It will always be cheaper than commissioning research without using the panel and the cost-effectiveness brings it within the reach of any company that wants to advertise on Capital. Smaller companies may just want a qualitative assessment of one advertisement rather than a whole

campaign, while larger companies may want to test the impact of radio in their advertising mix."

Capital Radio Sales director David Lees says the service builds on Capital's experience in handling research for blue chip advertisers. "It underlines our desire to work closely with clients to validate the role of radio for their brands and services. We have already generated many fully qualified case histories and feel sure that with Continental's expertise many more clients can look forward to tightly defined research studies."

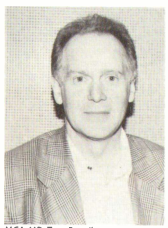
Last year, Capital carried out 17 surveys on campaigns for clients such as British Airways, The Daily Telegraph, Bovril, Duckhams, Allied Dunbar and Kodak. And Lees says that many advertisers have scheduled regular brand campaigns for radio as a result. □

First Meeting For Chart Supervisory Panel

The record and retail industries have equal representation on Chart Information Network's (CIN) new chart supervisory committee which met for the first time last week, just after M&M went to press.

The British Phonographic Industry (BPI) and CIN have still not reached a formal agreement over the BPI's participation in the UK chart, which was set up by UK trade magazine Music Week with BBC Radio 1 and compilers Gallup in July to replace the BPI chart.

But plans to establish a BPI/CIN joint venture company to market the chart are far enough advanced for the BPI to nominate PolyGram chairman and CEO Maurice Oberstein, MCA MD Tony Powell and Beggars Banquet



MCA MD Tony Powell

MD Martin Mills to sit on the chart supervisory committee.

"We want to get on with helping to make the chart work while the legal formalities are being completed," says a BPI spokesman.

The British Association of Record Dealers is represented by Our Price MD Richard Handover, Replay Records MD Brian Laird-Mack and Andy's Records chairman Andy Gray. They are joined by the BBC's head of radio recording services David Price and chairman Adrian Wistrich, CIN's CEO.

The committee is separate from both CIN and the joint BPI/CIN company and the first meeting was due to include discussion of the recent furore when Steve Miller's *The Joker* pipped Dee Lite's *Groove Is In The Heart* to the no. 1 spot, although both singles registered the same number of panel sales. □

Coast Close To SuperGold Deal

Invicta Radio's Coast-AM oldies station is close to signing a deal to take Children's SuperGold service overnight.

Coast's programme controller Roger Day says that if the agreement goes ahead he will be presenting a new Sunday afternoon oldies countdown show for SuperGold which will run against the 'Network Chart Show' carried by 60 independent FM stations.

Neither Invicta FM or Coast-AM were affected by the recent closure of the Radio Radio overnight sustaining service. But among those who were, Scottish SuperFird Radio will be taking MCA's Gold as an overnight feed. □

To contact
Music & Media
Tel: 31 20 669 1961
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Paragon And Pierson Unite For Europe Assault

by Paul Easton

US research company Paragon and UK radio consultant Bob Pierson have formed an alliance to work in the European radio marketplace.

Paragon Research of Denver, Colorado, has grown over the past 10 years to become one of the largest radio research companies in the US with clients that include Nationwide Communications, Susquehanna Broadcasting and Cox Broadcasting.

Executive VP Chris Porter sees Pierson's move into Europe as a natural progression. "As a student of international broadcast casting for many years I'm thrilled that Paragon has provided the backing and support to expand our operations outside the US."

Pierson, who was programme director and MD at Wolverhampton's Beacon Radio before moving into consultancy in 1987, says: "There is a great deal of synergy between Paragon and my consultancy. The range of services we're able to offer the radio broadcasters of the UK and the Continent is extensive."

Paragon and Pierson have been working together on an informal basis for some months and one of

their first clients is the GWR Group which operates FM and AM stations in Bristol, Swindon, Reading, Bournemouth and Plymouth.

Pierson says that Paragon will be carrying out music research for GWR's new Classic Gold AM service. "We will be doing audition testing as well as other music research to enable GWR to take a very close look at what music to play."

"We'll be doing the tests every six months to avoid 'burn-out' - natural progression. "As a student of international broadcast casting for many years I'm thrilled that Paragon has provided the backing and support to expand our operations outside the US."

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Forth Manages CentreSound

Edinburgh's Radio Forth is providing management services for neighbouring Stirling station CentreSound. This follows the dismissal last month of station manager Colin Lamont and his deputy Alistair Smith, after the station had been on air just three months.

Caretaker manager Sandy Wilkie from Radio Tay (which is owned by Forth) has handed over to Forth's marketing manager Brian Hawkins who has now taken over as station manager. He puts the station's problems down to poor

management and programming expertise.

"CentreSound is the result of a romantic notion that well-meaning volunteers can take on the might of commercial radio and the BBC. Quite simply, they were not up to standard to compete and it says a lot about the station that it ran out of money after only 14 weeks on air."

Hawkins says his job is to "stem the flow of blood" and restructure, refinance and relaunch the station which he believes can be turned around. □

Radio 3 Starts Mixing It

BBC Radio 3 has launched a classical/adult rock crossover programme called Mixing It featuring music which is not usually played on other UK networks.

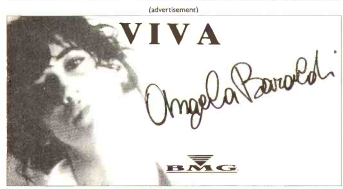
The fortnightly programme, which first aired on October 1, is presented by rock critic Robert Sandall and Mark Russell, a key-

board player who was previously in Tanita Tikaram's band.

The programme included tracks from Peter Gabriel's *Possessions* album, the soundtrack for Martin Scorsese's *The Last Temptation Of Christ*, The Kronos Quartet, Mark and Simon Stockhausen, and Jimi Hendrix. □



Mixing It presents Mark Russell (standing) and Robert Sandall.



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Thursday 1 November 1990

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09.40 Keynote Speech - Day One "Where are we and where are we going?"

10.05 A Sound-Tour of Radio in the UK and at various times throughout the day

10.10 The Broadcasting Bill

10.45 Coffee

11.05 "A Good Time To Invest In Radio?"

11.35 "How People Listen To Radio - The IBA Report."

12.00 Case Study No. 1: Hertz

12.15 "Multi-Station Radio"

12.30 Case Study No. 2: TDK

13.00 Lunch

14.30 "Radio - Medium Of The 90s"

Friday 2 November 1990

09.30 Keynote Speech

09.45 Open Forum

10.45 Coffee

11.15 "Building Brands On Radio"

11.45 Case Study No. 5: Kimberly-Clark

11.55 "Creative Radio Around The World"

12.30 Summary

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day one

14.45 "Radio Sponsorship - Making It Work For Stations and Advertisers"

15.15 "Research - and the expanding market"

15.35 Coffee

15.55 "Research - The Needs Of The Buyer"

16.20 "Getting The Most Out Of The Medium"

16.50 Case Study No. 3: Express Newspapers

17.00 "Doing The Splits - A Radio Forth Programming Story"

17.25 Case Study No. 4: DHL

17.35 Summary

17.45 End Of Day One

day two

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Munich Convention Predicts More Competitive Radio

by Paul Andrews

German radio will be characterised in the 1990s by increased technical diversification, into distribution means such as cable and satellite, and by more intense competition for listeners and advertising revenue. Consequently, the marketing and formatting of radio, and audience research, are set to take centre stage in the nation's industry.

Those were the major issues discussed when the participants in the Munich Media Days turned their attention to radio. Although debate at this year's event, held from October 8-12, was dominated by TV issues, particularly regulation questions and those arising from Germany's recent reunification, radio did come to the fore during the second day of the Bavarian state media commission's radio congress (BLM-Rundfunkkongress) on Thursday, October 11.

Over four sessions, delegates considered radio trends in the 1990s, radio marketing ideas, listener analysis, and radio regulation. According to consultant Ad Roland, MD of European Media Services, addressing the workshop on radio trends, the advent of private stations has already made German radio more 'listener-friendly'. "Market competition will play an important role in the future," said Roland, "and determine the target groups for formats. Many stations need to become more sharply defined, because 'something for everyone' no longer works.

"In the 1990s, only diversification of programmes can be successful. If one station works with 'more music, less talk', competitors should react with, for example, 'different music, less talk' or 'no music, just talk!'"

Dr Manfred Buchwald, director-general of Saarlandischer Rundfunk (SR), warned public service stations against format wars. "Pigeon-holing programmes ever more narrowly is destructive, and encourages corporate ghetto-building. The future of ARD radio surely cannot lie in endlessly repetitive programming!"

Meanwhile, another participant, Angela Strotte of Stories Unlimited Inc, New York, predicted that to remain competitive over the decade, German stations will follow the US trend of becoming more orientated towards service to listeners. Dietrich Neuhaus, MD of ad agency Neuhaus Communications, also called for a better service to advertisers.

However, according to consultant Scott Lockwood, who is currently advising Bavaria's Charivari Regensburg, added: "The event gets a little bigger and better each year, but my hope is that the seminars will get more focused into basic things like programme director meetings. It would be more useful to have a better connection with the panelists for very little time. As it is, we have two-way dialogue to ask questions!"

too many generalisations!"

The BLM congress was one of 12 separate conventions taking place in Munich during the media days. Topics covered in other events ranged from satellite technology and public relations to sex on television. According to the co-ordinator, the city's cable communication enterprise (MGK), a total of about 1,800 delegates registered for this year's event, with about 30% coming from the radio industry. □

RTL Uses Call-Out Research For Playlist

by Howard Shannon

RTL Hoerfunk has become the first station in Germany to begin using an established US playlist research programme to help compile its playlist. This coincides with major programming changes at the station.

The playlist research hinges on a five-second hookline from 25 songs played down a telephone line to a random selection of 125 volunteers per week. A score is then awarded.

The polling in Europe is conducted by Puls, a Nuremberg-based company. Neither RTL or Puls will disclose financial details. Surprisingly, an early RTL casualty has been the DNA/Suzanne Vega hit *Tom's Diner*. "Research tested it very low," says assistant head of music, Lori Granger. "We are continuing to play it, but not very much!"

German radio consultant Kurt Hartel, at Hartel Consulting, welcomes the research system and says he will recommend the idea to other stations. "Used in the right way, it can be a very powerful tool."

"While yet to be proved and certainly quite new to Germany, I can imagine it's very convenient, though maybe 125 people are too

few. You must also select them very carefully!"

Puls MD Irid Kapolke says RTL is the company's fourth client, though the only one currently subscribing. Three other major German stations have previously tried out the idea and are currently evaluating the cost-effectiveness of the research. Kapolke declined to name the stations, although Antenne Bayern is known to have tested.

"The system is based on that used in the US. I flew over and talked to research firms. It runs an American computer programme SPSS (statistical package for social sciences)."

To target 125 suitable listeners, Puls works closely with each contracted station. Costs are based on the number of interviews, length of song hook and the specifics of an release profile. "We test new releases, oldies and recurrent," adds Kapolke.

Puls presently has no competition in Germany and has been trading since the beginning of the year. Its main shareholder is Broadcast Consulting International and employs 35 telephone research staff. "These staff are very carefully

selected and trained, with continual monitoring of their performance," says Kapolke.

Antenne Bayern programme director Michael Haas: "We have already done a test call-out. There are a lot of idiosyncrasies, especially in the German marketplace, and the smarter radio is already budgeting for qualitative research."

Known as "call-out research" in the US, the system there has been running for at least 20 years. Stations select a pre-screened group of listeners representing their target audience.

To avoid listener fatigue, the tape is limited to between five and seven minutes. Scoring ranges from nought (not known), to one (hate) through to seven (favourable).

Listeners are not paid, though might receive theatre tickets, CDs or station merchandise.

This is one of several playlist research systems adopted in the States. More recently, US research companies are developing "fitness" tests to establish a record's compatibility in context with its format.

Other radio stations invest in auditorium music tests which survey opinions, either electronically or by written form, of hundreds of people simultaneously. Here a flat fee is paid to participants.

A degree of anonymity is used by stations. It is felt this avoids any bias, either favourable or negative. Observers say a sample size of that used by the Nuremberg firm is adequate. □





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VTM Applies To Launch Commercial Radio Station

by Marc Maes

Flemish commercial TV channel VTM has applied for permission to launch a commercial radio station which would serve Flanders and Brussels. The application was made on October 1 - the date that public broadcaster BRT began airing ads on its radio outlets (M&M October 13) - by VTM chairman Leo Neels.

Like the television outlet, the radio station would be financed by newspaper groups. One of the first to have expressed interest is Roularta, whose directors include Fredly Neys, chairman of the Radio Contact network.

While Neys claims that there are no plans for Radio Contact to collaborate with VTM on the new station, Francis Lemaire, president of Radio Contact, says: "We are now discussing the possibility of collaborating. VTM may be interested in working with us, as we have shown the necessary know-how in the past. But initially, I think they will try to work alone."

VTM's announcement comes just one week before the Flemish government is scheduled to discuss legislation which would severely restrict private radio networks in Flanders and, in parti-

cular, Radio Contact, which has 22 stations in the region.

Observers believe that, if approved, the legislation will act as a catalyst for co-operation between Contact and the proposed VTM radio station.

Yebora, a private lobby group representing 100 stations, has issued a statement which describes VTM's plans as "the dosing piece in a Machiavellian game with Eric van Rompuy as the star actor". Van Rompuy, who drafted the anti-network legislation, is a member of the ruling CVP (Catholic) party, which has no links with any of the networks in Flanders.

Meanwhile, Patrick Herroelen, chairman of the Vlaamse Federatie Lokale Radios, which represents 189 private stations in Flanders, believes that VTM's plans are not feasible in the near future.

Herroelen: "The advertising cake has already been divided - the Flemish government has granted VTM permission for TV advertising, and BRT radio the right to air radio advertising, with the privates having regional or local advertising. There isn't anything left. And the legal structure needed for VTM to launch a commercial radio station does not exist at the moment."

Piet Keizer, owner and MD of

Radio Antigon, says that if legislative changes are made to allow VTM to start a commercial radio outlet, they should also be made for his station.

Keizer: "We want to have a similar permit to broadcast throughout Flanders. If the legislation is changed for VTM, they can do it for us as well."

At BRT, the head of the external affairs department and coordinator of radio advertising, Paul Driesen, says that VTM's announcement does not represent a threat to the Flemish state broadcaster. "We are not afraid at all. The current political situation does not allow VTM to launch a radio station, though this may change in the future."

He adds: "The application has to be viewed in the context of the on-going discussion over the anti-network legislation. Networks will suffer if it goes through and obviously people are looking for other possibilities."

If the legislation is approved, private stations will be restricted to a broadcasting radius of eight kilometres and will not be allowed to share the same name, jingles, logos or IDs. Meanwhile, 80% of programming will have to be made in-house, while news and advertising must be based on the broadcast area (M&M July 28). □

Radio 10 Win Opens Way To New Formats

by Paul Andrews

Dutch commercial radio station Radio 10 has confirmed that it plans to launch at least one new format, following its win over state broadcaster NOS in the protracted legal battle about its right of access to Holland's cable network.

According to head of programmes Jeroen Soer, one possibility for a new service is "something that is a little bit less than a speed metal station, and a little bit more than CHR. The decision to put more radio stations on cable and satellite has been made. The only thing we don't know is whether we will tackle the market with one, two or three stations, and what form they will take."

Radio 10 already plans to relaunch its classical arm, now called Concert Radio, at the end of October, once a decision has been made over whether to use a digital or analog satellite feed.

Soer says the expansion plans can only now be firmed up, following the Dutch state council (Raad van State) ruling that the gold-formatted Radio 10 was a legitimate foreign broadcaster. "Running a company in this insecure period has been very difficult," he says. "Only now can we make the decisions that should have been made six months ago."

Although owned by an Italian company, RFO Rete Zero, Radio 10 is based in Amsterdam and broadcasts in Dutch. NOS originally took action against Amsterdam's cable company, KTA, for carrying the service, claiming it was in fact a Dutch operation.

Dutch private commercial broadcasters are still banned from both terrestrial and cable systems in the country.

NOS appealed to the state council after the national media commission (Commissariaat voor de Media) ruled in favour of KTA. However, the council upheld the original decision, ruling that the commission had "justifiably identified Rete Zero as the broadcaster of the Radio 10 programme... Rete Zero can be considered as a foreign broadcaster."

However, Matthijs Linnemann, a member of the NOS legal department, has attacked the decision. "We are disappointed by the council's lack of motivation. It just looked at the media commission decision and said it was understandable."

"It did not examine the real character of Radio 10, that it is only a foreign broadcaster by appearance. All the material, activities and people are Dutch, sailing under a flag of convenience."

NOS can appeal to the European Court, though Linnemann says no decision has yet been made. "Personally, I don't think it's likely. Considering the duration of European procedures, the matter will probably be obsolete, with the proposed changes in Dutch media law."

Soer is more blunt: "If they go to Strasbourg, they'll be laughed. Everybody agrees on that. Anyway it would take them years, and we'd still be broadcasting in the meantime!" □



Nineteen female employees at BMG Analo Belgium recently released 'Hello, Toi Zens' (Hello, Goodbye), under the name Vrouwwijk Meervolk. The track was initially produced as part of a project designed to give staff the opportunity to witness the production, performing and promotion of a record. However, following its September 24 release, the group have been asked to perform on the popular Flemish TV charts show 'Tien Om Te Zien'.

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SCANDINAVIA

City 103 To Set Up Rock Station

by David Rowley

Göteborg's City 103 is to set up a new station in the city, called City Rock, probably by the end of the year.

As the new outlet's name implies it will be playing rock music, which includes, according to City 103's head of music, Rolf Legerfors, "everything from the Beatles to Richard Marx.

"We'll be trying out the rock format combined with a bit of AC and we'll be using Selector to put the whole thing together."
 The station will initially have no disc jockeys. The only talk will come from hourly three-minute-long news bulletins.

"It will be mostly automatic to start with," says Legerfors, "but we aim to introduce disc jockeys at a later stage if it is successful.

"We really wanted to test out

how the format would do. We've got the studios and the organisation and now we've got a frequency".

The introduction of the new station will also mean a shift in emphasis for City 103, says Legerfors, to a tougher, more contemporary pure top 40 format.

Legerfors: "Since we've been going we've operated as three stations in one - AC, top 40 and oldies. Now we can sharpen our profile. If we're going to have any competition in Göteborg, it seems we have to come up with it ourselves.

"The time to try this type of experiment is before commercial radio is introduced. We can now try out the format without the risk of losing too much money" □

SGA Bankrupt

SGA, Sweden's largest independent record distribution firm, has been declared bankrupt. The company, which distributed about 25 labels and had an annual turnover of Skr 60 million (app. US\$ 10.5 million) last year, went into receivership on October 5, having ceased trading some three weeks previously.

Previously called Mariann Distribution, SGA specialised in distributing popular dance music from labels including Hawk Records, Planet, Scramia, Eagle Records, VIP and Little Big

Apple. A year ago, SGA took over the distribution of labels affected by the failure of Electra Distribution, and owner Kjel Janssen also bought into some of them.

Two of these, Little Big Apple and VIP, have also gone into liquidation. With their stocks frozen, others are also reported to be facing difficulties. Larger companies such as MNW have also been hit, though less seriously, since SGA was also a main distributor of records to petrol stations, one of their main retail markets in Scandinavia. □

Danes To Abolish Radio Ad Levy

The Danish government is looking to abolish its 10% levy on radio advertising income soon, as Norway is in the process of slashing its own levy from 16% to 5%.

The Danish levy came into being when commercial private radio began in May 1988, and has run in parallel with the Norwegian experience, and similarly has been a source of complaints from the private stations ever since.

"The levy was introduced as an intended 'rescue' fund for smaller stations in financial difficulties.

However, according to a spokesman, for communications minister Torben Rechendorff, the income to the fund is very small and, in addition, many of the larger, more profitable private stations are set up as shells with the profit centre outside the bounds of the tax.

"Steps will be taken to abolish the tax and I expect talks to begin on this within two or three weeks," he says.

"However we will have to look at how to make another arrangement for support - possibly on a local level!" □

SPAIN & PORTUGAL

Sopena Calls For RNE Image Change

by Anne Marie de la Fuente

Enrico Sopena, head of Spain's state-run Radio Nacional de Espana (RNE), says that RNE must stop being a "venerable relic" and regain its former prestige by competing for a wider audience.

Speaking in Valencia, where he announced the appointment of Jesus Montesinos as RNE's director for the region, Sopena added that the privatisation of RNE's six stations is not part of his plans, and explained that the

restructuring of RNE needs time because "systematic" changes are not possible.

Sopena also admitted that many listeners cannot distinguish the stations from one another, and said that his priority to promote RNE 3, which was begun in October, has led to criticism - even from his own staff. Sopena aims to reduce the age of the station's listeners and to raise cash from advertising. □

Spanish Megastore Debut

Spain's first purpose-designed megastore is due to open in Madrid in time for Christmas. Pepe Arnedo, owner of record distributors Discos Arnedo and Madrid Rock record stores, says the three-floor 1,500 square metre outlet will be located on Madrid's central Gran Via.

The new store will see Madrid Rock's activities expand into video and classical music. Arnedo, who declines to reveal the cost of the project, already has two other retail outlets - in central Madrid and Seville.

Meanwhile, Virgin is reported to have purchased a site in

Madrid, where the department store Almacenes Arias was located before it was destroyed by fire. However, Virgin Retail's finance director Mike Bursar refuses to confirm the reports, saying only that the company "has looked at some sites" in the capital.

Spain's leading record retailer, department store El Corte Inglés, has anticipated the changes in the market and increased the size of its central Madrid Disco Trends, which now stocks videos and musical instruments in addition to records, tapes, T-shirts and posters. □

Private Network Launched On The Canary Islands

The Canary Islands' first private radio network has been launched. Called Canal 28 FM, the mixed format network includes seven stations, with four on the main island of Las Palmas de Gran Canaria and three on Tenerife.

MD Jose Manuel Gonzalo says Canal 28 FM has arranged programme exchanges with about 10 foreign stations. They include Radio Netherlands, UN Radio, The Voice of Germany and station radios in Switzerland, Austria, Canada and Korea.

"We'll be airing Radio Netherlands' weekly hits programme 'Euro Parade' and Swiss national radio's 'Musical Horizons', among others," says Gonzalo.

UN Radio's Spanish news service and Korean science reports will also broadcast. Gonzalo

"Some programmes are being prepared by Spanish speaking presenters, while we will have to edit others". In exchange, Canal 28 is offering its own locally produced programmes to the co-operating outlets.

Canal 28 FM is also collaborating with Cadena Iberica, a group of 18 independent stations - including Madrid's Radio Espana, which share programmes.

Meanwhile, the network is producing its own "Top Hits" show and each of the seven stations are also making programmes. Gonzalo adds that the network's owners, Corporación Canaria de Formación y Radio, which is backed by local businessmen and media professionals, has applied to launch a TV station. □

Stereo Launches Gold Graffiti

by David Stansfield

Imperia Radio, the San Remo-based company which owns the provincial station's Radio Stereo 103 and Stereo 103 Italia, has launched its third station, Stereo 103 Graffiti.

Programme director Carlo Deblasi describes the outlet as

being "completely dedicated to music of the past, a hit parade of memories". Its format is devoted to music from 1950 to 1980. The station is fully automated and broadcasts throughout the region of Imperia 24 hours a day.

The idea for Stereo 103 Graffiti

Ratings Rise 35% For New Age Shows

Ratings for Radio Monte Carlo's late night new age programmes (21.00-01.00) have risen 35% during the last year, according to figures published by Audiradio.

The station's nightly 'New Age' and 'New Sounds' programmes are attracting an audience of 92,000 compared to 68,000 a year ago.

Novella Hazan, programme controller for the station's new age music content: "I believe our audiences have grown because, besides the new 105 Classics and the Italian music-only stations, listeners who want something different from contemporary hit radio have very little to tune into."

Anya Plate, national label

manager for the specialist new age label Private Music, believes that Radio Monte Carlo is the only national station to broadcast new age regularly. Plate: "It is very important for us to have outlets like this. At one time it was difficult to locate anything but now we've finally found a station playing our type of music we like to work very closely with it in order to promote our product."

Private Music collaborated with Radio Monte Carlo earlier this year with a special compilation album which sold 15,000 units. Plate confirms a second compilation will be released in January. □

started earlier this year. Imperia owner Massimo Cremieux also owns Radiobait, a CHR station. Radiobait experimented with an oldies format in the evenings when it also linked up to Stereo 103.

Deblasi claims that the public response was so good that they decided to launch Stereo 103 Graffiti.

Deblasi: "Most stations in the national radio sector play new releases of both international and national pop. Our own Radio Stereo 103 is no different to those. About one-and-a-half years ago there was an upsurge in Italian-language music only stations and now they are fashionable.

"But I believe there is a need for something else which is new and I feel this could be gold. The time is right in Italy for oldies to become fashionable, although how long that fashion will last is anybody's guess. We have a vast archive of records which includes some that people want to hear again and some that younger listeners have never heard before."

Stereo 103 Graffiti programmes its music content through four different tape reels, each devoted to a decade. Deblasi says that core artists include Elvis Presley, the Beatles, Ben E King, Donna Summer, Led Zeppelin and Genesis. □

Group Claim World Best

National act Elio E Le Storie Tese are claiming a world record for playing the same song for 12 hours. The group chose the two-chord song *Ti amo* for their record attempt at Milan's Rolling Stone Club. Yet, despite the presence of a representative from the Guinness Book of Records, their world best claim remains unofficial.

According to Claudio Buja, A&R director at the national's CBS Psycho label: "The group were scheduled to perform from 12.00-midnight but they infringed the rules by starting half-an-hour early. The record attempt will be achieved within the same day and the Guinness Book of Records seem very strict about this."

The band's self-titled debut album for the company has just gone gold after selling more than 100,000 units. This was achieved without any major promotion campaign by CBS. But they have toured extensively and have been championed by certain radio stations including Rete 105 and Radio Kiss Kiss.

Their music is a fusion of rock, humour and vulgarity. The lyrics to the record-breaking song were improvised and, while no live recording is envisaged, Buja hints the company may release a booklet devoted to the text. □

Dondoni Leaves Radio For CBS

Luca Dondoni, PR manager and DJ at Radio Milan International, has quit the station suddenly to become marketing manager at CBS Italy.

Dondoni has been active in the private radio sector for 14 years and describes his sudden departure as a "career move".

Dondoni: "I know everything

there is to know about the Italian radio sector and I felt that I couldn't learn any more. I also had 40 years experience in journalism and know that sector very well. There were possibilities with television but I have no desire to become an on-screen celebrity."

Dondoni says he still maintains great affection for the national radio market and believes in its future. "But," he adds, "his growth will be very slow. There is only a few stations which can compete on the market in a real way. Radio for the masses is still a new thing. The general concept of people who enjoy themselves speaking into a microphone. This is bad, but the major networks will eventually persuade people that radio is an important medium."

Dondoni's position at Radio Milan International has not yet been filled. □



Luca Dalla (right), currently riding high in the Italian album charts with 'Cambai', is pictured with Angela Baraldi, whose self-titled debut album was produced by Dalla. The pair met up recently at a BMG Ariola party in Bologna, at which TV presenter Red Ronnie was also present.



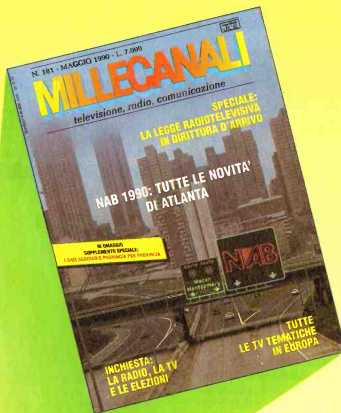
Luca Dondoni

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MILLECANALI is sent every month on a subscription basis to over 4,000 radios, 600 Tv stations, the main national radio and TV networks, equipment suppliers, production and postproduction facilities as well as the most important advertising agencies, adding up to a total circulation of about 15,000 copies including distribution through selected newsstands.

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Pet Shop Boys

The new *Pet Shop Boys* album, "Behaviour", is released throughout Europe this week. As Chris White reports, EMi Records hopes that European sales of the LP will top the 1.2 million copies registered by the duo's 1988 album, "Introspective".

The first single from *Behaviour*, *So Hard*, reached no. 10 in the Eurochart Hot 100 Singles after just two weeks, with chart positions in the UK, Germany, Belgium, Sweden, Denmark, Ireland, Norway and Finland. Neil Cox, EMi Records International marketing manager for Europe: "The album launch has got off to a great start with *So Hard*, which entered the UK chart at no. 4 and has been picking up heavy radio airplay elsewhere in Europe.

"Neil Tennant and Chris Lowe's music is perfect for radio,



because it is such commercial pop music - it are very much a radio-orientated band."

And radio programmers across Europe seem to agree, with 77 stations adding *So Hard* to their playlists in recent weeks. They include: BBC Radio 1, Capital, Metro FM, GLR, RTL, 102, Piccadilly (UK); SWF, SR, ffn, WDR, RIAS, Bayern 3, RSH, Charivari, Radio Salu (Germany); RTL, Fun (Belgium); Radio 21, Contact, BRT (Belgium); Dimen-

sione Suono, Milan International, Rete 105, Dealey Network (Italy); SAF, City 103, P3 (Sweden); Voice, Uptown (Denmark); YLE 2/Radiomafia, Musa, Radio 1 (Finland); ERA 2 (Greece); NRK, Radio 1, (Norway); Century (Ireland); SER, Canal SUR (Spain); Veronica, AVRO (Holland); Corcio da Manha (Portugal); and Polski 1 & 2 (Poland).

As a result, the track is quickly moving up the European Airplay Top 50 - after entering at no. 39 it made the top 10 within three weeks.

Behaviour is the duo's fifth album in four years, following *Release* in 1986, the mini 12" *Disco* (featuring remixes of their early hits) in 1987, *Actually* in 1987, and the six-track *Introspective*, which also featured remixes of earlier recordings, the following year.

"The consensus of opinion about *Behaviour* is that it is much more mature than Pet Shop Boys' previous albums, but at the same time it has all those classical ingredients that have brought them such international success in the past. They teamed up with record producer Harold Faltermeyer, who had a huge hit in his own right several years ago with *Axel F* (from the film *Beverly Hills Cop*)."

"Tennant and Lowe have already been doing major press promotion for the new album, covering Germany, Spain, Sweden, Italy and France, and will be doing further radio and television promotion between now and the end of the year.

Cox: "The second phase of the promotion campaign for *Behaviour* will focus around a planned world tour early next year. It will start in February with dates in Japan, and then they will move on to Australia, the US and Canada before arriving in Europe next April. It is really their first major worldwide tour."

The second single from the album, *Being Boring*, will be released in mid-November and was also written by Tennant and Lowe and produced by Faltermeyer. The album's 10 tracks were recorded at Red Deer Studios in London and Sarm West in Munich, with the orchestral arrangements recorded at Abbey Road Studios. □



Steelheart

- Signed to MCA Records International (worldwide)
- Publisher: MCA Music
- Management: United Entertainment, New York
- Group members: Michael Matjivic (lead vocals), Chris Risola (lead guitar), Frank Di Cosimo (rhythm guitar), James Ward (bass), John Fowler (drums)
- Current album: *Steelheart*, released June 23 (US, Europe)
- Current single: *I'll Never Let You Go*, released October 8
- Production: produced by Mark Opitz, executive producer Bruce Dickinson. Recorded at Oceanway Studios, Los Angeles, and Master Control, Burbank
- Promotion: radio/TV appearances; promotional 3" CD, manufactured in Japan and featuring *She's Gone* and *I'll Never Let You Go*; concert posters; leaflets. All promotion co-ordinated by Flying Rockman, a sub-

division of Amsterdam-based Flying Dutchman

■ Marketing: TV advertising on German private channel "Tele 5 and MTV, in Metal Hammer and Metal Gear; free patches/stickers to the first 200 fans at each concert; merchandising

■ Tour: following three sellout dates in Japan, the band are now on a European tour (October 17-25), which began at the Marquee in London. They will tour the US in November/December and will return to Europe for more dates early next year

Steelheart is the debut album by this US rock act and has sold nearly 100,000 copies outside the US. The LP was released in Japan on April 10 and entered Japan's international chart at no. 5 after just one week. It went on to hit the top 10 spot and even reached the top 10 of the country's domestic chart.

Following TV advertising on Tele 5 and MTV, the LP has also charted in Germany and Sweden.

QUEEN OF SPADES

- Signed to Chrysalis through underdog Big Bang Productions
- Publisher: Big Bang, administered by Warner-Chappell
- Management: Kick, Cologne
- Group members: Ina & Frank Lippmann
- Current album: *Make It Happen*, released August 30
- Current single: *Here I Am*, released August 30
- Production: recorded at Hammertone Studios in Dusseldorf and Pilot Studios and Sky Studios in Munich. Produced by Henry Staroste (Warlock, Kristina Levy). Mixed at Wisselood Studio, Hiversum, Holland
- Promotion: media/retailer presentations at a nationwide series of parties held in gambling casinos, drawing on

the group's name; media tour under way

- Marketing: TV advertising on Tele 5 and an extensive print ad campaign in October
- Foreign release: Austria, Switzerland

Siblings Ina and Frank Lippmann were playing in separate local bands when ex-Chrysalis A&R manager Jerry Eiben convinced producer Henry Staroste to attend a concert by Ina and her group. Staroste decided on the spot to make some demos with the singer and then, during free studio time, asked Frank to mix a demo of his band.

They then decided to continue as a duo. They wrote all the tracks on *Make It Happen*, their debut LP, with the lyrical help of Charles Woodward and input from Staroste. □

SINGLES



SINGLE OF THE WEEK

Beats International

Burundi Blues - *Go Beat/Go Discs*
The new single by the makers of *Dub Be Good To Me* is a challenging mix of blues, African rhythms and contemporary dance. Sung by UK reggae singer Janet Kay, with backing-vocals by Cindy Layton, this is one of the most irresistible records for a long time. With its early R&B feel, its jazzy beats, the boogie-woogie style piano and stirring beats, this is bound to be a hit in a big way.

Matt Bianco

Fire In The Blood - *East West*
A good party record in the familiar Latin mood of the added touch of ska. Mixed by Harding and Curnow for PWL. Taken from the forthcoming LP *The Best Of Matt Bianco*.

Mica Paris

Contribution - *4th & Bway/Island*
Funky dance music from this great British soul singer. A brooding and addictive track, topped off by a rap from Rakim and featuring Nile Rodgers on guitar.

Inga Humpe

Do I Have To - *WEA*
Written by Neil Tennant and Chris Lowe, this is as commercial as anything released by the Pet Shop Boys. Humpe's breathy voice is the perfect vehicle for such a slick and breezy pop tune.

PIL

Don't Ask Me - *Virgin*



Tough beats coupled with a surprisingly cheerful tune. A cynical track, but chart-bound.

Clara & Black Cars

Clara Ha Paard Di - *EMI*
Clara's gutsy vocals, the beed-up guitar solo and the tight band sound of the Italian Black Cars make up a solid, if somewhat predictable, heavy rock track.

Kim Wilde

World In Perfect Harmony - *MCA*
A vague Motown beat and a PWL-like production which has the word pop written all over it. Top 40 radio will love it.

Nathalie Simard

Lui - *Trema*
Commercial Euro-pop from this French singer. The record relies heavily on a bouncy beat, a modest tune and lots of reverb. Hit potential.

Tiffany

New Inside - *MCA*
A hard-core dance beat, done in the Jackson/Abdul tradition with the singer sounding a lot rougher than usual.

Ben Liebrand feat. Tony Scott

Move To The Bigband - *Eric*
A live big band, a solid groove and Scott's cool rhymes make this one as commercial and catchy as one could get.

Xpansion

Elevation - *Optimism/Arista*
Monotonous sampled vocal parts, 70s style violin and a very addictive groove make this an instant club favourite.

Ruby Turner

It's A Cryin' Shame - *jive*
Sophisticated soul with a very strong dance beat, a short rap insert and a striking trumpet solo.

John Hiatt

Sloten Moments - *BMG*
A beautiful piece of country-rock by this gifted singer/composer. His ringing guitar and warm voice have been well complemented by the work of producer Glyn Johns.

ALBUMS



ALBUM OF THE WEEK

Pogues

He'll Ditch - *WEA*
The Pogues are responsible for making folk fashionable again. Traditional folk instruments like the banjo, mandolin and tin whistle tingle along, while Shane MacGowan croons his tales of drunks, loneliness and sad good-byes. The songs are mostly up-tempo, but the Irish setting, honest music with a high-class feel.

A-ha

East Of The Sun, West Of The Moon - *Warner Brothers*
Moving onwards from being a teenybopper band towards a more "adult" group, takes insight and courage. This is a remarkable album with echoes of U2 and Roy Orbison in a sophisticated, but never sterile, mix. Melancholy and sadness-ridden but not depressive or annoyingly dramatic. Top 40 as well as AC material.

Lori Bianco

Lonely Is The Night - *WEA*
A mixed bag of MOR ballads, rocking dance tracks and soulful pop songs. The credit list of writers and producers is a row of hit expertise, including names like Jeff Lorber, Diane Warren, Albert Hammond and Mende/de Rouge. Bianco herself shares a good deal of the credits. Try: *Heartbreaker*, *Sorry Seems To Be The Hardest Word* and *Talking Eyes*.

The Jeremy Days

Circushead - *Polydor*

The second LP by the Hamburg-based five-piece features an intriguing variety of styles. Like their previous record, the new material is produced by Langer/Winstanley. With all songs equally recommended, the material is well-crafted, sporting jangly and poppy melodies, in the 70s sense of the word.

The Cure

Mixed Up - *Fiction*
A great idea - a Cure-compilation with full dance-floor credibility. And with good results. Apart from the new tracks, *Never Enough*, the LP consists of re-recordings, remixes and authentic 12" mixes that create a breathy and hypnotic atmosphere.

Paul Simon

The Rhythm Of The Saints - *Warner Brothers*
Simon continues his expedition into the heartlands of world music. The keyword is rhythm, speeded up with Brazilian style elements and topped off by Simon's unique songwriting style. With the single *The Obvious Child* currently top 10 airplay in Europe, it will be interesting to see what other tracks off the LP will be aired throughout Europe. A must for album programmers.

Gerard Alston

Open Invitation - *Roanem*
A well-balanced album of smouldering soul, perfect for AC and late-night formats. Alston has a sensual voice, with the accompaniments being shamelessly slick, but without preventing the soul from bursting out of the speakers. Best: *Slow Motion*, *Getting Back Into Love*, *Tell Me This Night Won't End* (a duet with Brenda Russell) and the title cut.

Styx

Edge Of The Century - *ABM*
Styx are back with a strong album, full of solid, hard-hitting and dramatic songs. Produced by band member Dennis De Young, the sound is often majestic, but there are intimate and moving moments as well. Try *Love Is The Ritual*, *Slam Me The Way and Carry Ann*.

Editor: Jerry Goossens
Contributor: Pieter de Bruyn
Kops



REGULARS

monday	tuesday	wednesday	thursday	friday	saturday	sunday
07:00am-10:00am Avenue On The Wild Side with Kristiane Backer					8:00am-10:00am VJ Paul King	
			The Big Picture		Club MTV 10:00am-11:00am	Club MTV 10:00am-10:30am
10:30am-14:00pm VJ Paul King					10:30am-11:00am Week in Rock	
14:00pm-16:00pm VJ Maikae Wexo					11:00am-11:30am MTV Spotlight	
16:00pm-16:30pm VJ MTV Raps					11:30am-12:30pm US Top 20 Countdown	11:30am-12:30pm Best European Top 20
16:30pm-17:00pm Club MTV					12:30pm-14:00pm XPO	
17:00pm-17:15pm MTV's Coca-Cola Report					14:00pm-17:20pm VJ Maikae Wexo	14:00pm-16:00pm Work in Rock
17:15pm-17:30pm MTV News Round-Up					17:30pm-18:30pm VJ MTV Raps with Fab 5 Friday	18:00pm-18:30pm MTV Spotlight
17:30pm-18:30pm MTV Prime with Martha Quinn					18:30pm-19:00pm The Big Picture	18:30pm-19:00pm MTV Spotlight
18:30pm-19:30pm MTV's Greatest Hits					19:00pm-21:00pm Braker European Top 20	21:00pm-21:00pm US Top 20 Countdown
19:30pm-20:00pm MTV at the Movies					21:00pm-22:30pm Party Zone	22:00pm-22:30pm XPO
20:00pm-23:00pm VJ Ray Cokes					23:00pm-02:00am Club MTV	
23:00pm-23:30pm Saturday Night Live					02:00am-02:30am Headbangers Ball	02:00am-03:00am Night Videos
23:30pm-23:45pm MTV's Coca-Cola Report					02:30am-03:00am VJ Ray Cokes	
23:45pm-00:30pm MTV News Round-Up					03:00am-08:00am Night Videos	
00:30am-01:00am MTV's Greatest Hits					03:00am-08:00am Night Videos	
01:00am-03:00 VJ Maikae Wexo						

MTV is on the air 24 hours a day in stereo featuring a mix of youth programmes and resident VJs introducing the latest clips SWITCH NEXT - short clips on lifestyle - is aired up to six times a day. All times feature a C.E.T. (for GMT equivalent, subtract one hour). MTV, Europe's premier youth entertainment channel, is available to cable subscribers & Astra home dish owners throughout the continent.

For details of MTV Spotlights and additional special programming, please see our highlights document

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SINGLES
London Beat Airplay
London Beat Sales

ALBUMS
Paul Simon Airplay
Carreras/Domingo/Pavarotti Sales

EXPLOSIVES CHART BUSTERS

Explosives features the major new releases by established and new artists. It includes recent releases still in need of support on European radio.

Chart Busters is a quick reference to this week's Hot 100 Singles/Albums and the European Top 50 charts. Chart positions are indicated where appropriate.

SINGLES OF THE WEEK

- Kim Wilde - World In Perfect Harmony (MCA)
- Tiffany - New Inside (MCA)
- Cheap Trick - Wherever I Should Be (Epic)
- John Hiatt - Stolen Moments (A&M)
- Ruby Turner - It's A Cryin' Shame (Arista/Optimus)
- Iron Maiden - Holy Smoke (EMI)

CHART ENTRIES

- Airplay Top 50**
- Prefab Sprout - We Let The Stars Go (38) (Kitchenware)
 - Elton John - You've Got To Love Someone (40) (Rocket)
 - Belinda Carlisle - (We Want) The Same Thing (41) (Virgin)
 - The Soup Dragons - Mother Universe (42) (Row TV)
 - Cliff Richard - From A Distance (43) (EMI)

SURE HITS

- Beats International - Burundi Blues (Go Beat/Go! Discs)
- Matt Bianco - Fire In The Blood (East West)
- Mica Paris - Contribution (4th & B'way/Island)
- P.L.L. - Don't Ask Me (Virgin)
- Fine Young Cannibals - It's OK (It's Alright) (London)

- Hot 100 Singles**
- Whitney Houston - I'm Your Baby Tonight (44) (Arista)
 - Morrissey - Piccadilly Parlane (51) (HMV)
 - Happy Mondays - Kinky Afro (57) (Factory)
 - Atawalpa - Ultimo Imperio (67) (Ginger Music)

EURO-CROSSOVERS

- Inga Humpe - Do I Have To (WEA)
- Clara & Black Cars - Chi Ha Paura Di Chi (EMI)
- Nathalie Simard - Lui (Tems)
- Ben Liebrand feat. Tony Scott - Move To The Bigband (Epic)

- Top 100 Albums**
- The Charlatans - Some Friendly (9) (Situation Two)
 - Status Quo - Rocking All Over The Years (12) (Vertigo)
 - Van Morrison - Enlightenment (23) (Polydor)

EMERGING TALENT

- Pauline Ester - Le Monde Est Fou (Polydor)

FAST MOVERS

- Airplay Top 50**
- Whitney Houston - I'm Your Baby Tonight (2-20) (Arista)
 - Maria McKelley - Show Me Heaven (6-16) (Epic)
 - Matthias Reim - Ich Hab' Getrauert Von Dir (15-22) (Polydor)
 - Steve Miller Band - The Joker (18-35) (Capitol)
 - Aztec Camera & Mick Jones - Good Morning Britain (24-36) (WEA)

ENCORE

- Mariah Carey - Love Takes Time (CBS)
- Charles D. Lewis - So Dance (Baxter/Polydor)
- Tommy Conwell - I'm Sevensen (CBS)

- Hot 100 Singles**
- Pet Shop Boys - So Hard (5-10) (Parlophone)
 - Status Quo - The Anniversary Waltz - Part One (8-14) (Vertigo)
 - A-Ha - Crying In The Rain (14-23) (Warner Brothers)
 - The Beautiful South - A Little Time (16-37) (Go!Discs)
 - Depeche Mode - World In My Eyes (21-30) (Mute)

ALBUMS OF THE WEEK

- Paul Simon - The Rhythm Of The Saints (Warner Brothers)
- Pogues - Hell's Ditch (WEA)
- A-Ha - East Of The Sun, West Of The Moon (Warner Brothers)
- Led Zeppelin - Remasters (Atlantic)
- The Jeremy Davis - Circushead (Polydor)
- The Cure - Mixed Up (Fiction)
- Gerard Alston - Open Invitation (Motown)
- Stryx - Edge Of The Century (A&M)
- Jimi Hendrix - Cornerstone 1967-1970 (Polydor)
- Maurice Jarre - OST Ghosts (Milan America)
- Lori Bianco - Lonely Is The Night (WEA)
- Bassomatic - Set The Controls For The Heart Of The Bass (Virgin)

- Top 100 Albums**
- AC/DC - The Razor's Edge (3-5) (Atco)
 - Herbert Groenemeyer - Luxus (8-8) (Electrola)
 - John Naisene - Helene (26-43) (GPI/Arista)
 - Filipppers - Sieben Tage Sonnenschein (33-44) (Dino Music)
 - Megadeth - Rust In Peace (34-54) (Capitol)

YESTER HITS

- Breaking Out On European Radio**
- Dan Fogelberg - Rhythm Of The Rain (Epic)
 - Stevie Wonder - Keep Our Love Alive (Motown)

the Eurochart top five from five years ago. **OCTOBER 27 - 1985**

Singles

- Stevie Wonder - Part-Time Lover (Motown)
- David Bowie & Mick Jagger - Dancing In The Street (EPM America)
- Madonna - Into The Groove (Sire)
- Tina Turner - We Don't Need Another Hero (Capitol)
- Simple Minds - Alive And Kicking (Virgin)

- Albums**
- Dire Straits - Brothers In Arms (Vertigo)
 - Madonna - Like A Virgin (Sire)
 - Bruce Springsteen - Born In The U.S.A. (CBS)
 - Sting - Dream Of The Blue Turtles (A&M)
 - Stevie Wonder - In Square Circle (Motown)

PULP. OUT

playlist REPORT

THE MOST PLAYED RECORDS IN EUROPE

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united kingdom
 Most played records compiled on BBC stations and the major independents.

1. **Alice Camera** - Good Morning Berlin
2. **Lionel Barrymore** - I've Been Thinking About You
3. **Paula Abdul** - Straight Up
4. **Maria McKee** - Show Me Heaven
5. **The Beautiful South** - A Little Time
6. **Pet Shop Boys** - Suburbia
7. **Elton John** - You Gotta Love Some One
8. **Phil Collins** - She's Long Gone
9. **Dave Navro** - Guess Who's Back
10. **M.C. Hammer** - How You See Her
11. **Belinda Carlisle** - With You 'Til The Day They Come
12. **A-Ha** - Cryin' In The Rain
13. **Basia** - I Wanna Be Bad
14. **Cliff Richard** - Hugging For Time
15. **Stations Quo** - The Answerer Waltz
16. **The Soup Dragons** - Mother Universe
17. **The Chimes** - Heaven
18. **Hot House Flowers** - Moses
19. **Jon Bon Jovi** - Blaze Of Glory
20. **Whitney Houston** - I'm Your Baby Tonight

switzerland
 Most played records on the national channels ORF 1 and 2, private stations Radio Aktuell, Radio 1, Radio 2, Radio 3 and Radio 4. Compiled by Media Control, Basel.

1. **Steve Miller Band** - The Joker
2. **A-Ha** - Cryin' In The Rain
3. **Maria McKee** - Show Me Heaven
4. **Yaya Con Dios** - Nah-Neh Nah
5. **INXS** - Susie Blue
6. **George Michael** - Hugging For Time
7. **Whitney Houston** - I'm Your Baby Tonight
8. **DNA feat. Suzanne Vega** - Tom's Diner
9. **New Kids On The Block** - Tonight
10. **Leo Sayer** - How Do You Feel
11. **Maxi Priest** - Close To You
12. **Roxette** - I Wanna Be Your Man
13. **Dave Stewart** - Jack Taking
14. **Cliff Richard** - Hugging For Time
15. **Bob Dylan** - Suburbia
16. **M.C. Hammer** - How You See Her
17. **Matthias Rippl** - Ich Hab' Geräumt Von Dir
18. **Jon Bon Jovi** - Blaze Of Glory
20. **Snip** - Close Up

holland
 Most played records compiled on the national stations Radio 2 and Radio 3 as compiled by Stichting Nederlandse Top 40.

1. **Rene Frager** - Just Say Hello
2. **Daniel Salhalika** - Ingeen
3. **Matthias Rippl** - 'n'acht 'n' Ich Liebt Dich
4. **INXS** - Susie Blue
5. **New Kids On The Block** - Tonight
6. **Frank Boesjes Group** - Vandaag
7. **Rolling Stones** - Satisfaction
8. **Lionel Barrymore** - I've Been Thinking About You
9. **Mariah Carey** - I've Got Your Love In My Soul
10. **Maria McKee** - Show Me Heaven
11. **Toto** - Cat In The Hat
12. **Leggy Pop** - Candy
13. **Clamand** - In France's Mind
14. **Paul Simon** - The Obvious Child
15. **Sandra Romeo** - I'm Coming
16. **Beverly Craven** - Friends In The Distance
17. **Pet Shop Boys** - Suburbia
18. **Bees International** - Saved From Drowning
19. **Trojan** - One Rocker - The First In The Line
20. **Paul Carrack** - Dearest

germany
 Most played records on the ARD stations and the major private. Compiled by Media Control, Baden Baden.

1. **Lionel Barrymore** - I've Been Thinking About You
2. **Matthias Rippl** - Ich Hab' Geräumt Von Dir
3. **Wilson Phillips** - Release Me
4. **DNA feat. Suzanne Vega** - Tom's Diner
5. **A-Ha** - Cryin' In The Rain
6. **Charles D. Brown** - Just Dancin'
7. **Whitney Houston** - I'm Your Baby Tonight
8. **New Kids On The Block** - Tonight
9. **Jon Bon Jovi** - Blaze Of Glory
10. **Maxi Priest** - Close To You
11. **Maniac** - Carry Your Love
12. **F.M. Sampson & Double Eye** - The Love To Love
13. **Vay Con Diaz** - What's A Woman
14. **George Michael** - Hugging For Time
15. **Purple Schulz** - Du Hast 'n' Große Nacht
16. **Cliff Richard** - Suburbia
17. **Dave Stewart** - Jack Taking
18. **Go West** - The King Of World Thinking
19. **Dan Fogelberg** - Nylon Flyin'
20. **Sally** - The Secretary

italy
 Most played records compiled from RAI Stereo Due.

1. **Maria McKee** - Show Me Heaven
2. **Various Artists** - From My Home Sweetest (EP)
3. **Mango** - S'arrabbia
4. **Eros Ramazzotti** - In Ogni Senso
5. **Elton John** - I Wanna Be Bad
6. **Gianna Nannini** - Scandalo
7. **Bob Dylan** - Suburbia
8. **George Michael** - Hugging For Time
9. **Lucio Dalla** - Insieme Al Tempo
10. **Caracas Democrazia** - (Compilazione)
11. **Francesco Gaddini** - Le Donne Di Milano
12. **Placidina** - Ho Vede
13. **Francesco De Gregori** - Nostalgia
14. **Prince** - Wicked Game
15. **Yaya Con Dios** - 'n' Ich Liebt Dich
16. **Sinedad** - 'O'Connor - The Emperor's New Clothes
17. **George Michael** - Quete Che Non (EP)
18. **Snip** - Close Up
19. **Duran Duran** - Serous
20. **Fabrizio De André** - No-Rose

spain
 The 20 best played records in Spain from Cuarenta Principales, covering the major Spanish stations.

1. **Snip** - Close Up
2. **Elton John** - Sacrifices
3. **Matthias Rippl** - Ich Liebt Dich
4. **Duncan Du** - Ana Rosa
5. **George Michael** - Hugging For Time
6. **Jon Bon Jovi** - Blaze Of Glory
7. **Prince** - The Love To Love
8. **Lupe Fiasco** - Caravana De Sardinia Turquia
9. **The Refrescos** - Sea
10. **Rico & Benjamin** - Desayuno
11. **Toto** - Cat In The Hat
12. **Guru Josh** - Where Love Is / Where
13. **Los Limones** - No Me Siga
14. **Stevie Nicks** - Sweetest Love
15. **Alexander Moreno** - A Caballo
16. **Los Ronadores** - Solo Sola
17. **Parlanchinos** - Yagueras Venen
18. **Complicados** - Sin Truques
19. **INXS** - Susie Blue
20. **Freddy Nols** - No Me Siga

austria
 Most played records on the national pop channels ORF 1, 2, 3, 4, 5, 6, 7, 8, 9, 10. Compiled by Media Control, Baden Baden.

1. **DNA feat. Suzanne Vega** - Tom's Diner
2. **Whitney Houston** - I'm Your Baby Tonight
3. **Maxi Priest** - Close To You
4. **Lionel Barrymore** - I've Been Thinking About You
5. **New Kids On The Block** - Tonight
6. **Chance Rich & Stranger** - The Inside Of You
7. **Roxette** - I Wanna Be Your Man
8. **Rainald Faden** - I Am From Austria
9. **Jon Bon Jovi** - Blaze Of Glory
10. **Go West** - The King Of World Thinking

france
 Most played records on the AM and FM stations as compiled by Media Control, Strasbourg.

- Radios Peripheriques (AM Stations)**
1. **Patrick Brazeal** - Aton Regarde
 2. **Michel Sardou** - Mura Mura
 3. **Johnny Hallyday** - C'est La Vie
 4. **George Michael** - Hugging For Time
 5. **Mary Lambert** - Au Revoir
 6. **Diane Telfer** - Les Lignes De Mon Corps
 7. **Liane Faly** - Au Revoir Maman
 8. **Yaya Con Dios** - 'n' Ich Liebt Dich
 9. **Pauline Ester** - Le Monde En Feu
 10. **Paul Simon** - The Obvious Child
 11. **Michel Dupuy** - C'est En Avril
 12. **A-Ha** - Cryin' In The Rain
 13. **DNA feat. Suzanne Vega** - The Obvious Child
 14. **Pierre Bachevalier** - Les
 15. **Zouk Machine** - Maman
 16. **Patricia Kaas** - Les Femmes D'Alors
 17. **Julien Clerc** - Petits Pous D'Or
 18. **Rock Violone** - Alan Du Paris
 19. **Beck** - Counting On A Brewe
 20. **Elsa** - Non Que Pour Si

finland
 Most played records on 25 private stations as compiled by Discopetra Tampere.

1. **Alanah Myler** - Back Again
2. **Pekka Ruuska** - Rakkauti Ensi
3. **Janne Ahlman** - Kuin Suonen Poika
4. **Aija Korteva** - Kumpuiksi
5. **Madonna** - Hungry Party
6. **Anna-Maija** - Kukaan
7. **Yaya Con Dios** - 'n' Ich Liebt Dich
8. **Kolmas Nainen** - Kuin Kaikki
9. **Aija Korteva** - Jai Min - Kuin Nainen Keskust
10. **MC Nikke** - T-Joi Haini Sata

MUSIC EUROPEAN & airplay MEDIA TOP 50

UB40'S 'KINGSTON TOWN' 30 WEEKS OF EUROPEAN AIRPLAY

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE	ARTIST	ORIGINAL LABEL	(PUBLISHER)
1	1	8	I've Been Thinking About You	Lionel Barrymore	Atlantic/RCA	(Warner Chappell)
2	20	2	I'm Your Baby Tonight	Whitney Houston	Arista	(Kear/Epitaph/Solar)
3	2	3	Cryin' In The Rain	A-Ha	Warner Brothers	(Gem/Gem/EMI)
4	4	10	Praying For Time	George Michael	Epic	(Meridian Leahy Music)
5	6	8	Tonight	New Kids On The Block	CBS	(M'Sun/EMI/Aprilia - Lanolotto)
6	16	5	Show Me Heaven	Maria McKee	Epic	(Fonovox/Ensign Music)
7	7	17	Close To You	Maxi Priest	10 Records	(Various)
8	5	3	The Obvious Child	Paul Simon	Warner Brothers	(Paul Simon)
9	10	7	Suicide Blonde	INXS	Mercury	(Tel Hooke)
10	3	13	Tom's Diner	DNA feat. Suzanne Vega	AM	(Rondor Music)
11	12	2	Have You Seen Her	M.C. Hammer	Capitol	(Linchepaper/Bue-Li)
12	8	4	So Hard	Pet Shop Boys	Parlophone	(Cap Music)
13	9	14	Virgin Of Love	Mariah Carey	CBS	(Vision Of Love/Been Jammin')
14	11	5	Jack Talking	Dave Stewart & Spiritual Cowbwoys	RCA	(Eglobe/BMG/Rondor)
15	22	7	Ich Hab' Getrauert Von Dir	Matthias Rippl	Polygram	(Karguar Musik)
16	19	19	It Must Have Been Love	Release - EMI	(Jimmy Fun Music)	
17	15	9	Reconnect Me	Wilson Phillips	SBM	(Epic Backwood/Wilphit)
18	15	4	The Joker	Steve Miller Band	Capitol	(Warner Chappell)
19	21	24	What's A Woman	Yaya Con Dios	Aniela	(Yaya Con Dios/BMG Music)
20	12	30	Kingston Town	UB40	Virgin	(Sparta Florida)
21	18	7	Good Is In The Heart	Dee-Lite	Elektra	(Delevery)
22	26	3	I Can't Stand It	Twenty 4 Seven	Freddie Records/BCH	(Nanada/Freesty/Cat/Tek)
23	4	3	Hang In Long Enough	Phil Collins	Virgin	(Pete Cashmore - And Run)
24	3	3	Good Morning Britain	Alice Camera & Mick Jones	WEA	(Warner Chappell)
25	9	3	Soca Dance	Charles D. Lewis	Polygram	(Gem Music)

THIS WEEK	LAST WEEK	WEEKS ON CHART	TITLE	ARTIST	ORIGINAL LABEL	(PUBLISHER)
26	31	3	A Little Time	The Beautiful South	Go/Discs	(Go/Discs Music)
27	47	2	Alors Regarde	Patrick Bruel	RCA	(14 Productions)
28	28	8	The King Of Wishful Thinking	Go West	Chrysalis	(Campbell Connolly/Zomba)
29	25	7	Fascinating Rhythm	Basia	O'Jays	(Globe/Vergin/BMG/Point)
30	17	5	Nah Nah Nah	Yaya Con Dios	Aniela	(Yaya Con Dios/BMG Music)
31	30	2	Heaven	The Chimes	CBS	(CBS Music)
32	14	4	I've Got You Under My Skin	Neneh Cherry	Circus	(Warner Chappell)
33	37	4	Rue Fontaine	Marc Lavoinie	Arpegg	(Arpegg)
34	29	12	We Love To Love	PM Sampson & Double Key	CBS	(2nd Hand Music/Sage)
35	24	24	Verdammt, Ich Lieb' Dich	Matthias Rippl	Polygram	(Karguar Musik)
36	38	2	The Invisible Man	Dance With A Stranger	RCA	(BMG Music)
37	32	13	Du Hast Mir Gerade Noch Gefehlt	Purple Schulz	Electrola	(Copyright Control)
38	NE	1	We Let The Stars Go	Prefab Sprague	Kischeware	(Kochwarente/EMI)
39	39	5	Groovy Train	The Farm	Profile	(Profile Records)
40	NE	1	You Gotta To Love Someone	Elton John	Wackit	(Big Pig Music)
41	NE	1	We Let The Same Thing	Belinda Carlisle	Virgin	(Future/Farmore/Silverneck)
42	NE	1	Mother Universe	The Soup Dragons	Raw TV	(Soup/Big Life Music)
43	NE	1	From A Distance	Cliff Richard	EMI	(Rondor Music)
44	NE	1	Movies	Hot House Flowers	London	(Warner Chappell)
45	NE	1	The Anniversary Waltz - Part One	Status Quo	Vertigo	(Various)
46	RE	1	Rhythm Of The Rain	Jason Donovan	PWL	(Warner Chappell)
47	NE	1	From A Distance	Bette Midler	Atlantic	(Gala/Gold/Wing & Wheel)
48	41	3	Life Me Up	Jeff Lynne	Reprise	(EMI/Parlo)
49	NE	1	A Beat Called Love	The Grid	East West	(Copyright Control)
50	NE	1	Little Brother	Blue Pearl	W.A.L.L.M.	(Moby Big Life (Big Life Music))

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SINGLES

THIS WEEK	LAST WEEK	WKS ON CHARTS	TITLE	ARTIST	ORIGINAL LABEL	(PUBLISHER)	COUNTRIES CHARTED
1	1	8	I've Been Thinking About You	London Beat	Anxious/RCA	(Warner Chappell)	UK, DB, NL, S, DK, F, SF
2	2	6	Show Me Heaven	Maria McKee	Epic	(Famous/Ensign Music)	UK, B, NL, P, N
3	3	13	Tom's Diner	DNA feat. Suzanne Vega	A&M	(Rondor Music)	F, D, B, NL, A, CH, P
4	4	5	Cult Of Snap	Snap	Logic/Ariola	(Fellow/Warner Chappell/Zomba/Son Of Logic)	UK, DB, NL, E, CH, S, DK, N, SF
5	10	3	So Hard	Pet Shop Boys	Parlophone	(Cage Music)	UK, D, B, S, DK, F, SF
6	5	10	Megamix	Technotronic	ARS	(Bogam/BMC Publishing)	UK, F, D, CH, DK, SF
7	9	21	A Toutes Les Filles	Felix Gray & Didier Barbevilien	Talar	(Zone Musique)	FB
8	14	4	The Anniversary Waltz - Part One	Status Quo	Vertigo	(Various)	UK, I, R
9	7	30	Kingston Town	UB40	Virgin	(Sparta Florida)	F, D, A, CH
10	6	4	Blue Velvet	Bobby Vinton	Epic	(Chappell Morris)	UK, I, R
11	8	23	I Can't Stand It	Twenty 4 Seven	Freaky Records/BCM	(Nanada/Freaky/Cat-Talk)	UK, D, E, A, CH, S, DK, I
12	11	19	U Can't Touch This	M.C. Hammer	Capitol	(Jobete/Bust-It)	F, D, B, E, A, CH, S, DK, SF
13	12	26	Verdammt, Ich Lieb' Dich	Matthias Reim	Polydor	(Kanguruh Musik)	D, B, NL, A, CH
14	23	3	Crying In The Rain	A-Ha	Warner Brothers	(Screen Gems/EMI)	UK, DB, NL, DK, I, N, I
15	15	14	Soca Dance	Charles D. Lewis	Polydor	(Glem Music)	F, D, B, DK, SF
16	37	3	A Little Time	The Beautiful South	Go!Discs	(Go!Discs Music)	UK
17	18	3	Have You Seen Her	M.C. Hammer	Capitol	(Unichappell/Bust-It)	UK, DB, NL, I, R
18	21	16	Le Jerk!	Thierry Hazard	CBS	(CBS Music)	FB
19	20	8	Ich Hab' Getrauert Von Dir	Matthias Reim	Polydor	(Kanguruh Musik)	D, A, CH
20	13	21	It Must Have Been Love	Roxette	EMI	(Jimmy Fun Music)	D, NL, A, CH, P, DK, N, I
21	30	4	World In My Eyes	Depeche Mode	Mute	(Grabbing Hands/Sonet)	UK, D, B, E, DK, I, R
22	19	18	It's On You	M.C. Sar & The Real McCoy	ZYX/Mikulski	(Wintrup Musik)	F, D, B, NL, E, A, CH
23	16	9	Praying For Time	George Michael	Epic	(Morrison Leahy Music)	F, D, B, A, CH, S, P, DK, G, R, I
24	29	6	Suicide Blonde	INXS	Mercury	(Tol Muziek/MCA Music)	UK, F, D, B, NL, E, CH, S, DK, SF
25	22	12	Blaze Of Glory	Jon Bon Jovi	Vertigo	(Bon Jovi/Pri/Warner)	D, B, A, CH, S, P, DK, N, SF
26	26	19	Maldon	Zouk Machine	Ariola	(Virgin Music)	FB
27	31	12	Itsy Bitsy Teeny Weeny Yellow Polka Dot Bikini	Bombalurina	Carpet	(Campbell Connelly & Co)	UK, D, B, A, CH, DK, N, SF
28	24	19	Close To You	Maxi Priest	10 Records	(Various)	D, A, CH, S, DK, G, R
29	46	2	Let's Try It Again/Didn't I	New Kids On The Block	CBS	(EMI/Mighty Three/Island)	UK, I, R
30	27	19	Ooops Up	Snap	Logic/Ariola	(Minder/Warner Chappell/Zomba)	D, E, A, CH, S, DK, G, R, I
31	25	9	Groove Is In The Heart	Deee-Lite	Elektra	(Delovey)	UK, D, B, NL, DK, I, G, R
32	41	11	The Party	Latino Party	Polydor	(Copyright Control)	FB
33	36	15	Naked In The Rain	Blue Pearl	W.A.U./Mr. Modo	(Big Life (E.G. Music/Copyright Control))	D, B, A, CH, S, G, R
34	17	19	Vous Etes Fous	Benny B.	Vie Privee	(Copyright Control)	FB
35	39	11	What Time Is Love? (Live At Trancentral)	KLF	KLF Communications	(E.G./Zoo/Warner Chappell/Copyright Control)	UK, DB, NL
36	32	12	Tonight	New Kids On The Block	CBS	(M.Starr/EMI April/A. Lancelotti)	D, B, NL, A, S
37	58	2	From A Distance	Cliff Richard	EMI	(Rondor Music)	UK, I, R
38	33	21	Insieme 1992	Toto Cutugno	EMI	(Edizioni No. 2)	FP
39	60	2	More	The Sisters Of Mercy	Merciful Release/WEA	(EMI/Eidrich Boulevard/Lost Boys/Rightsong)	UK, D, I, R
40	35	23	What's A Woman	Vaya Con Dios	Ariola	(Vaya Con Dios/BMG Music)	F, D, A, CH, P, G, R
41	28	9	The Joker	Steve Miller Band	Capitol	(Warner Chappell)	UK, B, NL, I, R, SF
42	42	5	It's A Shame (My Sister)	Monie Love feat. True Image	Cooltempo	(Chrysalis/Jobete/Virgin)	UK
43	34	7	Fascinating Rhythm	Bass-O-Matic	Virgin	(Guerilla/Virgin/Bugle/Point)	UK
44	NE		I'm Your Baby Tonight	Whitney Houston	Arista	(Kear/Epic/Solar)	UK, DK, N
45	38	20	White And Black Blues	Joelle Ursull	CBS	(Warner Chappell)	F
46	50	3	Spin That Wheel	Hi Tek 3 & Ya Kid K.	CNR	(Bogam/BMC/EMI)	UK, I, R
47	56	4	Une Femme Avec Une Femme	Mecano	Ariola	(Ba Ba Blaxi/BMG Music)	FB
48	64	3	Hey Little Girl	Mark Boyce	Epic	(CBS Music/EMI Music)	F
49	57	3	Heel Alleen	Clouseau	HKM/CNR	(Hans Kusters Music)	B, NL
50	44	11	Avant De Partir	Roch Voisine	GM/Ariola	(Ed. Georges Mary)	FB
51	NE		Piccadilly Parlare	Monseigneur	EMI	(Warner Chappell)	UK, I, R
52	52	3	I've Got You Under My Skin	Neneh Cherry	Circa	(Warner Chappell)	UK, DB, NL
53	45	13	We Love To Love	P.M.Sampson & Double Key	CBS	(2nd Hand Music/Siegel)	D, P
54	54	4	Rockin' Over The Beat	Technotronic feat. Ya Kid K.	ARS	(Bogam/BMC Publishing)	D, B, CH
55	70	17	Aime Moi	Claude Barzotti	Zone Music	(Zone/Barzo Music)	FB
56	43	4	Never Enough	The Cure	Fiction	(Fiction Songs)	UK, DB, I, R
57	NE		Kinky Afro	Happy Mondays	Factory	(London Music)	UK
58	51	6	Lily Was Here	David A. Stewart & Candy Dulfer	Anxious/RCA	(D'n'A/BMG Music)	F
59	48	24	Se Bastasse Una Canzone	Eros Ramazzotti	DDD	(DDD/Una Lira/Scorribanda)	F, D
60	53	4	Nah Neh Nah	Vaya Con Dios	Ariola	(Vaya Con Dios/BMG Music)	B, NL, G, R
61	40	8	Groovy Train	The Farm	Produce	(Produce)	UK
62	49	11	Vision Of Love	Mariah Carey	CBS	(Vision Of Love/Been Jammin')	UK, D, B, DK
63	61	34	The Power	Snap	Logic/Ariola	(Hanseatic/Fellow)	F, E, P, G, R
64	73	2	Alors Regarde	Patrick Bruel	RCA	(14 Productions)	FB
65	59	7	Black Cat	Janet Jackson	A&M	(Black Ice Music)	UK, D, NL, SF
66	47	7	The Space Jungle	Adamski	MCA	(Copyright Control)	UK, B, NL, CH, I, R
67	NE		Ultimo Imperio	Atawalpa	Ginger Music	(Ginger Music)	E, I
68	66	4	The Cult Of Snap	Hi Power	USA	(Non Stop/Warner Chappell/USA)	B, NL, E, A
69	98	2	Good Morning Britain	Aztec Camera & Mick Jones	WEA	(Warner Chappell)	UK
70	RE		Take My Breath Away	Berlin	CBS	(Warner Chappell/Famous)	UK, I, R
71	77	6	Ritmo De La Noche	Lorca	Carrere	(Pink/Hanseatic)	FB
72	90	4	Rue Fontaine	Marc Lavoine	Avrep	(Avrep)	FB
73	NE		Working Man	Rita MacNeill	Polydor	(Copyright Control)	UK
	94	2	Marie Jeanne	Michel Sardou	Trema	(ART Music)	FB
75	NE		Be Tender With Me Baby	Tina Turner	Capitol	(Knighy Knighy/Warner Chappell)	UK, I, R
76	67	4	Heaven	The Chimes	CBS	(CBS Music)	UK
77	84	5	Scandalo	Gianna Nannini	Ricordi/Polydor	(Gienne/Z-Music)	D, I
78	65	3	Crazy For You	David Hasselhoff	White Records/Ariola	(Young Musikverlag)	D, A, CH
79	68	19	Step By Step	New Kids On The Block	CBS	(Maurice Starr Music)	F, D, G, R
80	NE		(We Want) The Same Thing	Belinda Carlisle	Virgin	(Future Furniture/Shipwreck)	UK
81	NE		Petit Franck	Francois Feldman	Phonogram	(Marilu/Carole)	FB
82	78	5	Holy Smoke	Iron Maiden	EMI	(Zomba Music)	UK, NL, CH, SF
83	75	11	Where Are You Baby?	Betty Boo	Rhythm King	(Rhythm King Music)	UK, D, CH
84	RE		Love Is Such A Lonely Sword	Blue System	Hansa/Ariola	(Hanseatic)	D, A
85	72	3	Aimer D'Amour	Boule Noire	Kimono/Carrere	(Albert Hammond/Warner Chappell)	FB
86	86	2	En Del Av Mitt Hjarta	Tomas Ledin	Record Station	(Acosta/Sweden Music)	S
87	NE		The Obvious Child	Paul Simon	Warner Brothers	(Paul Simon)	UK, NL
88	55	5	Thunderstruck	AC/DC	Atco	(J. Albert & Son)	UK, I, SF
89	NE		Rien Que Pour Ca	Elsa	GM/BMG Ariola	(Ed. Georges Marie)	FB
90	NE		Birthday	Paul McCartney	Parlophone	(MPL Communications)	UK
91	82	9	Can Can You Party	Jive Bunny & The Mastermixers	Music Factory Dance	(Various)	E, A, CH, DK, SF
92	69	7	Deine Liebe Klebt	Herbert Groenemeyer	Electrola	(Groenland/Kick)	D, A
93	NE		Let's Push It	Innocence	Cooltempo	(MCA/Repromusic)	UK
94	81	14	Turtle Power	Partners In Kryme	SBK	(EMI Blackwood/Kikinit)	D, CH
95	NE		Mother Universe	The Soup Dragons	Raw TV	(Soup/Big Life Music)	UK
96	76	3	Ca Fait Des Nuits	Florent Pagny	Philips	(Editions Glem)	F
97	NE		Found Love	Double Dee	Onizom/DiscoIn	(Copyright Control)	FB, I
98	92	12	Il Suffit D'Un Ou Deux Excites	Footbrothers	CBS	(Captain Click Prod.)	F
99	NE		Don't Ask Me	Public Image Limited	Virgin	(Copyright Control)	UK
100	79	13	Club At The End Of The Street	Elton John	Rocket	(Big Pig Music)	F, D

UK = United Kingdom, D = Germany, F = France, CH = Switzerland, A = Austria, I = Italy, E = Spain, NL = Holland, B = Belgium, IR = Ireland, S = Sweden, DK = Denmark, N = Norway, SF = Finland, P = Portugal, GR = Greece.

○ = FAST MOVERS NE = NEW ENTRY
 RE = RE-ENTRY

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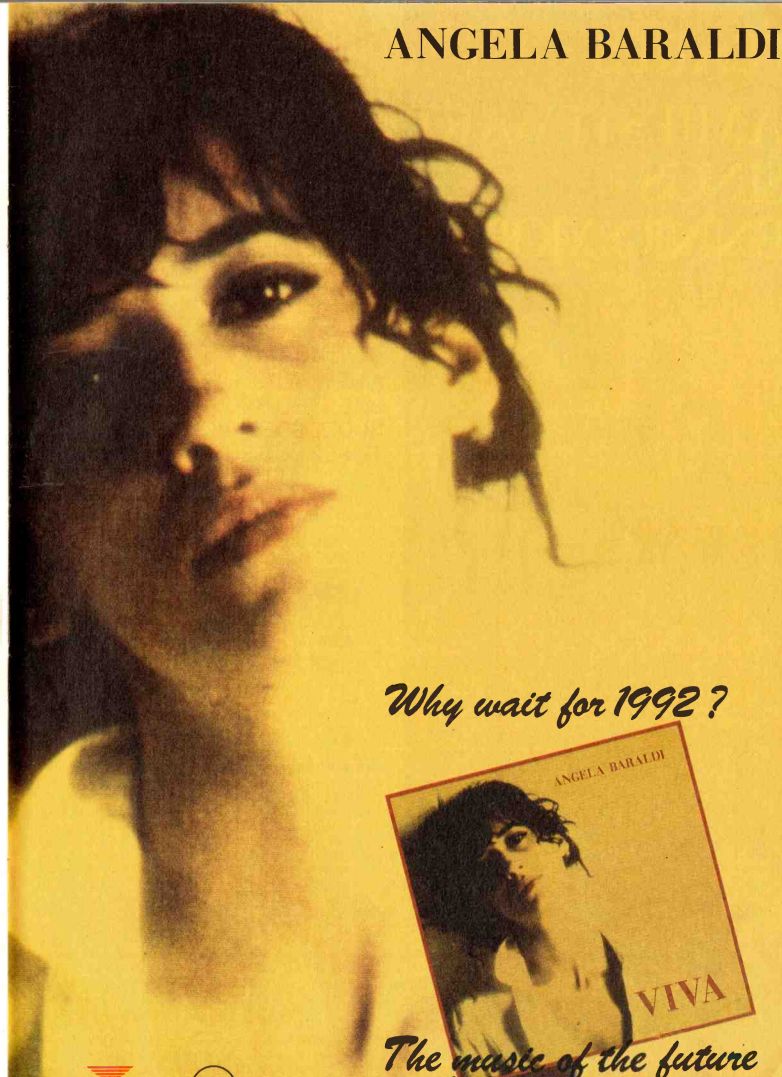
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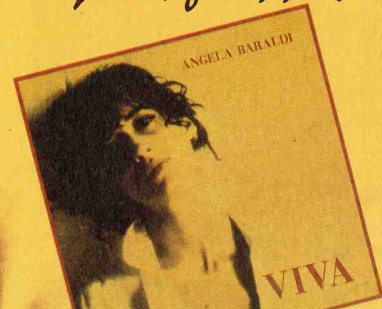
THIS WEEK	LAST WEEK	ARTIST	TITLE	ORIGINAL LABEL	COUNTRIES CHARTED	THIS WEEK	LAST WEEK	ARTIST	TITLE	ORIGINAL LABEL	COUNTRIES CHARTED	THIS WEEK	LAST WEEK	ARTIST	TITLE	ORIGINAL LABEL	COUNTRIES CHARTED
1	1	Camra/Dontop/Pareto	In Concert	UK/GERM/EACH/SVK/GR	35	52	3	Eks	Rien Ook Pour Ça (France)	UK/GERM/EACH/SVK/GR	69	31	17	Zouk Machine	Maldon Ave	UK/GERM	
2	4	George Michael	Lissen Without Prejudice (ie)	UK/GERM/EACH/SVK/GR	36	34	4	Bob Dylan	Under The Red Sky (US)	UK/GERM/EACH/SVK/GR	70	43	4	Technotron	Pump Up The Jam (US)	UK/GERM	
3	5	AC/DC	The Razor's Edge (US)	UK/GERM/EACH/SVK/GR	37	31	16	Toto	Past To Present 1977 - 1990 (US)	UK/GERM/EACH/SVK/GR	71	40	2	The Pogues	Hell's Ditch (US)	UK/GERM	
4	4	Soundtrack - Pretty Woman	UK/GERM/EACH/SVK/GR	38	37	4	Lucio Dalla	Caribio (US)	UK/GERM/EACH/SVK/GR	72	73	6	Joe Jackson	Sleeping Out - The Very Best Of (US)	UK/GERM		
5	8	Herbert Groenemeyer	Luxus (France)	UK/GERM/EACH/SVK/GR	39	28	2	The Shadows	Reflection (Japan)	UK/GERM/EACH/SVK/GR	73	NE	NE	Soundtrack - Tour Of Duty	Tour Of Duty (Japan)	UK/GERM	
6	6	Jon Bon Jovi	Slaves On Glory (Japan)	UK/GERM/EACH/SVK/GR	40	39	9	Soundtrack - Days Of Thunder	Days Of Thunder (ie)	UK/GERM/EACH/SVK/GR	74	82	2	The Vaughan Brothers	Family Style (ie)	UK/GERM/EACH/SVK/GR	
7	3	Iron Maiden	No Prayer For The Dying (ie)	UK/GERM/EACH/SVK/GR	41	31	3	Adamski	Doctor Adamski's Musical Pharmacy (USA)	UK/GERM/EACH/SVK/GR	75	50	2	Caron Wheeler	UK's Best (ie)	UK/GERM	
8	17	Matthias Reim	Matthias Reim (Japan)	UK/GERM/EACH/SVK/GR	42	29	2	Erste Allgemeine Verunsicherung	Nepomuk's Rache (ie)	UK/GERM/EACH/SVK/GR	76	44	23	Ultimo De La Fila	Nuevo Pequeño Catalogo De... (ie)	UK/GERM	
9	NE	NE	The Charlatans	Some Friendly (Japan) (ie)	UK/GERM/EACH/SVK/GR	43	NE	NE	The Police	The Greatest Hits (UK)	UK/GERM/EACH/SVK/GR	77	68	14	Mango	Sinfia (ie) (USA)	UK/GERM
10	10	Phil Collins	But Seriously (Japan) (ie)	UK/GERM/EACH/SVK/GR	44	51	3	Fabrizio De Andre'	La Navicella (ie) (USA)	UK/GERM/EACH/SVK/GR	78	75	2	Niklas Stromstedt	Ori (Sweden) (ie)	UK/GERM	
11	7	INXS	X (Japan)	UK/GERM/EACH/SVK/GR	45	41	43	Patrick Bruel	Alois Regarde (ie)	UK/GERM/EACH/SVK/GR	79	45	10	The Carpenters	Only Yesterday - Greatest Hits (ie)	UK/GERM	
12	NE	NE	Status Quo	Rocking All Over The Years (ie)	UK/GERM/EACH/SVK/GR	46	93	3	New Model Army	Impunity (ie)	UK/GERM/EACH/SVK/GR	80	NE	NE	Polo Holar & Schmetzerband	Eden (ie) (USA)	UK/GERM
13	12	Vaya Con Dios	Night Owls (ie)	UK/GERM/EACH/SVK/GR	47	41	14	Tina Turner	Foreign Affair (Japan)	UK/GERM/EACH/SVK/GR	81	79	2	Prefab Sprout	Jordan The Comeback (Japan)	UK/GERM	
14	11	Elton John	Sleeping With The Past (ie)	UK/GERM/EACH/SVK/GR	48	34	5	Betty Boo	Bonnie In Berlin (ie)	UK/GERM/EACH/SVK/GR	82	85	2	London Beat	In The Blood (USA) (ie)	UK/GERM	
15	16	New Kids On The Block	Step By Step (ie)	UK/GERM/EACH/SVK/GR	49	NE	NE	Isabel Pantoja	La Cancion Espanola (ie)	UK/GERM/EACH/SVK/GR	83	80	2	Franco Baccini	Il Francese Non E' Il Mio Forte (ie)	UK/GERM	
16	32	Westernhagen	Live Home (ie)	UK/GERM/EACH/SVK/GR	50	RE	RE	Soundtrack - Top Gun	Top Gun (ie)	UK/GERM/EACH/SVK/GR	84	58	9	The Neville Brothers	Brothers Keeper (ie)	UK/GERM	
17	20	Snap	World Premier (ie)	UK/GERM/EACH/SVK/GR	51	38	7	Gianna Nannini	Scandalo (ie)	UK/GERM/EACH/SVK/GR	85	67	6	Queensryche	Empires (ie)	UK/GERM	
18	19	M.C. Hammer	Please Hammer Don't Hurt Em (Canada)	UK/GERM/EACH/SVK/GR	52	35	31	Sinead O'Connor	I Do Not Want What I Haven't Got (ie)	UK/GERM/EACH/SVK/GR	86	54	15	Beach Boys	The Collection (Japan)	UK/GERM	
19	17	Roger Waters	The Wall Live In Berlin (Japan)	UK/GERM/EACH/SVK/GR	53	33	23	Patricia Kaas	Scene De Vie (ie)	UK/GERM/EACH/SVK/GR	87	78	10	Black Sabbath	T.Y.R. (ie)	UK/GERM	
20	13	Eros Ramazzotti	Il Capri Settembre 2000	UK/GERM/EACH/SVK/GR	54	47	4	The Waterboys	Room To Roam (ie)	UK/GERM/EACH/SVK/GR	88	74	29	Radio Futura	Visions Et La Piel (ie)	UK/GERM	
21	21	Judas Priest	Painkiller (ie)	UK/GERM/EACH/SVK/GR	55	49	47	Roxette	Look Sharp (Japan)	UK/GERM/EACH/SVK/GR	89	NE	NE	Jane Birkin	Amours Des Femmes (ie)	UK/GERM	
22	15	Prince	Graphic (ie) (Japan)	UK/GERM/EACH/SVK/GR	56	46	19	Wilson Phillips	Wilson Phillips (ie)	UK/GERM/EACH/SVK/GR	90	82	33	Midnight Oil	Slip Slip Slipping (ie)	UK/GERM	
23	NE	NE	Van Morrison	Enlightenment (Japan)	UK/GERM/EACH/SVK/GR	57	42	5	Deacon Blue	Och' La Vegas (ie)	UK/GERM/EACH/SVK/GR	91	75	15	Maxi Priest	Bornaldie (ie) (USA)	UK/GERM
24	10	Mariah Carey	Mariah Carey (ie)	UK/GERM/EACH/SVK/GR	58	33	3	Slayer	Seasons In The Abyss (ie) (USA)	UK/GERM/EACH/SVK/GR	92	70	4	Robert Cray	Mightie Stray (ie)	UK/GERM	
25	20	Depeche Mode	Vicarious (ie)	UK/GERM/EACH/SVK/GR	59	35	28	Alannah Myles	Alannah Myles (ie)	UK/GERM/EACH/SVK/GR	93	RE	RE	Dave Stewart & The Spiritual Cowboys	Dave Stewart & The Spiritual Cowboys (ie)	UK/GERM	
26	42	Rock Voisine	Helene (ie)	UK/GERM/EACH/SVK/GR	60	60	18	Jean Michel Jarre	Waiting For Couzouba (ie)	UK/GERM/EACH/SVK/GR	94	RE	RE	Francois Feldman	Une Presence (ie)	UK/GERM	
27	34	UB40	Labour Of Love II (ie)	UK/GERM/EACH/SVK/GR	61	36	10	Charles D. Lewis	Soca Dance - Do You Feel It? (ie)	UK/GERM/EACH/SVK/GR	95	71	3	Harry Connick Jr.	We Are In Love (ie)	UK/GERM	
28	19	David Hasselhoff	Crazy For You (ie) (USA)	UK/GERM/EACH/SVK/GR	62	NE	NE	Clannad	Araya (ie)	UK/GERM/EACH/SVK/GR	96	NE	NE	Jeremy Days	Crossroad (ie)	UK/GERM	
29	14	Chris De Burgh	High On Emotion Live From Dublin (ie)	UK/GERM/EACH/SVK/GR	63	24	24	Wildecker Herzbusen	Herzbusen (ie)	UK/GERM/EACH/SVK/GR	97	NE	NE	Project D	Synthesizer 2 (ie)	UK/GERM	
30	18	Michael Bolton	Soul Provider (ie)	UK/GERM/EACH/SVK/GR	64	18	5	Neil Young & Crazy Horse	Ragged Glory (ie)	UK/GERM/EACH/SVK/GR	98	NE	NE	Complices	La Danse De La Ciudad (ie)	UK/GERM	
31	23	Madonna	I'm Breathless (ie)	UK/GERM/EACH/SVK/GR	65	14	32	The Notting Hillbillies	Missing - Presumed Having A Good Time (ie)	UK/GERM/EACH/SVK/GR	99	NE	NE	Electrify 101	Electrify Memories (ie)	UK/GERM	
32	30	Gary Moore	Still Got The Blues (ie)	UK/GERM/EACH/SVK/GR	66	16	16	Marco Masini	Marco Masini (ie)	UK/GERM/EACH/SVK/GR	100	RE	RE	Soundtrack - Dirty Dancing	Dirty Dancing (ie)	UK/GERM	
33	44	Flippers	Sabbat Tage Sonnenstein (ie) (USA)	UK/GERM/EACH/SVK/GR	67	42	5	Francoesco Guccini	Quello Che C'era (ie)	UK/GERM/EACH/SVK/GR							
34	14	Megadeth	Rust In Peace (ie)	UK/GERM/EACH/SVK/GR	68	45	21	Joe Cocker	Live (ie)	UK/GERM/EACH/SVK/GR							

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ANGELA BARALDI



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THE NEW ALBUM
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The station has its own line of stylish giveaways which include pens, T-shirts, shoulder bags and notepads. But it also hands out big prizes, both on air and on the road. Dondoni: "Sometimes travel agencies provide tickets to the US or Australia. We also give away hi-fi donated by companies like TDK or BASF."

Other regulars at the Bologna Motor Show include Radio Deejay and Rete 105. Last year Rete 105 was sponsored by Denim after-shave. Grandolini: "We presented a show every afternoon and evening. National and international guests appeared and we also held dance competitions. We linked up with our Milan studio for live broadcasts each day."

Radio Deejay was sponsored by Philips Italia. "We held video competitions where contestants had to put them in sequence," says Labozzetta. "Prizes included RDS car stereo systems, headphones, Walkmans and pre-recorded video cassettes which featured football!"

Indeed, football in Italy is seen by many as the country's second religion. The strength of the sport is not ignored by the competing broadcasters. Radio Deejay boasts the presence of national team goalkeeper Walter Zenga conducting his own programme. Rete 105, meanwhile, has stickers printed in the colours of every First Division team.

Other major events where stations like to be present are the annual SIM hi-fi exhibition and the Monza Formula 1 race meetings. At this year's SIM in September, Radio Milan International had their articulated truck, complete with station logo, parked prominently outside the exhibition centre. Dondoni calls it the sta-

tion's "billboard on wheels". In-side the centre, Radio Milan International broadcast live for five hours each day from a stand sponsored by TDK. Radio Deejay battled for listeners from its own stand sponsored by Pioneer.

Radio Monte Carlo targets young adults and has an average 1.06 million daily listeners (Audi-radio). Grandolini also handles its promotion: "It has a different target audience. We do not produce as many stickers as for Rete 105 for example. Young adults are less likely to display them on their cars as teenagers. And, if we give out bags to Rete 105 listeners we would give suitcases to a Radio Monte Carlo audience!" The station also offers a series of T-shirts, some of which promote its late-night new age music format.

But not all broadcast competitors believe in a great deal of external promotion. Radio Italia Solo Musica Italiana is a national music-only station with an average daily audience of 4.04 million (Audi-radio). Station promotion manager Filippo Brogna: "We remain pretty much outside the competitiveness of the other stations. We give out competition prizes such as T-shirts, records, provided by the companies, and stickers. We have also given watches in the past which showed our logo. These were paid for by us."

"But in general we do not need to hand out gifts. We give our audience the chance to talk to their idols on air. If you ask somebody if they want to talk to Eros Ramazzotti on the telephone or receive a free pen they will choose Ramazzotti every time!" □

Since being interviewed for this feature Luca Dondoni has left Radio Milan International.

Sophistication Or Silly Hats And Streamers?

A stylish approach to station promotion

The competition facing Italy's growing number of radio stations is intense. David Stansfield looks at the way four major stations are battling it out in Milan.

Milan is a key city in Italy's broadcast sector. The latest listening statistics published by Audiradio show that 44 stations can be heard there and, although not all are city based, more than 641,000 listeners tune in to at least one of them each day.

National stations Rete 105, Radio Deejay, Radio Italia Solo Musica Italiana, Radio Milan International and Radio Monte Carlo all have their headquarters in the city. Most admit that the competition is hot, and promotion, inside and outside the studio, is vital.

Yet Milan is Italy's hotbed of style and all stations express horror at the notion of the "knees-up" roadshow where the celebrity DJ dishes out silly hats and streamers. The concept of "bella figura" (beautiful body) dominates everything, referring, not to vital statistics, but to sophistication and the keeping up of appearances.

"Italy is unlike the UK," says Umberto Labozzetta, promotions manager at Radio Deejay. "We like to be associated with all things beautiful. If our giveaways were awful they would give us a bad reputation."

"For example, if we are giving out sunglasses they are not stupid ones. We want our listeners to say to others 'hey, where did you get those?'; we have to create long term interest. You would never see young Italians riding around on their scooters wearing silly hats with a station logo on it!"

Radio Deejay is broadcast throughout national territory to an average daily audience of 1.42 million (Audi-radio). Its target audience is 15-25 and, during the summer, concentrates its promotional efforts on the seaside resort of Riccione. By day the station is

present at the city's amusement park and by night it promotes dance parties at the Walky Cup discotheque, sponsored by Coca-Cola.

Paolo Grandolini, promotions manager at Rete 105, says his 1989 expenditure for giveaways like T-shirts, stickers, bags, posters etc amounted to L 100 million (app. US\$ 85,000). Rete 105, with an average 1.94 million listeners (Audi-radio), also aims to benefit from the desire to dance. Its target audience is 16-25 and Grandolini rates the station's own disco parties as one of the best promotional vehicles.

"Our promotion is geared solely at our target audience," says Grandolini. "We are not interested in anything else."

Grandolini lists the T-shirt as a classic giveaway but adds that this particular tribute is now seen by listeners as a mere consolation prize. "They will not wear it," he says. "Our competition prizes include trips to the US, cars, motorbikes and so on. These are all provided by various sponsors for competitions, both in and out of the studio. These days our audiences expect the best!"

With more than 2.5 million cars on the Milan-Rome motorway each day, it is obvious that the Italians love to drive. Most competing stations try to cash in on this particular aspect of national culture. Luca Dondoni, PR manager at Radio Milan International: "The annual Bologna Motor Show attracts about 4.5 million people in five days. It appeals to all ages. Most major stations are present and that includes us."

Radio Milan International attracts an average 503,000 daily listeners (Audi-radio) with its self-described black-orientated CHR format. Its target audience is 18-40. "The Bologna event is becoming more show than motor," explains Dondoni. "All the stations present are backed by sponsors who give them free space. Last year we were sponsored by Toshiba who manufactured motorbikes for young people!"

Cutting Up The Advertising Cake

Radio looks for a bigger share of revenue

Radio advertising has always fared badly in comparison to other sectors in the Italian mass media market, with a total annual spend of about L. 17 billion. David Stansfield looks at the prospects for development.

An annual income of L. 17 billion means that radio takes a 3.5% slice of the total mass media advertising cake. TV, on the other hand, accounts for 48.5%. Yet more people listen to the radio on a daily basis than watch TV.

Felice Lioy, general director of the UPA advertising and advertisers' association: "26 million people listen to radio each day. The audience is bigger than that for TV but we are convinced that all advertising competition bet-

ween companies is focused on TV". But both the radio and TV sectors are set for a big shake-up when the new broadcast laws passed recently by parliament become effective. From the end of 1992 national stations will be limited to national advertising while local stations will be able to benefit from both national and local spots.

The current frequency chaos should also be improved. Each station that wishes to broadcast must comply with a series of stiff regulations and must have applied for a licence to operate by October 23.

Lioy: "Frequency interference is common and state station RAI does not escape. About six or seven stations are professional but a large number are exactly the opposite. It is easy to listen to certain stations where the speech content is conducted in rough dialect. But,

if an advertiser is image conscious, it is loathe to invest into a sector where the language is coarse".

The major advertising agencies in the radio sector are SPER Spa Publitalia, Radio e Reti and Nove Nove Pubblicita. SPER Spa provides national advertising for about 300 stations on its own circuit and for about 150 on the Divisione Radio Italia local station circuit. It represents the national broadcast stations Radio Deelay and Radio Kiss and provides advertising for key regional or inter-regional stations which include RTL 102.5 Hit Radio, Radio Norba and Radio Babboleo.

SPER director-general, Guiliano Gelsi admits that there is a seam of unprofessionalism running right through the private radio sector but claims that all stations connected with his company are the cream of the crop.

(advertisement)



Coca-Cola advertises with Rete 105 and Radio Monte Carlo

He says targeting is all important. The target audience for Radio Deelay is young and thus straightforward. For others his company has developed a series of self-produced programmes to help with targeting. These include "Obiettivo Donna" a morning show for women and "Rock Cafe", a popular afternoon music

information show for young people.

Radio Deelay also produces "Disco Club" a music programme which is syndicated to 100 stations. But the most important advertising target group is women according to Gelsi. He backs this argument up with the latest Audiradio listener statistics which state that women under 45 listen to private radio while older women listen to state radio RAI. The advertisers in this target group include most of the important companies dealing in mass marketing.

Newspapers are also important advertisers. These include the major dailies La Repubblica, Corriere Della Sera and La Stampa. Hi-fi is becoming more important to companies like Philips and Pioneer investing in radio adverts.

Gelsi is confident that advertising in the radio sector will improve once the new broadcast legislation has been introduced. He says there are various reasons why radio's share in the ad market is currently so low: "One reason is a hang-over from the days when

the Gelsi package allegations: "We are not in the habit of giving away too many presents. After seven months of trading in the radio sector our revenue stood at a little more than L. 7 billion. By the end of the year we should reach L. 12 billion. With such figures it would be highly improbable that we give away advertising". Pacini claims that in 1989, state RAI's national advertising revenue reached L. 115 billion with 270 clients. "We have received less, but we have more than 300 clients", he adds.

Nevertheless, Pacini says Publitalia will be leaving the radio advertising sector, not for financial reasons, but as a direct result of the new broadcast legislation: "The new rules will hinder Publitalia 80 from selling advertising in the radio sector. Unfortunately, from August 23 1991, we will be forced to stop". Berlusconi will then be limited to advertising only on his three TV network channels. However, the relationship with Radio e Reti would not be affected by the law. No station involved with Publitalia wanted to comment on Pacini's news.

Nove Nove Pubblicita is run by the owners of Rete 105, Radio Monte Carlo and 105 Classic, providing them alone with both national and local advertising. Says advertising director Roberto Meazza: "Our base is in Milan but we also have agents in Turin, Roma, Florence, Bologna, Padua and Genoa who work for national advertising. Then we don't have much idea how to create excitement with radio adverts".

"Targeting is all important. The target audience for Rete 105 is 15-24 and the most popular advertising products are soft drinks, jeans and chewing gum." audiradio gives Rete 105 the lead with the 15-24 age group (an average 1.03 million listen to the station each day). The Publitalia 80 stations have a joint audience of 740,000 and Radio Deelay has 724,000 listeners.

Nove Nove Pubblicita has also conducted its own research into the consumer habits of its target group. Drinks such as Gatorade, sports shoes, rucksacks and hair gel come out on top. Marketing director Maurizio Sina confirms that the research is consistent with advertising: "The makers of mass products such as Brooks'n shoes, Levi's jeans, Gatorade, Addidas and Puma sports shoes and Coca-Cola are good advertisers".

(advertisement)

PAOLO CONTE

PAROLE D'AMORE

THE NEW ALBUM EUROPEAN RELEASE 9-11



Meazza agrees that there is an element of unprofessionalism in the private radio sector and this sometimes rubs off on stations like their own. Yet he refutes the way production companies justify ignoring the radio sector. With production costs for TV adverts are increasing by a daily 15% to 20%, "companies then claim that they do not have enough money to spend on radio advertising", he says. "They spend about L. 150 million on a TV advert but expect to produce one for radio for about L.1 or 2 million. If they were willing to spend an extra million, there would be much more creativity".

Nove Nove Pubblicita can produce adverts for clients but outside agencies usually do this. Meazza: "The problem is that advertising creativity in Italy starts with layout. It then moves to video. People do not have much idea how to create excitement with radio adverts".



Sina says that with Radio Monte Carlo's target group of young adults, the biggest advertisers are different. Sina: "Whisky and contraceptives are two popular products to advertise".

Nove Nove Pubblicita will have to cease its involvement with local advertising when the new broadcast legislation becomes effective. Meazza confirms that the percentage of local adverts currently

aired is about 40% and the income is about 20% of the company's total income. He agrees that the quality of local adverts can be bad: "If we are provided with poor cassettes by national advertisers you can guess the quality of some local ads. But we tend to work on an annual basis with local advertisers and generally the quality is reasonable".

But Nove Nove Pubblicita is not overly worried about losing its grip on the local advertising market. Meazza: "The advantages should outweigh the problems. When the new law is introduced it should bring about a new sense of professionalism which will appeal to national advertisers. The future is also about specialised radio like in the US. Our stations fit the bill".

The Videointesi Gruppo Italiana Pubblicita company provides Radio Italia Solo Musica Italiana with all its local advertising clients. Says commercial director Enzo Festa: "Local advertising is as important as national. People just have to be clear on the different needs. A company like Fiat will want to cover Milan to Palermo in Sicily but local advertisers also have the need to communicate directly with potential customers. But local advertisers also have to choose the right station. Radio Italia Solo Musica Italiana has a clear direct and simple format and that is why it is enjoying great audience ratings. We are all extremely happy at the state of local advertising at the station".

And the situation is likely to continue. Festa says that the station has applied for a licence which will give it network status. This means that it will only be allowed to broadcast live for a maximum six hours a day but will be able to take both local and national advertising. □

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Top 20

Taken from her forthcoming
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the only national station was RAI. Advertisers who invested in state TV were practically given a present of radio adverts. Since then, the entry of Silvio Berlusconi into the TV market has made matters worse. He now offers packages to advertisers. These 'packages' are rumored to be advertising deals which include TV and magazine adverts with radio spots thrown in as a virtual gift!

Berlusconi's Publitalia 80 company entered the radio advertising market in January this year. It provides the national station's Radio Dimensione Suono, Radio Milan International and Radio Solo Musica Italiana with all their national advertising clients. Berlusconi also has a 50% share in the Radio e Reti advertising company which provides advertising for 60 local stations.

Rosario Pacini, head of Berlusconi's radio division, reflects

October 1990

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ITALY

Audiradio Versus Datamedia

In Italy's fiercely competitive private radio sector, listening figures are all important. But, as David Stansfield reports, there is also stiff competition between the two companies which carry out the research.

Audiradio was the first organisation to introduce a listener survey in 1988. One year later, the Datamedia research institute entered the market with its own Top Radar statistics. Since then the two companies have engaged in a war of methodology and words.

"Datamedia does not exist as far as we are concerned," says Audiradio president Felice Lioy. "Datamedia research costs a trivial amount. Our survey costs about US\$ 3 million a year. Some stations may put faith in Datamedia because if they get good results they boast about them. If they do not, then they use our statistics."

Datamedia president Luigi Crespi says he is sick of the current Audiradio/Datamedia argument but asks, "What is official? This is not clear to me. Why in a country like Italy, where there is freedom of expression, should there only be one survey?"

A total of 799 stations subscribed to the latest Audiradio survey, including Top Radar but these include the national stations Rete 105, Radio Dimensione Suono, Radio Deejay, Radio Italia Solo Musica Italiana, Radio Monte Carlo and Radio Kiss Kiss. But Crespi says Audiradio. "They argue that all stations subscribe to them. They provide information to about 800 stations. But if, for example, there are 2,000 broadcasting stations where are the other 1,200?"

But he admits that Datamedia does not yet have all the major broadcasters subscribing. "We service about 30% of the most important networks. I know we are missing stations like Italia Network, Gamma Radio and Radio Milan International. This is a problem but we are growing!" Radio Milan International does

Audiradio is complete and "all the important stations subscribe to us without exception".

Crespi refuses to give the cost of the Top Radar survey but admits it is much less than Audiradio. In 1989, the research was offered free to stations and two surveys were carried out. This year a three-monthly survey was introduced, for which stations have to pay. For each survey 14,400 people over the age of 11 were interviewed. "Our technicians worked out the system," says Crespi. "The number of people interviewed may be quite low but it allows us to deliver quick results. A larger number would not allow us to do that at this moment."



Datamedia president Luigi Crespi

Only 21 stations currently subscribe to Top Radar but these include the national stations Rete 105, Radio Dimensione Suono, Radio Deejay, Radio Italia Solo Musica Italiana, Radio Monte Carlo and Radio Kiss Kiss. But Crespi says Audiradio. "They argue that all stations subscribe to them. They provide information to about 800 stations. But if, for example, there are 2,000 broadcasting stations where are the other 1,200?"

But he admits that Datamedia does not yet have all the major broadcasters subscribing. "We service about 30% of the most important networks. I know we are missing stations like Italia Network, Gamma Radio and Radio Milan International. This is a problem but we are growing!" Radio Milan International does

not subscribe to Datamedia but the station's Luca Dondoni says of Audiradio: "We ask ourselves if it is a good survey. We do not know who to believe. We do our own telephone survey and many people say 'hey, Radio Milan International is a good station'. Then you see Audiradio's statistics and something does not match up. Maybe something like the US Arbitron system should be introduced to this country."

Bruno Ployer, programme director at Radio Dimensione Suono, is unsure whether Italian listeners are ready for something like Arbitron. "What is missing in Italy is a third system but audiences in the US are much more receptive to statistics. I am not convinced that listeners here would be prepared to get involved in a system like Arbitron."

Ployer defends both Datamedia and Audiradio to some extent: "They have always made their methodology clear and have done what they stated they would do. We know their research is not 100% accurate, but no research can claim that. One of the two surveys is more accurate but we do not know which. But how can we really say we are satisfied when we do not know how many listeners we have?"

Datamedia has also been approached to carry out research for a local radio association which represents about 100 local stations. "They've asked us to provide statistics for stations who are applying for a licence in compliance with the new broadcast legislation. This is a great step forward for us because we will be better known to the state."

Lioy also claims that when the country's new broadcast laws are applied, his organisation will

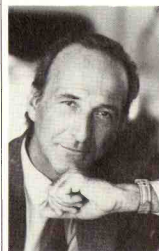
Audiradio's Top 10 Privates

Station	Daily audience
Rete 105 Network	1.94
Radio Deejay	1.43
Radio Monte Carlo	1.06
Radio Italia Solo	1.05
Radio Dimensione Suono	0.95
Radio Italia Network	0.72
Radio Milan International	0.50
Radio Kiss Kiss Network	0.50
Radio Norba	0.45
Gamma Radio	0.37

May 1989-June 1990, figures in millions

be able to offer national statistics on a weekly basis.

But while Datamedia has a reputation of being quick with its Top Radar surveys, criticism is levelled at Audiradio for being slow to deliver results. Lioy, however, disagrees: "We publish our statistics annually at first. But then several stations asked us to provide statistics three times a year which we did. Now we have returned to the original system."



Audiradio chairman Felice Lioy

Small stations may want figures on an almost daily basis but the major broadcasters now believe that once a year is enough. Radio audiences do not change as quickly as TV viewers."

Yet Edoardo Hazan, PR manager at Rete 105, does not agree: "If I was an advertising company maybe I would want to know how many people are listening to a station each month. But I would also want exact figures and not an average worked out from different cycles in a year."

Claudio Astorri, ex-station manager at the Bergamo-based

Datamedia's Top 10 Stations

Station	Daily audience
RAI	9.66
Rete 105 Network	3.42
Radio Deejay	2.79
Radio Italia Solo	1.69
Radio Monte Carlo	1.61
Radio Dimensione Suono	1.20
Radio Kiss Kiss Network	1.19
RTL 102.5 Hit Radio	0.51
Radio Subasio	0.48
Radio Zeta	0.34

April 1990-June 1990, figures in millions

ITALY

(advertisement)

PAOLO CONTE

PAROLE D'AMORE
SCRITTE A MACCHINA

THE NEW ALBUM
EUROPEAN RELEASE 9-11



station RTL 102.5, has always been a harsh critic of Audiradio: "I do not think any ratings should be divided into sections or to present a picture of yesterday or one month ago. It is the result of a sum of pictures over the last 12 months. The great advantage of Top Radar is that it gives you an immediate picture of where you stand."

Astorri also believes that there should be separate surveys for state and private stations and claims that private broadcasters should be wary of the involvement of organisations like UPA and AssAP. "Their promise to bring more advertising revenue to the radio sector has been fulfilled. Stations should not be frightened of them."

A recent revelation about Audiradio may throw doubt on its dominant role in the future. Enclosed in their contract lies a clause which states that no subscriber can employ the services of any other research organisation. Most major stations refuse to comment on this situation but Astorri says: "Many stations signed a document which gave exclusivity to Audiradio. Many subscribed without knowing what it was about. It is dangerous for democracy. There should be more than one ratings system. Stations should not subscribe in the future if Audiradio demand exclusive rights."

Lioy admits that such an article exists in Audiradio's rules but defends the organisation's position. "I believe in pluralism but we have to avoid confusion. If I am an advertiser and I ask how many listeners a station has, it can only deliver one result. I am not saying this about Datamedia but any institute can take money from

a major broadcaster and give them the results they want. Every step of Audiradio's work is controlled by advertisers and agencies."

But Lioy goes further by saying that stations which also subscribe to Datamedia will be expelled from Audiradio. Asked when this would happen he replied, "I am president. It could happen tomorrow." Major stations which could be expelled by this move declined to comment, although one station manager did say, "I hope Mr Lioy will not be sitting there all his own soon!"

It seems that the real ratings battle has just begun. Asked if Datamedia would fight for future official status Crespi replies: "We are working towards it, but only for the sake of our clients. Official status is not that important for us, but it certainly is for them." □

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Tips For The Top

Eros Ramazzotti's LP 'In Ogni Senso' has sold more than 1.5 million copies so far. Indeed, he is set to go down in history as one of the most successful Italian artists outside his native country. So what other acts are hoping to follow in his footsteps?

Massimo Priviero

One of the new breed of Italian rockers, WEA artist Priviero boasts the presence of Little Steven as producer of his second album *Nessuna Rosa Mai*, released on October 1.

Angel, a single taken from the album, has Little Steven sharing the vocals. A video of the song has been released and is being rotated on the national music channel VideoMusic.

Sandor Malasz, WEA radio promotion manager, says there was a great response to the single

from stations like Rete 105, Radio Kiss Kiss and RTL 102.5 Hit Radio. About 40 stations in total made it their record of the week.

Priviero has taken his tough, yet melodic, rock on the road this month but has favoured the heat of the small clubs rather than the bigger national venues.



Massimo Priviero

Elio E Le Storie Tese

This CBS act not only make records, but break them. The



Elio E Le Storie Tese

band recently claimed a world record by playing the same song for 12 hours in a Milan club!

The group enjoyed a certain notoriety even before they signed to the CBS Psycho label. High school and university students would produce their own bootleg cassettes at various concerts in Milan.

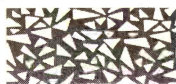
Their self-titled debut con-

tained a set of songs that ranged from humour and satire to a touch of plain vulgarity but that has not affected their chances of airplay too much. While some stations may have snubbed the album, national stations like Rete 105 and Radio Kiss Kiss played all the tracks.

The group's latest maxi single

continues on page 32

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	4th	LEEUWARDEN
	5th	BRUSSELS
	7th	UTRECHT
	8th	FRANKFURT
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	10th	LAUSANNE
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SIAE, music and broadcasting

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SIAE, the "Società Italiana degli Autori ed Editori" (Italian Authors and Publishers Company), is a membership association which was set up in 1882, and which authors, publishers and other (original or acquired) copyright holders are free to join at their will.

SIAE is also connected to other 80 foreign Authors Associations across the world by means of contracts of mutual representation according to which, each company, in the framework of its specific territory, is also in charge of managing the repertoire of the other associations which it represents.

Such a function, exclusively attributed to SIAE by the law, meets not only the protection requirements of authors, publishers, and other copyright holders, but also the needs of the various categories of users which, in order to obtain the necessary authorizations in view of creating, spreading or reproducing a work, can turn to only one interlocutor instead of having to contact every single copyright holder individually.

As a matter of fact, it would be practically impossible - and this is true especially for the authors of musical pieces - to personally handle all the relations entailed by the single and different uses of one's works. For this reason, all the most important Italian composers and authors belong to SIAE; indeed, at the present moment, the Company comprises approximately 48,000 members.

The repertoire is managed by the Company through five Sections, and it covers a very wide range of original works, including musical pieces (Music Section), drama or theater productions (Drama Section), cinematographic works (Movie Section), opera pieces (Opera Section), literary works and figurative arts (OlaF Section). The Music Section, in particular, is in charge of managing the copyrights of music composers with regard to the various types of uses, such as public performance, reproduction and recording on sound, video and graphic supports, radio broadcasting.

This Section administers a heritage of great importance

from the economic point of view, and it is not difficult to understand why it is so important, if one considers the ever-increasing use and supply to the public of so many different types of musical productions. Just reflect on the following figure: in 1989, the Music Section alone made a profit of over 363 billion lire, reporting a 12.20% increase as against 1988, which is way above the inflation rate. Furthermore, music drives the large market of radio broadcasting: over the past 15 years, next to public broadcasters, a host of private stations have burgeoned, ranging from major networks to small parish broadcasting stations. To the present day, there are approximately 3,200 Italian radio stations which make great use of the Music Section's repertoire. At an estimated daily use of approximately 12 hours, 14 million hours of music are broadcast by radio stations in one year.

Surely, this situation is bound to change. Law 223 dated August 6, 1990, which finally regulates the public and private radio/television sector, envisages a national frequency allocation plan, fees and guarantees for the ministerial commissions; and a complex set of requirements and formalities; such a law will surely lead to a drop in the number of broadcasters, but music shall always remain at the basis of all radiobroadcasting programs.

Undoubtedly, a greater cleanness and stability in the sector will make it possible for SIAE to meet the needs of its members more efficiently.

Buonacore will tour nationally in November and release another, as yet untitled single, later in the year.

Buonacore is important because to those who pay for copyrights, SIAE grants the use of musical pieces of all the members of the 80 and more authors associations in the world - a good 1.3 million composers, authors and publishers. On the other hand, in order to guarantee the survival of authors and of music itself, it is absolutely necessary for those who use music, and make bigger and bigger economic profits from it, to pay appropriate fees.

continued from page 30

Born To Be Abramo recently reached no. 4 in the national charts. They have just finished a 40-date national tour where they played before an average 2,000 people each night. A new, perhaps double, album is expected in spring 1991.

Nino Buonacore

This Naples-born artist scored one of the biggest single successes



Nino Buonacore

of the summer with his haunting ballad *Servirmi*. The track was taken from his latest album *Sabato, Domenica E Lunedi* which features backing musicians from Blood Sweat & Tears plus a snatch of trumpet from the late, great Chet Baker.

Buonacore records for EMI and marketing director Franco Gabrini says the company started out with a strong "Anglo-American" type marketing campaign, by first concentrating on the single.

Now EMI has turned its attention to the album with a press advertising campaign and radio adverts on Radio Italia Solo Musica Italiana, Radio Dimensione Suono and Rete 105.

Buonacore will tour nationally in November and release another, as yet untitled single, later in the year.

Since then she has captured the

ITALY

Katie & Carole

The two UK born singers recently signed to the Milan based indie label New Music. Before they teamed up, Katie worked with 60 West and Art Of Noise while Carole did session work for Frankie Goes To Hollywood. They have both also worked with Curiosity Killed The Cat and Spandau Ballet.

Their first single for Pippo Landro's New Music label is *Say It To Your Brother*. They have just released their debut album *Correct Understanding* and have made promotional appearances on important national TV shows such as 'Festivalbar'. The dance-orientated radio stations are vying for the girls' services and the two are scheduled to do a special on the national Italian Network station.

New Music is renowned for its dance music. Katie & Carole fit the bill but also throw in some extremely radio-friendly pop.

Angela Baraldi

Dynamite live and stunning on record, Bologna's Baraldi is a high priority artist for BMG. She has had experience in the past as a



Angela Baraldi

back-up singer for major artists Lucio Dalla and Gianna Morandi and came into her own with her debut album *Viva* in July.

Since then she has captured the

Katie & Carole

ITALY

hearts of Germany's BMG Ariola executives who will be pushing a major campaign in the album this winter.

One of the major strengths of Baraldi is her concert performances. She's been concentrating on the small clubs and English style pubs but later in the year she will support major artist Gianna

Nannini on her national tour dates. Baraldi will also be making frequent TV appearances on programmes produced for young people.

BMG has a policy of taking its time with newcomers but their belief in Baraldi has seen them pushing her from the start.

Timoria

The Milan-based group were Polydor's only national signing this year. The Italian rock press greeted their debut album *Colori Che Esplosione* enthusiastically, proclaiming that there was a new national modern rock sound at last.

Company radio promotions manager Stefano Zappatera admits that not all radio stations clicked to the new and fresh sound of Timoria immediately. But he says that the stations Radio Norba, Radio Monte Carlo, Rete 105, Radio 195 and Radio Babaleo did a great promotional job on them.

The group played a live date in France this summer and went down well. This month they are on a gridding national tour and will release a new single taken from the LP later in the year.

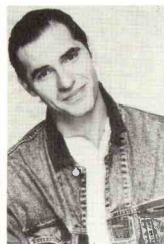
Zappatera says that the only problem for the band on national territory is that they are ahead of their time with their infectious pop/rock coupled with intelligent lyrics.

Francesco Baccini

CGD artists Baccini has just released his second album *Il Paganoforte Non E' Il Mio Forte* while still enjoying a massive singles success with *Sotto Questo Sole*, a duet with EMI act Ladri Di Biciclette.

Baccini's songs are full of irony and humour. CGD promotions manager Luciano Linzi says that

while some may not be suitable for radio airplay, others, like *Qua*



Francesco Baccini

Qua *Quando* are perfect.

To promote the album Baccini has made a week-long guest appearance on state radio channel RAI Stereo 2. He has also made several appearances on both state and private TV.

Baccini recently claimed a record by broadcasting non-stop on the national private station Rete 105 for 19 hours and eight minutes. And, to underline his humour, he has just started a national concert tour complete with a walking piano.

Marco Masini

Dischi Ricordi artist Masini won the newcomers award at this year's San Remo Song Festival with the song *Disperato* and his self-titled debut album has sold 35,000 units so far.

Dischi Ricordi invested in radio

continues on page 35



Timoria

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Studio Image

ITALY

continued from page 33

adverts on Rete 105 when the album was released. The company's Maurizio Miretti says that it is now receiving enough airplay without the need for further spending.

Masini will perform his first live concert dates next year. He is likely to appear at the 1991 San Remo Song Festival. He will also record his second album next year and Dischi Ricordi will then focus some attention on the European market.



Marco Masini



Denis Azor

Denis Azor
Born in Mauritius, Azor was known there as the leading exponent of the country's Sega dance. He has now signed to the Mighty Quinn label, one of the dance labels owned by the indie company Ala Bianca.

Azor released his first single *Ala Li La (Sega)* in the summer. It went to no. 2 in the Rete 105 charts and is currently enjoying chart success in the Sorrisi E Canzoni singles charts.

Sega of Mauritius, Azor's debut album, has just been released on national territory.

The 22-year-old artist, who sings in Creole, was responsible for writing all the lyrics and music. *Sega* is being described in Italy as the new Lambada. Ala Bianca's Tony Verona says that Attual CBS in France is excited by Azor and will be releasing both the single and LP.

Biagio Antonacci
Biagio Antonacci debuted for Phonogram two years ago with the album *Sono Cose Che Capitano*. The company stressed that this was no one-off project and Antonacci is being treated as a priority act.

The new Antonacci project was launched recently with the single *Se Tu Fosse Come*. His second album, *Adagio Biagio*, will be released early next year and was produced by Roberto Costa, noted for his work with artists like Lucio Dalla and Luca Carboni.

Antonacci is touring national and local radio stations to promote the single. Phonogram MD



Biagio Antonacci

Bruno Tibaldi: "We have played it to some of the key people at leading stations in Milan and the reaction has been excellent!"

He will tour nationally towards the end of the year as support act to an as yet unnamed major artist. □

Compiled by David Stansfield

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MUSIC & MEDIA - October 27, 1990



Lucio Dalla Cambio



new album
just released and
already N°1 in Italy
soon in all of Europe



R A Y D I O

How many starlings does it take to black out a radio show? I only ask because BBC's Radio 1erley has fixed two plastic owls to its mast to scare off the starlings who otherwise gather there and leave their droppings all over the airwaves. And there's no truth in the rumours that staff at neighbouring commercial rival, **Radio Trent** have been taking pot shots at the owls in order to bring the starlings back.

Nigel Sandiford, from Rupert Murdoch's new label, Music International, has revealed that the media baron recently took time out to go to a **Grateful Dead** concert. A taste of things to come, Rupert?

Bizarre but true (so my spy tells me): North Sea Ferries have reacted to increasing drunkenness on their UK ships heading to Zeebrugge and Rotterdam by banning all-male groups. So, if a label

wants a band to tour Europe, it must first ensure 40% of the entourage is female!

Happy birthday to the Elektra label, marking its 40th anniversary this year with a double CD called **Radiopop**, out this month. Happy birthday also to the BBC's **Symphony Orchestra**, celebrating their diamond jubilee. **Simon LeBon** is 32 on October 27, and **Grace Slick** is 51 on October 30. On October 31 it will be 15 years since **Queen's Bohemian Rhapsody** was released. And, in case you haven't had enough **John Lennon** over the past few weeks, it is also 19 years since **Imagine** went to no. 1 in the US Billboard chart.

And more on the Middle Eastern front. US troops serving there have a new radio station, **Radio Desert Sound**. First track broadcast... the morale-boosting Clash classic from 1981, **Rock The Casbah**. There is, of course, a **Cure** song which would have been far more tasteless as an opener (you can guess which).

Skyrock is introducing a new item to its programming called a "cradophone", whatever that means. Apparently it's a dial-a-call service. Don't call me, I'll call you.

My dear friend at Star★Sat **Marin Schmidt** would like the people in Italy who are pirating

his signal and re-transmitting it, to get in touch with him. He says he doesn't mind, but wants to be sure you are paying the right money.

And, still on transmitter problems in Italy, I have it on good authority that **Milan's Gamma Radio** has such a powerful signal that it is blocking out everything else in certain parts of the city. At least that's what my spy tells me is happening. This morning he tried to listen to a bit of **Verdi**, but got **Duran Duran** instead, (via his record player speakers!)

I knew it, Christmas is fast approaching. **Barry Manlow** has a **Because It's Christmas** album in the pipeline, and the people behind the **New Beat-less** medley have a Christmas mix coming out. It is, so they tell me, completely legal, and will be distributed by Silvio Berlusconi's Five Records!

Radio Luxembourg is linking up with the 21 UK university and polytechnic radio stations for a two-hour broadcast at the end of this month. They tell me it's the first time such a link-up has been organised. The show will be called 'Campus 10 Campus With Young Person's Religion'. Not the most catchy name around, boys and girls!

What is it with this current **Jimmi Hendrix** revival? There was sort-

ing out a few records for my Halloween show (**Witch Queen of New Orleans**, **In The Midnight Hour**, you know the kind of thing) and there was our young (but keen) gram librarian. "What about this?" she says to me, pulling out a copy of **Voodoo Chile**. Just as well she wasn't on air, as she pronounced it as in spicy Mexican beef and bean stew!

With the '60s psychedelic pop revival" in full swing, now's your chance to keep ahead of the rest by grabbing the soundtrack to the long-lost Peter Whitehead documentary 'Tonite Let's All Make Love In London' which has just been re-issued by See For Miles. Apart from jolly pop rarities from the **Small Faces** and a couple of vintage **Pink Floyd** instrumentals, it has a series of interviews with **Jack Jagger**, **Julie Christie**, **David Howlers**, **Lee Marvin** and **Michael Caine**. Perfect for cutting and pasting onto the house rhythm of your choice.

Talking of house... those rumours I was telling you about my station adopting some format or another are growing in strength... all these mysterious phone calls from Italian dance labels. I'm getting worried.

RayDio

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- Top show: Fox Futures - listener voting panel on new singles
- Hours on air: 24
- Frequency: 102.5 FM (main), 97.4 FM (relay)
- 18-55+; Red 18-35; Gold 35+ Actual audience: 41% reach, 12.1 hours per week
- Address: Brush House, Pury Road, Cowley, Oxford OX4 2XR. Tel: (0)865 748787
- Ownership: major shareholders: Caprice Radio (25%); County Sound (25%); Oxford & County Newspapers (20%)
- Frequency: 102.5 FM (main), 97.4 FM (relay)

Programme controller and head of music **Steve Ellis**: "Fox is classic hit radio, with a mix of the old and new. People can tune in and instantly retrieve music, news and information. Our programming format is unique in the UK, as it changes throughout the day.

"06.00-18.00 is Fox FM mainstream, a mix of classic hits from the past and classic hits in the making. In any hour 25% is current material. Between 18.00 and 19.00 is 'Fox Report', a news programme, and from 19.00 we change the mix to move into Red Fox, targeted at the 18-35 age group. It is here that we are playing the sharper end of new music. Midnight until 06.00 the Gold Fox, 50s, 60s and 70s hits.

"Colour coding is primarily something that the audience can understand. The thinking here is to match music to available audience. There are no awkward edges where strands meet as we

carefully programme compatibility. Playlisters are all very tightly controlled on Selector.

"Our jingles are produced by Alpha Sound in Manchester with the vocals sung in Dallas. Music phraseology for colour-coded Fox is along the American pattern, where the music is the same but remixed.

"We have just put the Fox FM mini OB vehicle on the road, sponsored by local car dealer. We also have the Fox FM Party Machine roadshow.

"Our playlist is compiled every Thursday and broken down into three levels: one is in keeping with station 'image'; two is okay-but-not-every-day; three is new releases. I am very impressed with some of the research done by other stations on 'Callous' available research. It's an investment worth making and certainly necessary in

102.6

a more competitive marketplace.

"We take the full network chart on Sunday and run a local sales chart each weekday evening called 'Hometown Countdown'. It features different towns, highlighting three shops producing sales for that week. We also run 'Shadove Stevens American Top 40' on Saturdays evening.

"Our research has shown very little evidence of people tuning away, which is quite remarkable. But with more choice, what the Americans term 'punch out', is going to increase. □

STATION REPORTS

AC/DC: Thunderstick
Heartland/Diff
Top 2
11:30-1:00
Paul Simon: The Obvious Child
Pöblens: Gmty: You
George Benson: Baby Workout
Jack Daniels: Steep
Neil Young: Hang On The
Rock Byline: Honey Dandy

RADIO NIEZUMIONE SUONO
Carlo Mancini - Music Director
Hi-Fi & Cases: So Close
Vanilla Ice: Ice Baby
Sene Wondor: Keep Our Love
Isme: People
Innocence: Let's Push It
AD Whitney Houston: I'm Your Baby
George Michael: Waiting For
Maureen: It's My Life
Prince: New Power Generation
Whitney Phillips: Inspire

RADIO MONTE CARLO - Milan
Franco Migliozzi - Prog. Contr.
Playlist Top 10:
George Michael LP
Puff Duster LP
Duran Duran LP
1972 LP
Breaker: Say A Prayer/Whoever
Lucky Carey: Love Takes Time
Clash: Double Up
Nelson Love: Love And Affection
Prince LP
Newell Brothers LP

DEJAY Network - Milan
Rob Assali - DJ
Top 10:
Theodoros: Turn It Up
AD George Michael: Waiting For
Maureen LP
Fonda: Baby: So You Want My
Oh: Baby: One Nation
Happy Mondays: Kinky Groovy
Doug Lazy: House
FF: Presidents Everybody
LP Jonavotti

RADIO PETER FLOWERS - Milan
Mario Garavelli - LP
Top 2:
Nelson: Love And Affection
George Michael: Praying For
My Love
INXS: Susie Blue
AD Whitney Houston: I'm Your Baby
Prince: Something To Believe In
OST Days Of Thunder

RADIO MILANO INT. (BI)
Luca Dondoli - PI Manager
Giorgio Ambrosio - Prog. Dir.
Top 10:
U2: Night And Day
AD Alan: How The Winds Can
Blow
Inner City: That Man
Keith Sweat: Merry Go Round
Tiffany: New Inside
The Notorious B.I.G.: Ready To Die
Whitney Houston: I'm Your Baby
Whitney Phillips: Inspire

RADIO KISS KISS - Naples
Gianni Simola - Prog. Dir.
Top 10:
U2: Night And Day
Dee-Lee
George Michael: Praying For
Maureen LP
Duran Duran LP
1972 LP
Breaker: Say A Prayer/Whoever
Lucky Carey: Love Takes Time
Clash: Double Up
Nelson Love: Love And Affection
Prince LP
Newell Brothers LP

RADIO BARBOLEO
Leony - DJ/Prog.
Top 10:
U2: Night And Day
AD Prince: Summer In Sam
LP Pogues
Tommy Costello/Young Rumples
LP
AD George Michael: Waiting For
Maureen LP
Fonda: Baby: So You Want My
Oh: Baby: One Nation
Happy Mondays: Kinky Groovy
Doug Lazy: House
FF: Presidents Everybody
LP Jonavotti

Prof. Spruce: Looking For
Whitney Phillips: Release Me
Nelson Love: I've Been
Your Man
INXS: Susie Blue
Jon Bon Jovi: Blaze Of Glory
AD Whitney Houston: I'm Your Baby
U2: Night And Day
R.T.L. 102.1
Luca Viscardi - Head Of Music
Top 10:
U2: Night And Day
AD Whitney Houston: I'm Your Baby
Technomic: Turn It Up
AD Mary Kate: Bankero
Inner City: That Man
Hall & Oates
LP
AD Alan: How The Winds Can
Blow
Keith Sweat: Merry Go Round
Tiffany: New Inside
The Notorious B.I.G.: Ready To Die
Whitney Houston: I'm Your Baby
Whitney Phillips: Inspire

RADIO KISS KISS - Naples
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1972 LP
Breaker: Say A Prayer/Whoever
Lucky Carey: Love Takes Time
Clash: Double Up
Nelson Love: Love And Affection
Prince LP
Newell Brothers LP

RADIO STAR - Vicenza
Maurizio Marasco - Prog. Dir.
Top 10:
U2: Night And Day
AD Prince: Summer In Sam
LP Pogues
Tommy Costello/Young Rumples
LP
AD George Michael: Waiting For
Maureen LP
Fonda: Baby: So You Want My
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Happy Mondays: Kinky Groovy
Doug Lazy: House
FF: Presidents Everybody
LP Jonavotti

RADIO MADRID - SER
Rafael Alvarez - Music Mgr.
No. 1 Playlist:
Snap: Cuts Of Snap
Joe Raposo: La Noche Es
Tercera: Acorde: You
Piquel: Bote: Matos Nacos
Paul McCartney: Bertha
Nelson Love: Love And Affection
Complices: Los Tejados
Tom Tom: Cool Español
Tiquita: Tiquita
LP
AD Alan: How The Winds Can
Blow
Keith Sweat: Merry Go Round
Tiffany: New Inside
The Notorious B.I.G.: Ready To Die
Whitney Houston: I'm Your Baby
Whitney Phillips: Inspire

RADIO MADRID - SER
Rafael Alvarez - Music Mgr.
Playlist Top 5:
Dino Serrano: Jack Talking
J.J. Torres: Jopanna
Dina Serrano: No Te Diera
Bel Biv DeVoe: Do You
Look Ladies: This Must Be Love
LP Prince: Gracía Bergé

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LP Jonavotti

RADIO BARBOLEO
Leony - DJ/Prog.
Top 10:
U2: Night And Day
AD Prince: Summer In Sam
LP Pogues
Tommy Costello/Young Rumples
LP
AD George Michael: Waiting For
Maureen LP
Fonda: Baby: So You Want My
Oh: Baby: One Nation
Happy Mondays: Kinky Groovy
Doug Lazy: House
FF: Presidents Everybody
LP Jonavotti

RADIO MADRID - SER
Rafael Alvarez - Music Mgr.
No. 1 Playlist:
Snap: Cuts Of Snap
Joe Raposo: La Noche Es
Tercera: Acorde: You
Piquel: Bote: Matos Nacos
Paul McCartney: Bertha
Nelson Love: Love And Affection
Complices: Los Tejados
Tom Tom: Cool Español
Tiquita: Tiquita
LP
AD Alan: How The Winds Can
Blow
Keith Sweat: Merry Go Round
Tiffany: New Inside
The Notorious B.I.G.: Ready To Die
Whitney Houston: I'm Your Baby
Whitney Phillips: Inspire

RADIO MADRID - SER
Rafael Alvarez - Music Mgr.
Playlist Top 5:
Dino Serrano: Jack Talking
J.J. Torres: Jopanna
Dina Serrano: No Te Diera
Bel Biv DeVoe: Do You
Look Ladies: This Must Be Love
LP Prince: Gracía Bergé

RADIO STAR - Vicenza
Maurizio Marasco - Prog. Dir.
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