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**Music & Media**

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**CBS UK Appoints Six New MDs**

London - Six new managing directors will lead CBS Records UK into the 1990s. According to chief executive Paul Russell, the company is being reorganised to increase and broaden its business, while also focusing more sharply on the development and breaking of talent.

The new structure, created in February 1989, upgrades three veteran executives, including A&R chief Muff Winwood, and advances the careers of three younger managers, including senior director/international marketing Andy Stephens.

Russell, who moves immediately from managing director to chairman/CEO, says the reorganisation reflects the entrepreneurial spirit encouraged at CBS Records worldwide. The new structure is designed to operate with four new divisions - music, labels, music publishing and operations - music, labels, music publishing and operations - music, labels, music publishing and operations.

The UK company will operate with four new divisions - music, labels, music publishing and operations - each division manager will have its own manager and each will have its own managing director.

Winwood will head the music division, staffed primarily by two senior A&R executives, Lincoln Elias and Gordon Charlton, as well as a couple of A&R field staff.

Winwood will also be active in the company's renewed commitment to music publishing and the expansion of its recording studio activities. The label's division will be fronted by Tony Woodcock, who additionally serves as deputy chairman of CBS UK. As well as the CBS and Epic labels, he will be responsible for the company's audio/visual sales and worldwide marketing.

This division is further segmented into CBS and Epic label units which will have their own marketing, promotion, A&R, business affairs and international marketing/staff.

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**PEPSI RADIO PROMOTION ENCOUNTERS LANGUAGE BARRIER PROBLEMS**

Language difficulties are preventing Pepsi-Cola International's worldwide 'Listen & Win' competition (M&M December 2) from achieving its expected success, according to radio Gonig Nurhgen music director Arno Muller.

Radio Gog is one of West German stations to take the competition, which is currently airing as part of a major Pepsi promotion on the 'American Top 40' countdown show from Los Angeles-based syndicator Radio Express.

Five stations, including the Radio Gog network, relay the show in its original US version hosted by Shadoe Stevens, with the remaining three carrying a two-hour German-language version co-produced and presented by DJ Benny Brown.

Muller uses the US version because "it's a far better show," but says listener response has been poor. "We're only receiving five or 10 postcards a week. People listen to the show for the music but don't take in the voice element," he says.

Muller also believes that asking listeners to take part by sending in a postcard is unlikely to be as successful as the Gog network's other on-air contests, which rely on a telephone response.

Markus Wahl, head of music at Mannheim-based Radio Regenbogen, opted for the German-language version despite the fact that "a literal German translation of Shadoe Stevens' script doesn't really work."
Transborder Radio Deals Grow In '89

Europe's radio networks continued to edge closer together during 1989, with an increase in cross-border ownership, programme exchange and syndication agreements. Although the concept of truly pan-European broadcasting remains controversial, the continued easing of national broadcasting regulations and lifting of trade barriers is likely to see ever-increasing co-operation throughout the 90s.

Several UK stations made significant moves into mainland Europe in 1989. In April, the Crown Communications Group bought 35% of France's RFM network. At the time Crown declared it intended to invest around £10 million in Europe over the next two years.

The Crown initiative was seen as a response to Capital Radio's majority shareholding in Monte Carlo's English-language station, Radio Riviera, and the Trans World group's stake in Ambo's Sunshine Radio.

Other significant cross-border agreements include French private radio Nostalgie's partnership with Belgium's SIS network, which launched a Nostalgie Belgian group of stations in September.

French radio network RFI, the Australian-based label founded by INXS manager Chris Murphy, is to join forces with PolyGram. It is the first time a major label has linked up with an Australian independent to create an international record company.

RooArt was launched 18 months ago with a 12-track sampler of local bands. The sampler went gold and picked up heavy airplay on US college radio.

According to Tim Blackmore, programme controller at London-based syndicator Unique Broadcasting. "The record industry has come to terms with the idea of a single European market years ago by centralising manufacture. There are ways in which radio can move towards the same end, though it will be based on the pooling of programme ideas and formats, advertising and music sources."
European Soundcarrier Sales Overtake US

For the first time in 1989 total sales of soundcarriers in Europe surpass those in the US. According to the latest figures from industry body IFPI, IFPI's report on markets during the year will show that the amount to US $6.282 billion, slightly higher than the US at $6.254 billion.

However, the US continues to be the largest market for sound recordings with total unit sales of LPs, CDs and cassettes reaching 672 thousand, compared to 600 thousand units in Europe. Worldwide sales figures in 1988 were up 21.4%. As expected, singles sales show the most significant decline, partially caused by the rise of CD and cassette singles. In 1988, 370 million units were sold, a drop of 3.5%. Since 1983, when worldwide singles sales peaked at 800 million units, sales of the vinyl single have declined by 33.5%. Sales of vinyl LPs are down 13.6% on 1987 to 209 million units.

The cassette and CD continue to be growth areas. While Cassette sales increase to 1.39 billion (a 21% rise from 1987), total worldwide CD sales shut up from 260 million units in 1987 to 510 million units in 1988, an increase of 154%. A recent report from PolyGram estimated CD sales would grow to 600 million units in 1989 and, according to figures from BIS Media, the CD is expected to reach 870 million units in 1992.

Italian Sales Seize Bootleg Product Worth £1.5 Billion

MILAN - Italian anti-piracy investigators, in association with AFI (the national IFPI organisation), have seized 1.5 billion (a £722,000) worth of alleged bootlegged product at the Milan premises of music businessman Seroni Lombardoni.

The head of the Disco Magic label and record store, who earlier this year was at the centre of the Black Box On Time sampling controversy, has been caught holding a total of 30,000 LPS, 1,000 imported MCs, 70,000 recorded CDs, 14,000 recorded cassettes, as well as master tapes, record sleeves, bootlegging photo- graphic negatives. The records seized include albums by Bruce Springsteen, Pink Floyd, U2, Sting, according to SIAE, the Italian performing rights organisation.

Lombardoni, who has been under police surveillance since November 1988, denies it is a key figure in Italy's extensive bootlegging market. "The information that AFI has given you is mostly false. Over half the LPS confiscated were legal," Lombardoni says that only about 3,000 items seized were illicit copies and claimed that much of the rest was product for his own Disco Magic label.

AFI's Roberto Galantini is delighted with the success of the Lombardoni raid: "AFI fights bootlegging and piracy with all its means. We spend £1 billion a year towards these ends and while we obtain good results we are not succeeding in destroying it. It is still widespread." No record production machinery was found but SIAE, the Italian performing rights society, is confident a major bootlegging outfit has been uncovered. SIAE: "The illicit LPS featured artists such as Bruce Springsteen, Pink Floyd, U2, The Cure, The Smiths, Sting, Suzanne Vega, Frank Zappa and Joy Division. Most of the product seized was bootlegged from the 80s. They are not legal."

The legal proceedings now begin, and a warrant was expected to last for six months before being adjudicated.

WEA Classical To Issue Over 200 Titles

WEA International's newly restructured classical division will be issuing over 200 new titles in the next year as part of a major programme to increase its market share worldwide.

The company has also signed a licensing deal with the National Video Corporation and will be releasing up to 30 operations and ballots on CD and video.

WEA International's campaign is expected to focus on the classical hitlist, with new press releases classical specialist Peter Arnold, accepts that the company's growth must come largely from new releases as well as market share and its own releases and reissues, many of which were heretofore available on tapes only or as out of print classics.

The French Erato label will start its WEA International market campaign this spring. In addition, WEA will be offering new reissues, operas and ballots on CD and video.

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MTV's William Roedy - excited at prospects in the East

MTV Europe's managing director for Europe, William Roedy comments that "events have moved far more quickly than anyone could have dreamt... MTV's initial aim to get involved in the East bloc was from the point of view of a cultural breakthrough, but now, much sooner than anticipated, there could be a genuine economic reason for becoming involved as well."

Roedy describes MTV as "very close" towards finalising a deal with the Soviet Union's Gosstov Radio for the transmission of MTV's 'European Top 20' on the state broadcaster's national network, and for 'Weekend Rock' and 'Club MTV' on its Moscow channels.

MTV is keen to retain sponsorship rights on the shows which, says Roedy, will be under discussion when he visits Moscow in January. In the longer term, MTV says it wishes to follow the US news channel CNN setting up a feed into Europe and the Soviet Union's major hotel and foreign embassies.

Gall & Gall has also matched agreement with Italy's VideoMusic for the 24-hour music channel to produce music programmes for the Soviet network.

As the wave of political change sweeps across Eastern Europe, talk of television, music and radio continues to be felt in the music and media industries. Six weeks on from the first 'looking East' trade fair held in Warsaw, a conference in East Berlin, cooperation between companies in the West and those traditional market leader in the Socialist bloc has never been higher.

On the radio front, Unique is looking to see how West German station West Radio will perform in a joint Moscow rock concert which it will relay back to the UK for distribution on its independent radio network. Cole says full details on both projects will be released early in the New Year.

Doug Adamson, London-based director of syndication of MTV Europe, says the 'Looking East' conference provided extra momentum for East West trade and the political upheaval can only increase business opportunities: "We will definitely have programmes on air in the East bloc within a few months. We are entering a very exciting period."

Oui FM To Syndicate Transmusicales

BY Gary Smith & Emmanuel Legrand

France's private Oui FM is aiming to syndicate packages made from live concerts and interviews recorded at the Transmusicales rock festivals to radio stations all over Europe.

Transmusicales is an annual alternative gig festival, hosted by local artists and original artists from all over the world. For the first time, this year's festival takes place in conjunction with Rock Affaire, a conference for independent record labels.

Oui FM broadcast live from the five-day festival for six hours per day from Saturday to Monday. Philippe Maziere, says the programmers will be an attractive syndication package for other stations with a similar American college playlist.

An additional nine years the festival was covered by Europe 1. Oui FM was to be the exclusive radio broadcaster when Europe 1 pulled out because the music did not suit its format. As such Oui FM will be playing its selection of the evening showcase Oui FM also pledged the event heavily, with six advertising spots a day in the run-up to the festival.

Transmusicale artist director and co-founder Hervé Borel says the station adapted well to the festival: "My only regret is at the moment this station only covers Paris, and I hope next year we will also be able to broadcast in Rennes."

Oui FM Producers are currently discussing on some 18 hours of material. Recordings include live performances from Bo Diddley, Bryan Ferry, Iggy Pop, Cars, Kravitz, Rory McLeod and The Beatles. The project is expected to be completed and ready to air by the end of the year.

MTV Europe, TVS from West Germany's Advertising Channel also covered the event. Most of the concerts were filmed by Yami Productions for a special edition of the programme, Megaboom, to be broadcast by Yami and the UK's Channel 4 in January. French company Tam Tam are working on a 52 minute programme about the festival which will be aired by French stations in January (see page 11).
Broadcasting Bill Offers "No More Choice"

By Paul Easton

"More radio but no more choice" is the reaction of the Community Radio Association (CRA) to last week's publication of the long-awaited Broadcasting Bill, which paves the way for the development and expansion of UK radio.

CRA chair Steve Bloomer: "A successful community radio station needs a new approach to regulation. The Broadcasting Bill will not allow for the growth and the diversity the government promised. It is a recipe for more of the same."

The CRA believes community radio licences should be advertis- ed as such and applicants should show a measure of local support and community representation. And non-profit distributing sta- tions should have fewer restric- tions on their ability to publicise their commercial counterparts.

The CRA also expresses con- cern that the Broadcasting Bill will not have any in the location of the new stations and that community radio will be forced to compete with commercial radio for the same licences.

The Association of Indepen- dent Radio Contractors (AIRC) however, has welcomed the Bill's provisions for radio although with one reservation. Richard Findlay chairman of AIRC and managing director of Edinburgh's Radio Forth: "We are disappointed that the copyright rights in eye-catching nonsense are not in the Bill as published."

According to the Bill, AIRC has been assured by the Home Office that the recommend- ations of the Monopolies Com- mission on the abolition of some of the other commercial right matters will be added to the Bill during its Committee stage.

For an unknown band to sell 100,000 copies of their album within two months in a country they have never visited is no mean achievement. But Sweden likes the Kitchens

Kitchens Offer Distinctive Style

By Hugh Fielder

Elephantine is currently on tour in the UK, having just signed a deal with 20th Century Fox for "monkey business". The band follow-up their debut single, The Time We Opened The Capsule, which also appears on their debut album, and has been broadcast by TV stations in Sweden and West Germany. The band are lining up a European tour for January and February which will take them around 30 dates in virtually every country. "Being live is the most important thing for any rock band," says One Little Indian interna- tional manager Tim Kelly. "They will be doing radio and press in- terviews everywhere they go and some in-store signings as well."

One Little Indian is also ar- rangering deals with Euro- pean music stores to advertise the album and in-store displays using the striking, fluorescent sleeves of the album and single. "But there certainly will not be any tacy giveaways," says Kelly.

The band's name is only enough already!

Local Station Launch Delayed

Kettering station KNBC, due to begin broadcasting to the English Midlands town with an 'oldies' format on December 1, has been forced to delay its start because both its AM transmitters are not fully operational.

KNBC managing director Howard Rose: "We have had all gone on but it would have been difficult and the IBA said they wanted both transmitters on air. We felt that it was better to put back the opening and get it right from day one. Regularly we have lost the chance of any pre- Christmas listenership.

January and February are fairly crucial months when there is no something new on air."

Midland Claims Split Success

Midland Radio's 24-hour split frequency service launched a year ago is a success according to in- dependent research by Research Surveys.

The GEM AM service which covers Leicestershire, Notting- hamshire, Derbyshire and parts of the West Midlands has increased its reach by 7% while the reach of Lincs, Lincolnshire and East Midlands AM services for Nottingham and Derby are up by 4%

Radio Trent managing director Chris Hughes: "We are pleased with the constant growth of our FM and AM services, particularly as BBC Radio 1 went FM in this area in the same time we split frequencies and gave up more com- petition. We also had a couple of new presenters and changed our advertising. We will continue to access during the summer and we hope it has not affected our audience."

"We have reprogrammed the FM network to provide music and fewer but longer advertisemen- ts. We have had no complaints from the listeners or the advertisers."

Top 10 UK Music Video - December 1989

1. Kylie - The Video In
2. Singles Collection
3. In The Park Live
4. New Town
5. Hotel
6. Shade
7. Harpo
8. Kylie - Video
9. The Jesus and Mary Chain - The End Of Love
10. Thought Of Home

Radio 210

Announcing the results, chair- man of the GWR Group, Ralph Ber- nard: "We are just beginning to feel the benefits of the merger. The potential revenue is both increasing. We have just launched a new rate card to cover the whole of the M4 corridor and we are expecting to see more advertising from small advertisers and recruitment agencies."

Turnover for the combined group rose 14% to £66.6 million in the first nine months of this year, reflecting the launch costs of Brunel Radio, the AM service covering Swindon and West Wiltshire.

Radio Sirus criticises of "over exploitation" on launching Brunel Radio from market analysts: "It was within the last 18 months that we were last broadcasting in the Swindon and Wiltshire area."

Britain's second largest station is looking to increase its coverage to more than 3 million adults in the South West which includes the prosperous Gloucestershire and likewise in France for press in-

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Swenick Celebrations

The Swedish dance floor label Swenick has achieved a break- through release with its debut single. The lab- el's first two releases by the artists Terri Leigh and Stonebridge had been distributed and released in Western Germany, Austria and Switzerland by Public Propaganda. In celebration of its success, Swenick plans a party in Hamburg on New Year's Eve, featuring the label's artists and the label's entire Stockholm-based DJ and produc- tion team.

In February the Swedish artists begin an extensive West German DJ tour. The label's acts will be touring the UK following the success of these acts in Sweden and the success of the artists who currently has a single in the national top 20.
HR Appeal Only

'A Modest Success'

Public regional broadcaster Hessischer Rundfunk (HR) says its East German appeal (M&M December 1 1989) has so far raised DM 3 million, or 3% of the 100 million DM target set for the appeal. HR spokesman Geza Putzer said: "But we still feel it has been a very worthwhile gesture. There has been a lot of contact between our listeners in East and West Germany as a result. It's part of HR's policy to use its potential for communication in this positive sort of way.'

RPR To Centralise Music Programming

The Rhineland Palatinate private broadcaster RPR, which operates four regional studios in Mainz, Koblenz, Trier and Ludwigshafen, plans to centralise its music programme from January 1 1990.

At present, all four studios have their own music departments which programme the seven hours of regional broadcasting each day. In the future the Ludwigshafen studio will provide the other three studios with their programmes.

While saving money this development reflects the original objective of presenting four individual programmes in the different areas.

Managing director Horst Fügner says: 'We want the listeners who are travelling and switching from one station to the other to know that they are still tuned to RPR by recognising the music they hear.' A format change is not planned which will reduce the amount of current hits and new releases. Details are scheduled to be released before the end of the year.

SWF-SDR Merger Fight Continues

The dispute is not yet over between public broadcasters Südwestfunk (SWF) and Südwestdeutscher Rundfunk (SDR), despite the fact that both stations jointly rejected the merger and cooperation plans recently suggested by the McKinsey Institute in its government commission.

The state government of Rhineland Palatinate and Baden-Württemberg are still trying to force SWF and SDR to accept the merger plans, allegedly to strengthen the position of public radio in the south west of West Germany.

Both stations now intend to launch their own independent cooperation plans which will be presented on February 28 1990. SWF's Freiburg studio recently carried out a telephone survey to see what its listeners want and 97% of the callers rejected the merger with SDR.

400 Stations To Broadcast Transmusicales Show

The independent label's conference, Rock Affaire, attracted almost 1,000 industry professionals. About 80% were from France but independent labels from the UK, West Germany, Holland, and Switzerland also attended.

Last year Rock Affaire was held in a suburb of Paris and president Bruno Bouteux said the change of location was beneficial. 'The fact that we are now linked to a festival was a good choice,' he said. Next year we will have more panels and do our best to create the number of representatives from European companies.' Transmusicales artistic director Herve Border is equally satisfied at the success of the joint operation, saying it 'widened the scope of participants.' The two organisations attended by representatives from commercial radio stations during the festival, giving them a 90-second update of the events. The service was used by between 150-200 stations per day.

F R A N C E

Conference Aims To Promote FM Radio

The theme of the sixth national FM Radio Leaders conference is to be 'A Better Way Of Selling FM Radio.' The conference will take place between January 20-31 at the Palais des Congres in Bezier, south of France.

Organisers FM France, headed by Jean-Paul Jorge, are uniting 250 local independent and network radio stations and 80 radio product managers for the event. The conference will be attended by representatives from both major and independent record companies.

In addition, this year's festival will also be attended by representatives from commercial radio stations in Canada, Belgium, Switzerland, Spain and Italy. The conference includes topics such as Media Control, advertise costs, and new sources of finance for the conference. The conference will also look at the problem of adapting FM commercial methods to different regional economies.

One of the highlights of the programme is 'La Nuit Des Galeries D'or' on January 28. As well as showcasing international acts, the gala will feature the traditional award ceremony with prizes for best programme, best single, and best jingles among many.

The three-day Radio Leaders Festival currently the only one of its kind to be held in France, is supported by the Bezier-St Pierre Chamber of Industry & Commerce, the Langedoc-Roussillon District Council, Midi Media and Best magazine.

SACEM Grand Prix Awards

The French performing rights society SACEM has awarded its Grand Prix to Jean-Paul Goldman in the writer/composer category for interpretation. Two other writer/composers, acknowledged for their past and current contributions to the French music industry, were Elements Boda Gil and Georges Mary.

Roda Gil, writer and producer of Johnny Hallyday's album Cadillac and long time lyricist for Julien Clerc, received the artist's Grand Prix. Roda Gil was also behind Vanessa Paradis' international hit single 'Joe Le Temps.'

Canadian singer Roch Voisine was in Paris recently to promote his album 'Helen.' The single of the same name, riding high in the UK charts, is selling 30,000 copies a day and has already gone gold. From L to r: Paul Vincent, B-Y, Roch Voisine, Bernard Carbone, BMG FRAM Artistic Harrison, A&R and George Mary, producer.

MUSIC & MEDIA - December 31, 1989

SOMETHING IN AN OFFICE IN EUROPE

"Alright! Which one of you has got it?"

"If this is the kind of thing you often hear when looking for this week's copy of Music & Media, it's time you took out your own subscription. Fill in the coupon in this issue"

With a powerful mix of pop rock, mid-tempo, and classical music, William Sheller's latest album deal with music - from classical to pop rock - is becoming a classical complexity with a lighter pop style. His latest pop album, 'Illusion,' went on sale last June. The album was recorded at the Studio Palais des Congres in Paris. 

Music's programmers' listeners choose traditional award ceremony with prizes for best programme, best single, and best jingles among many.

"Alright! Which one of you has got it?"

"If this is the kind of thing you often hear when looking for this week's copy of Music & Media, it's time you took out your own subscription. Fill in the coupon in this issue"
Silvio Berlusconi’s Fininvest Group has moved into radio advertising after persuading the Austrian state broadcaster, ORF, to allow it to take over the 89.9 FM station, which is the most heard in Austria. ORF has agreed to sell the station to a joint venture between Fininvest and Austria’s largest newspaper, Die Presse, for an estimated $100 million. The move is part of Berlusconi’s strategy to expand his media empire throughout Europe.

Politicians Pledge Local Radio Support

Italy’s local radio stations have been promised their own new and distinct laws. The first national law setting out the conditions for local radio stations was signed into law in December 2001. Mr. Bruno Tosi, the local radio minister, has said that the law will provide the necessary regulations and support for local radio stations. The new law will enable local radio stations to broadcast without interference from national media companies.

Kiss Kiss Looks Back

Radio Kiss Kiss, the Naples-based radio network, has introduced an exclusive program called “Kiss Kiss Looks Back.” The program features interviews with famous Italian and international artists, and the network is planning to expand it to include more artists. The program is broadcast on Saturdays from 10:00-14:00 hours throughout December and January.

Crepuscule And PIAS Link Up

Les Disques Du Crepuscule and Quintus (PIAS) have signed a distribution and manufacturing deal from January 1, 2002. Crepuscule’s managing director, Marc Michel, has welcomed the agreement and said that it will mean a new and improved service for listeners, with more music available on the station. The deal will provide for the creation of a new label, “PIAS Crepuscule,” which will be distributed in the UK by BUMA/STEMRA.

New Foundation To Market Top 100

Amsterdam - Dutch performing and mechanical rights society BUMA/STEMRA is to market its official top 100 chart on a commercial basis from January. In collaboration with Concordia, the organisation will be able to offer Dutch music and BUMA/STEMRA will find the Mittelstand Nederland Top 100 to publish and promote the single-based chart.

Orf Expands Operations In Brussels

Austrian state broadcaster, ORF, which operates throughout Austria, has extended its operations to Belgium and the Netherlands. Effective from October 1, 2002, ORF’s new station, ORF Brussels, will broadcast to the Brussels-Capital Region and to the Dutch-speaking communities in the Brussels-Capital Region. The new station will be available on DAB and on the Internet, and will offer programming in both Dutch and French.

Broncobilly Bound To Buck The Market

“English pop made in Italy” is how Project Records international manager Eric Davis describes the new act Broncobilly. With music aimed directly at the teenage market the band are poised to release their debut single “Chained Hearts.” Broncobilly are Andrew Bruschini and Andrea Lioy, both live in Italy but met and discovered a shared passion for pop music while studying at a UK college. The single “Chained Hearts” will be released worldwide in February. The Lynx label will market the single throughout the Scandinavian territory.

BRT To Improve Radio And TV Image

The Amsterdam Cable Authority (KTA) has threatened to deny MTV Europe access to the Dutch capital’s cable network unless the channel is prepared to contribute to programming on local broadcasts that will provide a voice for Dutch music.

KTA Threatens To Drop MTV

Michel Bakker, manager of MTV Amsterdam’s office, said he had already written to the American channel to say that programming of Dutch music, BUMA/STEMRA, and mechanical performing rights society would be released by Brussels-based Disques Du Crepuscule. She is certainly not the first artist to have a record out but she is one of the few to write her own lyrics and to compose most of the melodies herself says Crepuscule managing director.

Broncobilly

Felice Lioy, president of advertising association UPA, believes that the weak point of many of the country’s 4,000 plus local stations is “the lack of professionalism.” The president of radio station’s association, Andrea Papalia, has agreed to produce a special for young listeners. The aim of Broncobilly is to have an office here but the association has yet to be opened.

Kiss Kiss

The top 100 has not been broadcast to all stations and not everyone agrees. Malin Ronza, managing director of Radio And TV Image, is confident that the new list will be much more than a new hit parade. The decision to first release Out Of The Blue on CD only was made to test the water. However Davul is very confident about its chances of success, as 50% of Crepuscule’s sales are on CD.

Belgium ether - there are also the Franco-Moselle and French communities, covered. The fact that Austria will be a member of the EC inspired us to be confident in this move, said Benelux has always been a blind spot in our programmes and we hope to change this from now on.

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Sweden's P3 Begins To Target Younger Audience
by Chris Fuller

Stockholm - Swedish Radio's (SR) national light entertainment channel P3 is to re-target its daily afternoon programming at a younger, 20-45 audience with a major new show on air from January 2.

The show, 'Klang (Harmony) & Company', marks the first ever use of playlists on SR. It will run from 12.30-15.00 hours, replacing 'Good Afternoon', an MOR-dominated programme aimed at the over-45s. 'Good Afternoon' was a discussion programme from 11.00-12.30 hours. 'Klang & Company', a development of 'Breakfast Tray' and 'September', a MOR-style show scheduled for January 2.

The station also compiles a local top 20 singles chart in collaboration with Tampere newspaper "Viestikko Tampereen". The chart is compiled with data from current SR playlists.
MEDIA

3. The awards are a reflection of & Media presents its Tear - year. The track peaked at no.1 in March of this century. Heart. Released in '88, topped in 1989 - Tanita Tikaram's Ancient Heart. Chapman and Sheila Tikaram established a good year for newcomers, 1989 Eurochart Hot 100 Singles sold in Europe) - sold in France) - sold more than 1 million in Europe) - sold more than 1.5 million units in Europe of his latest LP, that stayed for over a year in the Top 100 Albums (and re-entered on several occasions). That the Lambada single wins in this category is without doubt the sensation of 1989. Kaoma's Lambada. Last year, 10 debut singles achieved this feat, from artists such as Befunda Carlisle, Taylor Dayne, Kylie Minogue, S'Express, Jazz, and Milli Vanilli. CBS France came up with what is without doubt the sensation of 1989, Kaoma's Lambada. By setting up a carefully orchestrated marketing campaign, including 220 spots on France's private TV channel TF 1, the single made a gigantic impact on the home market. The rest of Europe followed soon after. The track still holds the top position in the Eurochart Hot 100 albums.

The Hottest Sellers Of 1989
Established names dominate awards
For the fifth time, Music & Media presents its Year-End Awards, based on statistics from the Eurochart Hot 100 Singles and the European Top 100 Albums from issue 51 1988 to issue 50 1989.

N ine awards are presented, each in the form of a top 3. The awards are a reflection of the best-selling singles and albums throughout Europe during 1989, and are not based on any editorial likes or dislikes. Whereas 1988 was a particularly good year for newcomers, 1989 was one of consolidation for established artists. Both Tracy Chapman and Tanita Tikaram had their debut LP's released in '88 and managed to extend their success into this year. Only one debut LP was able to climb to the top in 1989 - Tanita Tikaram's Ancient Heart. Released in '88, it peaked at no.1 in March of this year.

Music & Media Year-End Awards

The Hottest Sellers Of 1989
Established names dominate awards

The track still holds the top position in the Eurochart Hot 100 albums from 1989 is by Soul II Soul. Their 10/Virgin LP Club Classics Vol. 1 reached a highest position of no. 11 in the Top 100 Albums and was particularly successful in the UK, the German-speaking territories, the Benelux and Scandinavia. Other good selling debut LP's in Europe include Texas' Southside and radio favourite Neneh Cherry with her striking debut Raw Like Sushi.

Established Artists
The rest of the awards are dominated by established artists like Madonna, Michael Jackson and Prince. Apart from the Top Selling Single Award (Lambada), new acts hardly had a chance to make significant chart impact during 1989.
In terms of chart performance, Tracy Chapman's '88 debut LP on Elektra is this year's best-selling album, followed by Michael Jackson's Bad (released in 1987 and winning an award for the third consecutive year) and Madonna's Like A Prayer. Just like last year, Tracy Chapman wins the Female Artist Of The Year Award, followed by Madonna and Tanita Tikaram.

The Jury Report

Top-Selling Single Of The Year
1. Lambada - Kaoma (CBS)
2. Like A Prayer - Madonna (Sire/WEA)
3. Swing The Mood - Jive Bunny & The Mastermixers (Music Factory Dance)

Top-Selling Album Of The Year
1. Like A Prayer - Madonna (Sire/WEA)
2. Bad - Michael Jackson ( Epic/ CBS)
3. Like A Prayer - Madonna ( Sire/WEA)

Male Artist Of The Year
1. Michael Jackson
2. Prince
3. Herbert Groenemeyer

Female Artist Of The Year
1. Tracy Chapman
2. Madonna
3. Tanita Tikaram

Debut Single Of The Year
1. Simply Red
2. Bad - Michael Jackson ( Epic/ CBS)
3. Like A Prayer - Madonna ( Sire/WEA)

Debut Album Of The Year
1. Lambada - Kaoma ( CBS)
2. Swing The Mood - Jive Bunny & The Mastermixers ( Music Factory Dance)
3. French Kiss - Lil' Louis ( London)

Group Of The Year
1. Simply Red
2. Simple Minds
3. Queen

Soundtrack Of The Year
1. Dear Prudence - Star Wars (EMI)
2. Le Grand Bleu (PolyGram)
3. Pump Up The Jam - Technotronic (ARS)

MOVING INTO THE 90s...
Radio DJs Speak Out On '89 Award Winners

With Madonna and Michael Jackson continuing to dominate the European charts, if nothing else, '89 will be remembered as the year of 'Lambada'. Legal controversy aside, the song has been a true pan-European success, selling millions of copies and played on radio stations everywhere. Music & Media asked DJs and programmers from some of Europe's leading stations what they thought of the year in music and the year-end chart results.

Tony McKerrie, DJ/producer Radio City (UK)

"Acts like Michael Jackson, Madonna and Prince have got the balance right. They are successful for two months and then disappear for a while. But if CBS put out a Michael Jackson greatest hits, I hope they get their fingers burnt. Tracy Chapman is loved because she has a symbol for the socially-conscious, not some product from a record company. I see the appeal of the new album. She has got great credibility for his 'anti-star' attitude and is also a superb live act.'

Markus Hertle, music editor, 3R (Switzerland)

"It is the end of a generation which always makes people catch a few. The danger of overexposure is most acute with Michael Jackson. CBS' impressive marketing campaign has sold millions of albums but are they being listened to? I would like to see a new Madonna album next year. She is getting a very strong grip on her career right now. Tracy Chapman's new album is excellent. It is a pity she has failed to break through in the UK but we do not have enough adult-oriented stations. Tania Tikaram needs to take time off and develop her material."

Alex Peroni, DJ Radio Ten (UK)

"This year was the Michael Jackson and the Madonna of this world. I do not like to work like that."

Compiled by Chris Fuller, Hugh Fodder and Robin Pascoe.
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64. Mike Oldfield Tubular Bells 65 
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<th>ORIGINAL LABEL</th>
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<td><strong>1</strong> Like A Prayer</td>
<td>Whitney Houston (Columbia)</td>
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<tr>
<td><strong>2</strong> She Drives Me Crazy</td>
<td>Lionel Richie &amp; Mariah Carey</td>
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<td><strong>3</strong> Lambada</td>
<td>George Michael &amp; Pepsi</td>
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<td><strong>4</strong> I Got You</td>
<td>Roy Orbison</td>
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<td><strong>5</strong> Eternal Flame</td>
<td>Wings</td>
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<td><strong>6</strong> The Look</td>
<td>Roxette</td>
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<td><strong>7</strong> The Best</td>
<td>Don Henley</td>
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<td><strong>8</strong> Sowing The Seeds Of</td>
<td>Dublin Sutcliffe</td>
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<td><strong>9</strong> My Brave Face</td>
<td>Paul Young</td>
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<td><strong>10</strong> Something's Gotten</td>
<td>Bee Gees</td>
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<td><strong>11</strong> Good Thing</td>
<td>ABC</td>
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<td><strong>12</strong> Cherish</td>
<td>Morrissey</td>
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<td><strong>13</strong> Swing The Mood</td>
<td>BE Garage</td>
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<td><strong>14</strong> This One</td>
<td>Queen</td>
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<td><strong>15</strong> Americanos</td>
<td>Sade</td>
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<td><strong>16</strong> Express Yourself</td>
<td>Madness</td>
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<td><strong>17</strong> If You Don't Know</td>
<td>Queen</td>
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<td><strong>18</strong> Tell It Like It</td>
<td>Debbie Harry</td>
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<td><strong>19</strong> Licence To Kill</td>
<td>Gladys Knight</td>
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<td><strong>20</strong> Sealed With A Kiss</td>
<td>Sting/Cher</td>
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<td><strong>21</strong> Only If I Could</td>
<td>Cheap Trick</td>
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<td><strong>22</strong> I Drove All Night</td>
<td>Rod Stewart</td>
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<td><strong>23</strong> Healing Hands</td>
<td>T'Pau</td>
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<td><strong>24</strong> Badmance</td>
<td>Prince/Perry/Reckless</td>
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**Explosives**

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<th>TITLE</th>
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<tr>
<td><strong>26</strong> Manchild</td>
<td>Neat Cherry</td>
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<td><strong>27</strong> Celebrate The World</td>
<td>Warrick &amp; Warrick</td>
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<td><strong>28</strong> I Don't Want A Lover</td>
<td>Travis&amp;Wray</td>
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<td><strong>29</strong> The Living Years</td>
<td>Mike &amp; The Mechanics</td>
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<td><strong>30</strong> Too Many Broken Hearts</td>
<td>Ultimate Souls</td>
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<td><strong>31</strong> Love Train</td>
<td>Holly Johnson</td>
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<td><strong>32</strong> Straight Up</td>
<td>Paula Abdul</td>
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<td><strong>33</strong> Waiting For A Star To Fall</td>
<td>Robin &amp; McCoy</td>
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<td><strong>34</strong> This Time I Know It's For Real</td>
<td>Donna Summer</td>
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<td><strong>35</strong> Mixed Emotions</td>
<td>Debbie Gibson</td>
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<td><strong>36</strong> Song For Whoever</td>
<td>Paula Abdul</td>
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<td><strong>37</strong> Help</td>
<td>Shalamar</td>
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<td><strong>38</strong> Girl I'm Gonna Miss You</td>
<td>Phillip Bailey</td>
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<td><strong>39</strong> Another Day In Paradise</td>
<td>Tony Orlando &amp; Doretta</td>
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<td><strong>40</strong> It's Only Love</td>
<td>Janet Jackson</td>
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<td><strong>41</strong> Right Here Waiting</td>
<td>Michael &amp; Robert</td>
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<td><strong>42</strong> Ordinary Lives</td>
<td>Freddie Jackson</td>
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<td><strong>43</strong> Leave Me Alone</td>
<td>Elton John</td>
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<td><strong>44</strong> It's Alright</td>
<td>Shalamar</td>
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<td><strong>45</strong> Innocent</td>
<td>Shalamar</td>
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<td><strong>46</strong> Back To Life</td>
<td>Shalamar</td>
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<td><strong>47</strong> The Second Summer Of Love</td>
<td>D'Angelo</td>
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<td><strong>48</strong> Leave A Light On</td>
<td>Billy Ocean</td>
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<td><strong>49</strong> Hand On Your Heart</td>
<td>Elton John</td>
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<tr>
<td><strong>50</strong> Ferry 'Cross The Mersey</td>
<td>Various Artists (JL Jackson)</td>
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</tbody>
</table>
### Playlist Report

#### The Most Played Records in Europe

**Happy New Year**

**Most Played Records in England**

1. Tina Turner - "Dream Who" (Phil Collins - "Easy"
2. "All Around The World"
3. "Don't Wanna Lose You"
4. "Another Day In Paradise"
5. "Just Ain't Nothin'"
6. "The Best"
7. "The Road To Hell (Part 2)"
8. "The Christians"
9. "The Christians"
10. "The Christians"

**Most Played Records in France**

1. Chris Rea - "Steamy Windows"
2. "Another Day In Paradise"
3. "Girl I'm Gonna Miss You"
4. "Tears For Fears"
5. "Another Day In Paradise"
6. "Another Day In Paradise"
7. "Another Day In Paradise"
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9. "Another Day In Paradise"
10. "Another Day In Paradise"

**Most Played Records in Germany**

1. "Another Day In Paradise"
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**Most Played Records in Switzerland**

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**Most Played Records in Austria**

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**Most Played Records in Italy**

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**Most Played Records in Spain**

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**Most Played Records in Holland**

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**Most Played Records in Belgium**

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**Most Played Records in Sweden**

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**Most Played Records in France**

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**Most Played Records in Italy**

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**Most Played Records in Spain**

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8. "Another Day In Paradise"
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10. "Another Day In Paradise"

**Most Played Records in Holland**

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**Most Played Records in Belgium**

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**Most Played Records in Sweden**

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**Most Played Records in France**

1. "Another Day In Paradise"
2. "Another Day In Paradise"
3. "Another Day In Paradise"
4. "Another Day In Paradise"
5. "Another Day In Paradise"
6. "Another Day In Paradise"
7. "Another Day In Paradise"
8. "Another Day In Paradise"
9. "Another Day In Paradise"
10. "Another Day In Paradise"
<table>
<thead>
<tr>
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<th>TITLE</th>
<th>COUNTRIES CHARTED</th>
<th>ORIGINAL LABEL</th>
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<tbody>
<tr>
<td>Lambada</td>
<td>Lambada</td>
<td>UK, BA, I, D, N, FI, PO, GR</td>
<td>EMI-Capitol</td>
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<tr>
<td>Queen</td>
<td>The Miracle</td>
<td>UK, BA, I, D, N, PO, GR</td>
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<td>Rhythm Nation</td>
<td>UK, BA, I, D, N, PO, GR</td>
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<td>Boy George</td>
<td>Do That Right</td>
<td>UK, BA, I, D, N, PO, GR</td>
<td>Polydor</td>
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<tr>
<td>Simply Red</td>
<td>When You Come Back To Me</td>
<td>UK, BA, I, D, N, PO, GR</td>
<td>Mute</td>
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<td>Depeche Mode</td>
<td>Personal Jesus</td>
<td>UK, BA, I, D, N, PO, GR</td>
<td>Mute</td>
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<td>Wham!</td>
<td>Last Christmas</td>
<td>UK, BA, I, D, N, PO, GR</td>
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<td>Madonna</td>
<td>Like a Virgin</td>
<td>UK, BA, I, D, N, PO, GR</td>
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<td>Michael Jackson</td>
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<td>Ed Sheeran</td>
<td>Shape Of You</td>
<td>UK, BA, I, D, N, PO, GR</td>
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<td>Ed Sheeran</td>
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<td>Ed Sheeran</td>
<td>Perfect</td>
<td>UK, BA, I, D, N, PO, GR</td>
<td>Atlantic</td>
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**Note:** The chart is compiled by the European Committee of the European Business Press. The chart is supported by the European Committee of the EEC. © BMI/Liber. All rights reserved.
### National Hits Ready to Explode!

#### UK & Ireland
- Jive Bunny & The Masterminds
- Lisa Stansfield's "All Around The World"
- Electronic
- "A New World"

#### Germany, Austria, Switzerland
- Sigmund & Sein Freunde
- "Another Day In Paradise"
- "Getting Away"

#### France
- Patrick Bruel
- "Another Day In Paradise"
- "Swing The Mood"

#### Italy
- Gianni Morandi
- "Another Day In Paradise"
- "Sweet Dreams"

#### Spain
- "Another Day In Paradise"
- "Swing The Mood"
- "Another Day In Paradise"

#### Scandinavia
- "Another Day In Paradise"
- "Swing The Mood"

#### Benelux
- Confetti's
- "Another Day In Paradise"
- "Swing The Mood"

### Music & Top 3 Singles In Europe

#### United Kingdom
- "Get Busy"
- "Another Day In Paradise"
- "Swing The Mood"

#### Germany
- "Another Day In Paradise"
- "Swing The Mood"
- "Another Day In Paradise"

#### France
- "Another Day In Paradise"
- "Swing The Mood"
- "Another Day In Paradise"

#### Spain
- "Another Day In Paradise"
- "Swing The Mood"
- "Another Day In Paradise"

#### Benelux
- "Another Day In Paradise"
- "Swing The Mood"
- "Another Day In Paradise"

#### Music & Top 3 Albums In Europe

#### United Kingdom
- "...But Seriously"
- "...But Seriously"
- "...But Seriously"

#### Germany
- "...But Seriously"
- "...But Seriously"
- "...But Seriously"

#### France
- "...But Seriously"
- "...But Seriously"
- "...But Seriously"

#### Spain
- "...But Seriously"
- "...But Seriously"
- "...But Seriously"

#### Benelux
- "...But Seriously"
- "...But Seriously"
- "...But Seriously"

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<td>Phil Collins</td>
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**Best Performances:**
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- Jennifer Rush - Kings Of Crime (UK)
- Scorpions - Rock A Nite Ballads (UK)
- Waterman - Wojis A New Leaf (UK)
- Martine Lefebour - Balade Sous La Neige (France)
- Terence Trent D'Arby - You're Not Alone (UK)
- Freddie Starr - Apple Time (UK)
- Les Innocents - Au Secours (UK)
- London Symphony Orchestra - Rock Symphonies II (UK)
- New Kids On The Block - Hangin' Tough (USA)
- Claude Nougare - Mardi Moune (UK)
- Erasure - Willow (UK)
- Luka Carles - Passe Sous Silence (France)
- Sydney Youngblood - Living Free (USA)
- Darin Duran - Doctor - The Greatest Hits Collection (USA)
- Luciano Pavarotti - The Parting Gift (USA)
- Patricia Brus - Alii Regardez (France)
- Richard Marx - Right Here Waiting (USA)
- Bob Dylan - Oh Mercy (USA)
- Johnny Hallyday - Cadet Roi (France)
- Robin Beck - Dwell On Nothing (USA)
- Paul McCartney - Flowers In The Dirt (UK)
- Fons Daniel - Raccontare Lutto Atropo (Italy)

**European Top 100 Albums**

**Top 50**

**Nº 1 in France**

**Nº 1 in Canada**

- Best album (Pop-Rock)
- Best new artist
- Best pop song
- Best male artist

**Also released in:**
- Switzerland
- Scandinavia
- Germany
- Austria
- Holland
- Belgium
- Italy
- Spain
Radio In The 90s - Redefining The Target
Formatting and the shift to specialisation
by Jon Henley

By any standards, the 1980s have been a dramatic decade for European radio. A landscape dominated by a few conservative state broadcasting corporations and generalist commercial stations is being replaced as new services sprout up across the Continent every week. Music & Media talks to three leading players about the changing relationships between the industry, listeners, advertisers and the record companies.

Where the talk was of "cultural relevance" (for state channels) and "widest possible reach" (for their commercial competitors), today's discussions centre on "what the listener wants to hear" and "target market penetration." Powerful individual players have emerged alongside national and pan-European groups, all selling radio in terms of investment potential. Independent stations in several territories are floating their stock.

The advertising industry has discovered a new medium, and while still nowhere near the 10-12% levels of North America and Australia, European radio's share of the local advertising budget is climbing. Radio is now the Continent's fastest-growing advertising vehicle.

Much of southern Europe has deregulated, and the north is unlikely to delay for long. Some countries already have the legislation under consideration. While national laws remain conservative, EC guidelines on free competition are already forcing governments to reconsider protectionist attitudes to broadcasting.

All this has inevitably produced more and fiercer competition and points to the way the industry will develop over the coming decade.

"Rule number one," says Mike Haas, programme director of successful West German private Antenne Bayern, "is that competition means specialisation. Strict formatting will be the name of the game, and it won't take 10 years to happen."

"You can no longer be all things to all people. In West Ger-

man, serious efforts are being made at formats right now, and not just at private stations. I think we'll very shortly have hard-core formatting across the whole spectrum. Not only top 40 and oldies,

but MOR, jazz, rock, news/talk, folk, dance, and special interest.

"The old-time giants, like CTI and RTL, will totally change. RTL, for example, has seen its stranglehold on the advertising market cut in half in the region covered by WDR due to its strict targeting. The future for them and multimedia companies like Bertelsmann will be in syndicating, on a show-by-show basis, programmes that cannot be financed or produced at a local level and yield a perceivable boost in ratings.

"In terms of advertising, West German agencies have some catching up to do. The West German market will be very attractive. Unless German agencies stop thinking in terms of widest possible reach and work on targeting selling, we will see programming decisions influenced by advertising agencies in London and Paris.

"And as far as the record industry is concerned, it's going to have to co-operate, get involved in promotion, help create feature material. The Munich record companies are now quite happy with the idea of formats, but they'll have to work harder. If they're launching, say, a Roy Orbison compilation, they should organise a Roy Orbison radio day, donate a prize, and come up with ideas!"

For Martin Briiac, managing director of one of France's major FM networks, Europe 2, deregulation, competition and formatting will continue to dominate in the 90s. "France was one of the first countries to be deregulated. We've had format radio for some years now and in my opinion France is Europe's most developed country for music radio."

"The big difference between Europe and the US, where format radio has been a fact of life for a very long time, is that Europe has state and commercial national broadcasters. As generalist stations, they will be forced to change, maybe into more niche-oriented services.

"Research into music, audience and market will become crucial. Targeting is the key to successful formatting, and targeting needs media information. Radios will need to make a huge effort in that direction in the future."

"Stations will have to devote a lot more time and energy to promotion," Tim Blackmore

"Radio's relationship with the record industry will change. The days of a personal link between programmer and record promoter are coming to an end. Record companies must think far more in terms of marketing. We have to be convinced why we should be promoting a certain record."

"Widely-respected UK producer Tim Blackmore says one of the most significant things about the 90s will be stations competing for advertisers as well as listeners:

"Before, one station served a particular city. In the future there could be up to a dozen stations that means two things. Firstly, stations will have to devote a lot more time and energy to pro-

motion. Secondly, in terms of programming, people are going to be looking for hooks to attract listeners and advertising. We could well see a situation where most stations are taking four or five syndicated programmes from outside. Stations will need to be able to say, 'We're the station that brings you X.'"

"Radios will have to start offering advertisers an association with programming. And programmers will no longer be able to make programmes just because they're interesting or good. The whole industry will have to be far more market-led. The line will be, 'It may be good, but this will be better for the station.'"

"As far as the record industry is concerned, I see two specific trends emerging. One is that with all the extra stations, record companies will simply not be able to service radio as the extent they do now. There is a danger here for local stations in that once national commercial channels arrive in the UK, the record companies may decide to restrict their efforts to them and BBC Radio 1."

"The other side of that coin is the big questions of how far record companies get into specific markets. At the moment, 90% of their promotion is based on top 40 product. For the past five years the record industry has been fuelled by the middle and top end of the market, the 30-35 year-olds buying CDs of material they never bought originally or now want to hear again in better quality."

"That market is going to become saturated fairly soon, and because it is by far the largest sector overall, record companies will need to keep it alive with contemporary material. They'll have to, because there aren't enough teenagers today to buy top 40 prod-

uct in the kind of volume the in-

dustry needs."

"That trend will obviously affect radio as well. Both industries will have to form an alliance: I think, to keep that all-important over-30 market supplied with good listening, and not just 'gold' formats. The two industries could become closer through the necessity to specialise."

"If, for example, a radio station has a region where the market is dominated by rock, they should specialise, and say 'we're going to play more rock, so we'll attract more listeners.'"

"In my opinion the future is to have stations that are personal, that are part of the community, and serve a certain audience. The public will respond to that."

"The other side of that coin is that the future is to have stations with strong personalities, that are not afraid to be different."

"But that's not to say we have to start playing Top 40 all the time, just that we need to be able to say, 'we're not playing Top 40, we're playing this,' and be proud of it."

"If you don't have a strong personality, you won't last. You have to have a message and a point of view."

"It's important that we don't lose sight of the fact that we are a national medium, and have the potential to affect people's lives. We have to be aware of that, and do something about it."
**MAIN EVENTS 1989**

### APRIL

**News:** Crowns Communications buys 53% of France's RFM. **WEA** buys Italy's CDS **EMI** acquires 59% of Chrysalis. **UK** video industry announces record 477 million annual sales figure. **Coca-Cola**-sponsors Spanish teams. **Stjarnan** radar moves to West Germany. **HD Media** record in singles and albums. **Arthur Baker** signs with A&M. **Metro** launches great Norther Radio. **Rosette** The Look tops US charts. **Coca-Cola** relaunches in Italy. **Costa** extends to 3 years, Flowers In The Dirt, McCartney's first studio album after entering at no 3. **Paul McCartney** takes over for 2 weeks, Broken Hearts, still there after 11 week run. **Eurochart** to join C In China, Motorola's first entry. **The Time**, into the no 1 spot on the Airplay Top 20. **BBC** set to cover next week.

### MAY

**Main Events: Andrew W.K.**

1. **News:** SMK launches read Real World label. **BPI** rules limiting radio ownership. **French** KiNS FM broadcasts in USSR. **Swedish** index redefined. **SAM** launches private radio with 125 stations. **VFM screens Super 50**

2. **Main Events:** continues on page 17.

### JUNE

1. **News:** SIBK Records launches TMC tests Euroradio. **France**'s Hypercube becomes East Bloc's first commercial TV. **Music** reviews 'morality' code. **Virgin** launches music video.

2. **Main Events:** continues on page 16.

### JULY

**News:** STER introduces Eurochart Hot 100. **French** industry turnover up 35%. **Murdoch** on to his network. **Robert Maxell** merges with The Look at 73. **Paul McCartney**'s My Brave Face reaches the no 1 spot on the Airplay Top 20. **BBC** set to cover next week.

### AUGUST

1. **News:** PETAR reveals satellites at 7 PM. **PMV** launches CDs overtake LPs in West Germany. **PMV** expands into Europe. **Coca-Cola** launches CD+G (CD plus graphics) enters market. **Radio Caroline** forced off air. **Wolfgang Holmgren** becomes **Germany**'s **Deutsche** TV generates 11.6 million viewers.

2. **Main Events:** continues on page 3.

### SEPTEMBER

**News:** SBK Records launches. **TMC** tests Euroradio. **France**'s Hypercube becomes East Bloc's first commercial TV. **Music** reviews 'morality' code. **Virgin** launches music video.

### OCTOBER

**News:** MBG buys Island. **Virgin** launches music video.

### NOVEMBER

**News:** MBG buys Island. **Virgin** launches music video.

### DECEMBER

**News:** MBG buys Island. **Virgin** launches music video.
S E P T E M B E R

News: Ireland-based Atlantic 252 and Century Radio come on air at 9FM. EMI opens Dutch CD plant at CBS moves into Swedish retail through the acquisition of Belfax and opening of a new MIEMIEMIEMIEMIEMI store at Belfax and opening of a new MIEMIEMIEMIEMIEMI store at no. 10 in the Eurochart. FEB 98.

MAIN EVENTS 1989

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Sheena Easton announces her first Intercapital tour. The tour is named网点 "Top of the Pops" and will feature her new album "The Best You Can Be." The tour kicks off in London on September 19th.

MAIN EVENTS

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October

New discobreaks to cost F1.2 billion. Italian TV launches its first Intercapital show. The show is named "The Best You Can Be." The show kicks off in Rome on October 19th.

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December

MEDIA - December 22, 1989

MAIN EVENTS

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**MAIN EVENTS 1989**

**December**

- Bush's album *The Sensual World*, her first totally new studio effort since '85 *The Hounds Of Love*, enters at no. 6.
- Erasure's album *Wild* enters at no. 6.
- Chris Rea enters the Top 100 at no. 6 with *The Road To Hell*.
- Newcomer Sydney Youngblood makes the Airplay top spot with his *If Only I Could* but he immediately has to make way for Phil Collins who is in paradise as he tops the singles chart with *Another Day In Paradise*, his 2nd Airplay no. 1 of the year.
- Collins tops the Airplay Top 50 and Top 100 but Kaoma stop him from topping all 3.
- Lisa Stansfield, already enjoying top 10 success with her single *All Around The World*, sees her debut solo LP *Affection* entering the chart at no. 10.

**News:** Decline in viewers prompts German pop TV show 'Formel Eins' changes. EMI's half-year profits up 25%. Pepsi launches 'Listen & Win' promotion on West German privates. UK's new Broadcasting Bill is published. BBC announces frequent shake-up.

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and it’s going to get hotter!

lisa stansfield no. 1 single all around the world. no. 2 album affection. top 20 single this is the right time.
Regional TV Unites For New Year Special

by James Bourne

Spain's growing state regional TV network is to spend Pta 100 million (£0.56 million) on a New Year's Eve programme. The regions have agreed to join forces in a bid to oust TVE's Pta 200 million end of year TV extravaganza. Almost all of Spain's regional TV channels have agreed to collaborate to compete with the national channel. They have recruited TVE's Fernando Navarat to produce the show, called 'Bernigat 90' in Madrid, 'Benigat 90' in Catalonia, 'Bernigado 90' in Galicia and 'Kairos 90' in the Basque country. It will be recorded in the Xanadu club in Pentemuda, north west Spain.

Doubts On Private TV Viability

Advertising group BSB says it does not believe Spain's newly-licensed private TV stations can make money. The group calculates that the three (Antena 3, Telecinco and Canal Plus) will have to share advertising worth only Pta 65 billion (£0.36 billion) next year. This is based on a critical reading of the private's likely audience. People will have to pay for special articles to receive the programmes and initially they will only broadcast to Madrid and Barcelona. Meanwhile, the first press views about Telecino's plans have been revealed. In his first press interview, managing director Valerio Lazarov said the channel hopes to begin broadcasting 10 hours a day at the end of February. The channel is part-owned by Silvio Berlusconi. Lazarov has worked with Berlusconi for eight years and considers musical programmes along with popular films, quizzes and fashion as the international "common denominator" of TV programming.

Antenna 97.1 FM Tops Ratings

by John Carr

Antenna 97.1 FM Stereo is continuing its meteoric rise as Greece's premier radio station. According to the latest published ratings, the station has some 25% of the Athenian audience. Surveys, by several accounting firms, show Antenna has been in first place for all of 1989. It is followed by Athens 98.4 FM Stereo with 15% and Sky 100.4 FM Stereo at 14%. Advertisers are also preferring Antenna in growing numbers. Figures released by Greece's advertising industry show that Antenna absorbed the drachma equivalent of £1.3 million in advertising revenue in October. Total advertising yield for the month was £1.3 million. The high revenue gives Antenna's executives encouragement to move ahead with their TV channel, Antenna TV. It is scheduled to go on the air around the end of the year, a month after the debut of Greece's first commercial TV station, Mega Channel.
WORTH WATCHING

West N’Eastmen
When The Love Is Gone (Pit/Magna/West Germany). Contact: Pit Records/49.281.5590/ fax: 49.281.5691
Major CD manufacturers Pit have recently set up a record label and this is one of their first releases. A smooth AC pop song with an excellent production by Colin Parson and Peter Iseren should give this radio friendly number a good chance of a hit. Licence and sub-publishing free except West Germany, Austria, Switzerland and Scandinavia.

Plan B
Bang Me Up Scotty (BMG/Aridis/Musica West Germany). Contact: Schacht/Push/Verlag/Benjamin Schacht; tel: 49.40.22514 fax: 2208459
This “alternative” band are causing quite a stir both in West Germany (where they have just toured with The Ramones) and with the BMG affiliates (UK, US, the Benelux and Norway so far) taking up their options - this is a group to be taken seriously. Licence available where affiliates refuse option but sub-publishing free except West Germany, Austria and Switzerland.

Kova Rea
Annabelle (Phonogram/France). Contact: Captain Club/Oliver Mazzicino; tel: 31.40.6467712 fax: 6277999
A thoroughly transatlantic slice of dance funk with a French lyrical. Definitely a long that will benefit from the summer hit syndrome, it has a light breezy feel similar to Wham!’s Club Tropicana. Licence available where affiliates refuse option but sub-publishing free except France.

Henning Staerk
Out Of Time (Genlyd/Denmark). Contact: Genlyd Grammofon, Denmark: tel: 45.86.1420/ fax: 45.86.1467
An innovative cover of the Rolling Stones number by this Danish singer. For the most part his material is done in a traditional rock & roll style (several tracks on the LP feature The Jordanaires). No publishing but licence free except Denmark.

Juliette Deluc
Juliette De Vancouver (Wanted/France). Contact: Editions Nouveaux Vanges/Frederic Pascaud; tel: 31.55.447327 fax: 4217171
Le Pianiste Bleue, the debut LP by this talented French man is very promising indeed - a month after its release the reviews have been positive. A blinder sweet record from a talented newcomer. Licence free outside Europe and sub-publishing free except France.

Going Independent...

by Karen Rolley
No change for the top two in this arrangement. At 1 is another five new entries. Jason Donovan achieves a low second week placing (by his standards) at no. 4 followed by a certain national hit, Getting Away With It, from Electronic at no. 5. Leop’s Arclight climbs to 6, Silver Bullet’s follow-up to Bring Forth The Galliadin, 20 Seconds To Compromise, goes to no. 7 and lastly, as a result of extensive airplay, The FPI Project scrape in at no. 9 with Going Back To My Roots/Rich In Paradise.

Top 10 UK Independent Singles

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The way rock ‘n roll used to be - only better
Contact: Henning Grammofon, Denmark: tel: 45.86.149700 Fax: 45.86.1497070

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Gianni Morandi

Varied - RCA/BMG

Morandi's intimate voice carries a gentle, understated mid-tempo song. Very charming.

Gun

Inside Out - MCA

A straight, hard-hitting rock song from this Scottish five-piece. A good number from a promising group.

Cyndi Lauper

Heading West - 4th

This deceptively laid-back song has an effective and dramatic piece. A good number from a promising group.

The Marines

Go Go Now - CBS

The second single from this generous, poised trio is first class, definitely radio-friendly pop. Tremendous vocals and a great song. This should be their first hit.

Ultra Nate

It's Over Now - RCA

Above average, electro disco funk much helped by the female singer's voice which recalls the early Grace Jones.

Big Fun

Can't Stop The Feeling - Joe

One of SAW's better releases. A punchy dance number with a lot of spirit that recalls stablemate Kylie Minogue's I Should Be So Lucky.

Daniel Lanois

The Maker - Warner Brothers

A well-produced novelty version of The Sweet's 1972 hit. No-nonsense fun music from this year's Pete Burns.

808 State

Ninety - ZTT

The debut album from one of the most talked about new bands of the year is best described as state-of-the-art dance music. Tracks like Colour Row and Sunrise are classic post-house, post-hip hop novelties. Although it must be said that the best track is the current single Perc' 202 this is still a good effort.

Passion Fodder

Wake Up The Morning - Roger's Boulevard

One of the best upcoming female French rock bands. They make a mixture of rock, folk and C&W with a special extra element that is undeniable their own. Their habit of playing with various genres and their undeniable quirkiness is reminiscent of Australia's The Triffids. The songs are excellent, Theo Hakola's voice charming and the music well arranged.

Pino Daniele

Magazine Latino - Bmg/DEF

One of Italy's most sophisticated and potentially international songwriters has once again produced a splendid record. His generally sentimental music would not suit every format but the high standard of both the songs and the musicianship put this artist in a class of his own. Try Fierzz and O'Mercurio!

By All Means

Beyond A Dream - Island

The impressive energy of this uncompromising trash/rave rock band strikes a good balance between fun and aggression. The straightforward production by Mark Opitz does justice to the very direct appeal of their reputations. Try Her Monkey, Shot Gun Sally and Nine Lives (Save Me).

Syndicate

Keep - Sire

The debut LP from this Scottish male/female band has 10 well-crafted pop songs all written by James Stewart. Intelligent, sophisticated music that is perfectly complemented by Michael Baker & Axel Kroll's (Wet Wet Wet, Blow Monkey) and Terry Adams (Goodbye Mr MacKenzie) production.

Sirima

A Part Of Me - CBS

This new French singer/songwriter has teamed up with saxophonist player Philippe Delétrez for an intriguing debut LP. The tender and melodic songs often have an erotic touch and are wrapped in smooth, classy arrangements.

Cats In Boots

Kicked & Klawed - Polydor

The impressive energy of this uncompromising trash/rave rock band strikes a good balance between fun and aggression. The straightforward production by Mark Opitz does justice to the very direct appeal of their reputations. Try Her Monkey, Shot Gun Sally and Nine Lives (Save Me).

Editor Gary Smith
Contributors Penne de Bruyn Kops and Meggie Bakker
Love it or hate it, the Jive Bunny phenomenon has gone from strength to strength during the year, and his son Andy: "Two silly minds put together and coming up with a crazy idea and it seems to have worked," says Pickles junior. "We have been striving for a long time to find an angle into the music business."

The company specialises in remixing record company's old records. Music Factory Mastermixes have enjoyed commercial success in West Germany, Italy, Switzerland and the UK. They are involved with a number of projects apart from Jive Bunny. Their most recent project was the recent version of Oh Well by Oh Well.

In fact a few major record companies were actually offered Swing The Mood and they turned it down," says Andy. "I first created this mix with fellow raver, Mark Denny, in 1986. The idea was to take to that particular track and develop it into a profitable recording studio. Andy went straight into the business from school and worked his way up from coffee boy. The idea was to find an angle into the music business."

Jive Bunny have done their bit to break down a bit more of the old-fashioned barriers between different generations. Andy started his career with the idea and it seems to have worked: 'says Andy Pickles who first created this mix with fellow raver, Mark Denny, in 1986. The idea was to take to that particular track and develop it into a profitable recording studio. Andy went straight into the business from school and worked his way up from coffee boy. The idea was to find an angle into the music business."

Deborah Harlow - Blonde, But Not Def Or Dumb

Deborah Harlow was the peroxide blonde goddess of the US punk and new wave scene at the end of 1989. She was back stronger than ever in her solo career with the album 'Def, Dumb & Blonde' out on Chrysalis.

With Blonde, Deborah Harlow ruled the charts during the late 70s and early 80s with songs like Dance, The Tide Is High, Call Me, Atomic, Heart Of Glass and Reparash. In 1981 Harry had released her first solo album, Kookoo. Then in 1982, after the sixth Blonde album 'The Hunter', she left the band.

During that time Harry began acting and appeared in several critically acclaimed films such as Cameron Crowe's 'Almost Famous', 'Union City' and John MAYER's 'Hairspray'. She won an Emmy award and was in the TOTP for a song called 'Scarface', 'American Gigolo' and 'Polystyrene'.

Her second solo album Rockbird was released in 1986. "In 1982 I handed in some demos and

I got no interest," says Harry. He met with a lot of resistance. "I was really surprised that it was so difficult." Rockbird produced the hit single French Kiss. In The USA, then, in 89, the Blonde remix project Once More Into The Bleach was born.

Harry is still on the same contract with UK label Chrysalis. She is also signed as a member of Blondie and as an individual. A

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ITALY

PM - Dublin
John Clarke - DJ-Prod.

NEW MUSIC & MEDIA

Markus Hartle - Di/Prod.

Juergen Juergeno DJ/Prod.

LP Quincy Jones - On The Block

PP Simple Minds - Sign

TP Bon Jovi - Living In Sin
Joan Jett

LP Gipsy Kings - Masai

AD Queen - The Tide

MEM=

AD Sydney Youngblood - Sit

Simple Minds - Sign

Nene. Wunder Geschenn

Neneh Cherry - One City

AD Tony Carey - I

AD Veronika Fischer - Verzeih

LP Kym Mazelle - Crazy

Markus Wahl - MUSH DiR.

Hans Mapper - DJ/Prod.

RADIO RPR - Ludwigshafen

Walter Freiwald - Music DiR.

RADIO GONG 2000 - Munich

AD Arthur Baker - The Message

AD Lee Aaron- Music DiR.

AD Brian Adam - Music DiR.

FRANCE

RB - Brennen
Maila - DJ/Prod.

TB Thalasso - On The Horizon

RSH - Kiel
Melanie Chisholm - Head Of Music

PP Tony Carey - I

AD Richard Marx - Angel

LP J. Clegg A Savuka - Cruel Crazy

FRANZ

TP Brendan Crocker - This Kind

Honey Bee Benson - DJ/Prod.

MISMASTERS. Grand Fano

Halo Jame, Could Have Told

MUSIC & MEDIA

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MISMASTERS. Grand Fano

Halo Jame, Could Have Told

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