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• Muriel Dacq
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• J.-J. Goldman
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• Kassav'
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CONTENTS

Will Commercial Radio Spread In 1989?
by Cathy Higts

M&M Makes Major Push To Retail
As from this issue, Music & Media will be distributed to a selection of top European retailers, chosen in close co-operation with the international music industry. Retail chains, department stores and wholesalers, as well as specialised independent stores, will be added to Music & Media's growing readership.

Several major developments, in which European retailers play a major role, lie behind the decision. The 1990s will see a gradual change from vinyl to CD in both albums and singles. And CDV is predicted to take off in a big way. Many dealers will be restructuring their stores - CDs will be given more prominence and LPs will slowly disappear from the racks.

In this Year End Special issue, Music & Media launches the first in a series of specialised retail features (see page 37). And we will be following the retail industry very closely throughout the year.

European governments cannot block radio expansion in the long term. Eventually every country will have private commercial radio. That is the prediction of Lex Harding, Director of Holland's Radio Veronica and a leading campaigner for private radio.

Harding is one of the speakers at the upcoming MIDEM which is this year making a determined move into radio. The controversial subject of government deregulation is one of the major issues at the radio panels in Cannes (January 22-24).

Despite a general European trend towards free enterprise, Holland, Sweden, Portugal and Austria are still dominated by state monopolies in broadcasting. In 1988, the Norwegian and Danish governments gave in to years of pressure for commercial radio and Ireland is legalising private broadcasting this month.

But deregulation takes time. For example, in Denmark where private TV and radio was introduced last summer, many of the companies investing have found that returns are not always immediate.

"Many stations are now complaining, realising there is not enough money to go around," explains Bo Berg, Programme Director of Copenhagen's most successful private station, Radio Voice.

Who Are The Year End Winners?
The winner of Music & Media's very first Year End Airplay Top 50 is... not Michael Jackson, nor the Pet Shop Boys, but Eddy Grant's anti-apartheid song, "Gimme Hope Joanne." Although the single never actually reached no. 1 in the Airplay Top 50, it spent a record 32 weeks (not consecutive) in the chart - reaching no. 2 in July 1988.

The Year End Airplay chart is based on playlist reports from Music & Media's network of major European stations during 1988.

The winner of the 1988 Hot 100 Singles was Kylie Minogue with I Should Be So Lucky and Top 100 Albums was topped by Michael Jackson's Bad.

Music & Media will be back after a two-week break (issue 2) with the introduction of market shares for singles and albums. The major labels' and companies' shares will be based on statistics from the European Hot 100 Singles and Top 100 Albums. This will be a regular feature in 1989.

For full lists of all three Year End charts, turn to pages 29-31 and to pages 39-40.

The Big Five Forecast
The Future

The top record companies reveal their plans for 1989.

Main Events 1988

"What happened in 1988?"

An EPM publication in partnership with Billboard

CONGRATULATIONS TO
ON YOUR SUCCESS
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Chrysalis Profits Drop

by Neil Watson

London - Profits at Chrysalis were sharply down at just £1.8 million for the 14 months to August 31, 1989, against £7.2 million for the previous year.

The main reason behind the fall was a 3.8 per cent loss on the records division, US sales, particularly at the recent Bono rush, swan release Small World, were significantly down. The New Bono Single overview may not be released until May.

The European side of Chrysalis, which includes record interests and TV facilities, was one of the few arms of the company that proved profitable. Max Headroom, the computer-generated TV personality, made a contribution to profits this time.

The US activities are currently under review and a reorganisation plan is expected in around two months. Meanwhile Chrysalis Chairman Chris Wright is studying options to repatriate the company but no decision has yet been taken.

Jive CD Sampler Goes Euro

Jive Records has issued a 14-track sampler which in its entirety has distributed to the European media. The sampler is a mixture of established and rising artists like Jonathan Bailey, Billy Turner, Wee Pily Girls Rappers and Samantha Fox.

The CD release, to be announced this week, which Rosemary's Daughter, Beat Head of Jive's European operation in Hilversum, Holland, said "will be the tracks on the CD come from long-term album sex," says Jive. "It gives the media a very good idea of how Jive is developing as an independent label."

Jorge's European licencees (Telldec, CNR, Sonet) etc have responded positively to the sampler, and Jive is planning to use it in both dealer and consumer campaigns.

The CDs, which are manufactured at DAMC in Austria, have an initial run of 3,000 copies.

Obituary - Roy Orbison

Roy Orbison died of a heart attack on December 6, at age 52. Orbison, whose legacy includes classics such as "Crying," "Only the Lonely," and "Carnival," was a major presence on the mid-1980s pop charts. Following the death of a major comeback when he died.

Orbison, who Elvis Presley described as "the greatest singer in the world," was a major figure on the music scene since his first appearance in the late 50s. Before he died, he had been working with The Traveling Wilburys, an ad hoc group of stars including George Harrison, Jeff Lynne, Tom Petty and Bob Dylan, all of whom he lured with the offer of a shared recording of "Misty Eyes" off the band. He also recorded '89's Top 50 *

The presenter of the Dutch show, Wessel Van Den, will take over to release the series to current human Pat Shaw who moved to host Sky's 'New UK Chart Show' with Caroline Marshall. At the same time, the Eurochart will be broadcast from different European venues in the annual national production studs in Holland.

The presenter of the Dutch show, Wessel Van Den, will take over to release the series to current human Pat Shaw who moved to host Sky's 'New UK Chart Show' with Caroline Marshall. At the same time, the Eurochart will be broadcast from different European venues in the annual national production studios in Holland.

Screenings of the English-language dubbed movie and film 'Countdown' on Sky Channel will go up from three to five a week.

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Irish Pirates Close Pending Commercial Radio

by Lawrence Hallett

Dublin - Q102, Sunshine Radio and Bray Local Broadcasting are among the 60 or so unlicensed radio stations that can expect to be told to stop operating, pending the introduction of commercial radio which comes into effect on January 1.

Although plans for commercial stations have received the go-ahead with the recent formation of the Independent Radio & Television Commission (IRTC), Pat Appleby of the IRTC says this could take "some months". Meanwhile, Dublin's Q102 Programme Controller Martin Tasker said there was "no alternative but to close down", adding that his station does not expect to be available before August. And at Sunshine Radio, Robbie Robinson said his station "would be closing down and laying off staff" but that he was "very confident" of a legal return.

John Murphy, Vice President of the National Association Of Community Broadcasters (NABC), welcomed the "progress being made at long last", pointing out that NABC members will apply for nationwide licences as well as for services covering smaller areas. "There may not be enough money around to support a large number of commercial stations," he said, and suggested that community-based stations may be viable. At Bray Local Broadcasting (BLB), Station Manager Adrian Kerney said that as one of the oldest unlicensed stations, with a strong history of broadcasting behind it, BLB had been the first to announce that it would close down in line with the new legislation.

Anyone found guilty of owning, supplying or publishing illegal stations after January 1 is liable to a fine of up to £20,000 and a possible prison sentence.

PPL Cleared Of Monopoly

"We see no reason why British broadcasters should pay royalties to record companies," said the MMC, which has issued a review of the PPL's monopoly in the market for sound recordings. The report suggests PPL's recent abolition of 'nudges' is a welcome development for the public. The MMC also recommends that PPL should be more responsive to the needs of independent radio stations.

Thames Valley Cable

London - The Cable Authority has awarded the Thames Valley franchise to Cable Television Limited (CTL), a subsidiary of British Telecom. The new franchise will cover about 200,000 homes in the Thames Valley area.

The Cable Authority will provide services including multi- channel television, telephone and telecommunications equipment. British Telecom Vision already operates cable franchises in Aberdeen, Coventry and Swansea.

Two applicants were unsuccessful for the franchise - the unsuccessful bidder was a company associated with United Cable Television, Ltd, and another company with other cable interests in the UK. So far, 29 franchises have been granted.

Kiss To Apply For London Station

by Carthy Leggs

London - Kiss FM, London's most successful pirate station, goes off air on January 1 in line with the Independent Broadcasting Authority (IBA) ruling that pirates must stop transmitting by that date to qualify for a licence.

London will get five of the 20 stations but only one is likely to be a specialist music station and, with 125 applications, competition will be stiff. Other licence opportunities will be for community and ethnic radio.

Meanwhile, Kiss FM's Gordon Pack: "We've reached the top and we've succeeded in heightening the public's awareness of the need for a specialist music station (good black) such as ours. Now we've got the chance of a licence we feel we should comply with the rules. Apart from which it's not much fun being a pirate any more. Although a number of pirates in the UK are likely to follow Kiss FM's example, some will continue to broadcast regardless. Others will come off air only to trickle back quickly.

Top 50 Euroclips


Peter S. Stromquist Managing Director

Full Service Consulting for UK and European Radio

Management, Sales, Financial and Acquisitions, Other Stuff

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Enya - Flowing To Success

"We've reached the top and we've succeeded in heightening the public's awareness of the need for a specialist music station (good black) such as ours. Now we've got the chance of a licence we feel we should comply with the rules. Apart from which it's not much fun being a pirate any more. Although a number of pirates in the UK are likely to follow Kiss FM's example, some will continue to broadcast regardless. Others will come off air only to trickle back quickly.

A new name you will be hearing a lot of...

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MUSIC & MEDIA - January 1, 1989

**GEMA Withdraws Support For Eurovision**

by Robert Lyng

Berlin - ADM, the Working Committee of German Music Competitions, has officially withdrawn support from the Eurovision Song Contest because of changes in selection procedure (see Music & Media issue 47). Erich Schulze, head of Germany's copyright society GEMA, explained ADM's decision in a recent letter to GEMA members. He said that changes in selecting the German entry introduced by Bayerische Rundfunks (BR) have made the event more of a festival for producers than songwriters. He pointed out that participation in the contest is no longer open to all GEMA members.

BR plans this year to invite Germany's 10 most successful producers (based on Media Control's Top 75 sales charts) to contribute a song to the national finals. The winner will be sent to Sweden, but will not be sent to GEMA's Eurovision entry. But the Committee will continue to support the Grand Prix des Volksmusik along with GEMA and the Swiss and Austrian copyright societies. Forces in each of the three participating countries will choose finalists from anonymous entries. TV and radio broadcasts of the national finals of the Volksmusik competition will be aired in Switzerland (DRS TV) in March, in West Germany (ZDF) in April, and in Austria (ORF) in May. Viewers from all three countries will vote by phone to select the winner.

The international finals are scheduled to be broadcast on July 1 on all three national channels.

**ARD Gets New Chairman**

by Peter Wierenga

Munich - As expected, Hartwig Kelm has been elected Chairman of ARD. Germany's main public channel. Kelm replaces Hans Bauch of the regional Rhine- land-Palatinate station SDR, who stepped down at the end of his term.

On leaving office, Bauch criticised the Christian Democrat party's restrictive TV and radio registration fee policy, claiming the party wants to make it impossible for public broadcasters to realise planned innovations.

"Digital satellite radio broadcasting will not be able to proceed as planned," Bauch said.

"Also radio questions about the development and financing of a proposed German-French cultural TV channel."

** Beck Bites TV Cherry**

Munich - Markus Beck, former BMG/Ariola Munich's promotion department, has left the music industry to launch his own TV editorial and production company, Biete.

Beck has joined forces with an impressive team of media experts including former Bayerische Rundfunk Editors Wittmann and Hans-Jürgen Poppe, Tele XV's former Head Of Music.

**Sony CD Factory Expands**

Manfred Schröder

Vienna - The Sony CD factory in Salzburg (DADC) will expand its capacity next year by 40%. Otto Zich, Managing Director of DADC: "We expect the CD market to grow by 40% in 1989 and thereby increase higher capacity. We plan to increase investment by US$ 4 to 8 million and this year our turnover will be US$ 33.3 million."

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WRTH89, Sollevjeg 44, DK-2650 Hvidovre, Denmark.
Radio To Become A Network

France - Radio, the city's international music and information station, aims to become a network by January. The two-year-old station, headed by Maulino Catalini, also plans to be the first network to use only one frequency.

Catalini: "Our technicians have studied the new ISO system which will allow us to keep our own frequency, 104.5. And by introducing RDS (Radio Data System) it will also be possible to hear our programmes in stereo. State broadcaster RAI has experimented with a stereo signal but has not been successful."

Catalini sees the Rome-Milan motorway as an important audience target. With a daily total of 2.5 million cars on the road, Radio Radio plans to offer the best traffic service. Five cars, linked by telephone to a central computer, will be used to provide a co-ordinated and up-to-date service.

San Remo Programme Confirmed

Details of next year's San Remo Festival have been announced following a meeting between the new manager Adriano Artoghi (see Music & Media issue 51), the Association Of Italian Record Companies (AFI) and RAI television.

The Festival will feature 76 Italian artists and will run for two weeks in February, ending with five competition evenings to be staged at San Remo's Arison Theatre from February 21 to 25.

Participating artists will be divid
ed into three groups, which will be 24 big star names, 16 newcomers and 36 promising acts.

At the nearby Palatine Theatre (formerly the Palazzo) promi
nent foreign and Italian artists will perform from February 23 to 25. And a novel feature, a San Remo world tour, has now been confirmed. The tour will show cases as yet un-named Italian artists in Tokyo, New York, Toron
to, Rio De Janeiro and Frankfurt.

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Hilversum - Veronica is still Holland's most popular broadcaster. Latest figures from the Dutch Broadcasting Foundation (NOS) show that Veronica leads with 6.9% of the audience share, followed by Radio 2 (5.1%), AVRO with 4.4%, VARA (3.6%), KRO (2.8%), and NCRV with 2.6%.

Radio 3, Holland's most popular channel, has been given an extra hour of broadcasting in response to complaints about its midnight closure. But the pop station's extra hour, which starts on January 1, comes not after midnight, but first thing in the morning. Radio 3 will begin at 06:00 hours.

Radio 3's popularity fell by 2% in October 1988 compared to the same period of the previous year although it was still the most popular Dutch station. Radio 3 has a 49% audience share, followed by Radio 2 (MOR) with 20% and Radio 1 (speech-oriented) with 15%.

The classical music station Radio 4 took 3% of listeners, music station radio 5 just 1%, and the combined regional station got a share of 4%. All other foreign stations, local pirates and cable radios (like Radio 10 and Cable One) got a 6% share.

VOF De Kunst - Slow But Steady Success

Amsterdam - One Track Charlie, a Rotterdam-based eight-piece act, have won the 1988 Dutch national talent contest for new artists, De Grote Prijs. But the competition's organizers have said this is the last Grote Prijs until a new commercial basis for the contest can be found.

The winners, who had a clear vote from the expatriate jury, play party funk. They win Dfl 3,000, two days' studio time, and a special clip produced by MTV. Six bands reached the final, held in Amsterdam's Paradiso on December 10. Ramjets (1 Travel), Rico Da Bano, New Moon, Garfield and One Track Charlie. De Grote Prijs, which has been partly subsidised by the state, is now in its sixth year. But spokesman Fer Abrahams says the contest will not receive a subsidy in 1989.

Sky Takes Media Law To Court

Amsterdam - Sky Television and Sky Radio in Holland have taken the Dutch State & Media Commission to court. Sky wants the Media Commission to abolish sections in the Media Law which effectively stop satellite broadcasters advertising to Dutch audiences.

The Media Law says satellite broadcasters must follow Dutch advertising guidelines if their advertisements target Holland. These guidelines ban advertising on Sundays, limit advertisements to 5% of output, demand clear indication that a commercial is coming up, and only allow commercials in blocks between programmes.

Sky is bringing the case together with the Dutch Advertisers' Association (VBA), the Association of Advertising Agencies (VEA), satellite radio station Cable One, and several cable network operators. The cable operators are afraid they may be fined for carrying Sky, which currently airs some advertisements in Dutch.

The group claims that the Media Law goes against a judgement from the European Court of Justice in April which decided that the Dutch restrictions on satellite broadcasters were illegal under European law.

One Track Charlie Wins Grote Prij

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Thanks! We wish all our artists and partners an even better 1989!
Sponsorship Row Over ‘Zick Zack’

Stockholm - ‘Zick Zack’, the new variety show which was launched on the public TV network in autumn (see Music & Media 45), has become the centre of a row over the ethics of sponsorship.

The concept of the show is built around the Saturday night TV broadcast of the national state lottery. In return, the lottery gives money to the state broadcaster SR for voluntary organisations which are selected through competitions and coupled to the actual lottery draw. Representitives for the organisations compete on the show. This has led to discussions about the ethics of one state monopoly body, the SR, sponsoring another, the lottery organisation, in a country where commercial broadcasting is illegal.

There are also criticisms from viewers about the quality of the show which is broadcast live. And now one of the programme’s hosts, Bengt Bedrup, has left as a result of an internal dispute.

But there are no plans for ‘Zick Zack’ to go off the air; the show is scheduled to run through to May 1989.

Tommy Nilsson has Made It!

One of Spain’s top artists. In 1985 he joined Easy Action, but the band broke up in 1987 when guitarist Kee Marcello left to join Europe.

This heralded Nilsson’s new solo career and the album It! was released. The LP features contributions from people like Tommy Emmanuel from Sylex, well-known musician and songwriter Bengt Palmers (Bjorn Skifs). It was mostly recorded and mixed at Stockholm’s Soundtrade Studios by Ronny Lahi (Europe) and Nilsson’s old friend and colleague Lasse Gustafsson (Mikael Rickhans). In Spain’s DRO label and Creation.

Duncan Dhu Release LP In UK

One of Spain’s most popular bands, Duncan Dhus, are to release a one-off compilation LP, El Grito Del Tiempo, with UK-based indie Creation in mid-January.

The UK launch is the result of a distribution deal between Spain’s DRO label and Creation. The album will be entirely in Castilian dialect, despite the fact that Duncan Dhu recently released an English-language cover of the Platters’ Twilight Zone.

Dick Green of Creation: “We view the release as an interesting experiment and are very confident the market will react positively.” El Grito Del Tiempo, which is the band’s third LP since they began in 1984, features 13 tracks and band members Mike Ertzer, Diego Vasallo and Juan Ramon Vila will do a promotion tour in the UK this month.

Music Rings In New Year

Madrid - Pop features high in the special TV programming planned by state broadcaster RTVE to celebrate New Year’s Eve. From 2300 to 2350 hours, one of Spain’s leading pop stars and TV personalities, Javier Gutierrez, will host a high budget show including a preview of his new album, Tic Tac, to be released next spring.

At 2403 hours, Mecano will give a special performance of Un Ano Mas (One More Year) taken from their 1988 LP Desconozco Dominical. This will be followed by two hours of music and humour in a show called ‘Hola Hola 89’.

Programme Director Hugo Stueben says that he will not focus on any one star but that the whole programme will be full of danceable songs. Acts scheduled to perform are: Los Ronaldis, Azucar Moreno, Duran Duran, Ole Ole, Caco Senante, Pet Shop Boys, Loquillo Y Los Trogloditas, Gipsy Kings, El Ultimo De La Fila, Canarias De Hipsalis, Mary Kante, Glenn Medeiros, Combo Belga and Variare.

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Breakouts

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Promalgia
No Nights (Nne Closed)
El Norte
Love Is Y Tu (CBS)
SUCCESS REPEATING ITSELF

Mixed Emotions
Herbert Grönemeyer

Savage Amusement
Scorpions

BAP
Da Capo

YEAR AFTER YEAR:

Just For You

Frank Ryan

Axxis

Deborah Sasson

EMI ELECTROLA
EUROPE

The highest entry in the Airplay Top 50 is for Cliff Richard's Mistletoe And Wine, one of the very few successful Christmas singles of '88. Phil Collins sticks on top here and Dire Straits' compilation LP rules the European Top 100 Album chart.

UNITED KINGDOM

Cliff Richard's Christmas single Mistletoe And Wine sits unbeaten on top. Kylie & Jason follow in second position with especially For You while the wedding theme from 'Neighbours', Suddenly by Anghelina Drossou, remains in third position. Inner City's Good Life (6-22). Status Quo's Burning Bridges (22-21) and U2's Angel Of Harlem

Other last moving records this week are: Petula Clark's Down The Dirt Road (9-20) and U2's Angel Of Harlem. Other debut recordings are for: The Four Tops with Louise Bacon & Joei'a Born To Be My Baby (their forthcoming LP Technique); and ex-M&M Talent Track Tip Pino Dee Cool. Other debuting records are for: The Jacksons Smooth Criminal moves one place from 3 to 2, pushing back the Wee Papa Girl Rappers who are now in third place. New in the top 10 are Womack & Womack's Life's Just A Ballgame (8-11) and Veronica's DJ Alfreld Lagarde and Johnny Camaro with his version of Don't Worry Be Happy (9-15). Also doing well are: Robbing Beck's First Time (11-21); Gloria Estefan's I Can't Make My Mind Up (from You (15-30); Pet Shop Boys' Left To My Own Devices (13-31); and Rick Astley's Take Me To Your Heart (24-23). U2 have the highest entry at 21 with Angel Of Harlem. Other debuting records are for: The Paradinas (Enchanted Lady); UB40's Come Out To Play; Belgian act The Confetti's (The Sound Of C) and Tatjana's Awaka Boy.

FRANCE

Mylene Farmer remains the ruling lady, followed by Milli Vanilli's Girl You Know It's True (from 6) and Paco's Amor De Mi Amores. After a fall from 2 in last week, A-Ha's The Sun Moves back to 2 again. Another remarkable move is for Swedish superstar no. 1, Jovanotti, sticks on top with Lui La Fezza. Charlie's remains in second position with Faccia De Peta and U2's Desire moves to third place. Fast moving are: Francesco Salvadori with C'E Da Spartare Una Tlacchina (6-3); Michael Jackson's (9-23); Kim Wilde's You Came (12-4), and again Charlie, this time with Sue 

SWEDEN

Swedish superstar no. 1, Jovanotti, sticks on top with Lui La Fezza. Charlie remains in second position with Faccia De Peta and U2's Desire moves to third place. Fast moving are: Francesco Salvadori with C'E Da Spartare Una Tlacchina (6-3); Michael Jackson's (9-23); Kim Wilde's You Came (12-4), and again Charlie, this time with Sue Scuola (13-31). And The Wee Papa Girl Rappers (Vive Rule), Hux & Cry's Ordinary Angel and Eight Wonder's Baby Boy have new entries.

SWITZERLAND

Enya's new album moves into the top 10 as well (9-11). S'Express' Superfly Guy moves from 13 to 24; and Womack & Womack's Trada drops shoots from 45 to 34. New are: Kim Wilde's Never Trust A Stranger; Midnight Oil's The Dead Heart; Belgian act The Confetti's With The Sound Of C; and Wet West's Sweet Little Mystery.

HOLLAND

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DENMARK

Phil Collins has beaten himself as Two Hearts moves to the top spot, replacing A Groove Kind Of Love which is now in second position. Straight in at 3 is Danish singer Mcilpanic in the role of DJ. Det Cool. Other debuting records include: Michael Jackson's Smooth Criminal; Dan Phillips' Venner; Thomas Helmiyg & Fos Fenger's Nar Sven; Fadler; Whitney Houston's One Moment in Time; and U2's Desire.

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The Hybrid Music Of Living Colour

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PREVIEWS

SINGLES

SINGLE OF THE WEEK

Gail Ann Dorsey
Where Is Your Love - WEA

The combination of politically aware lyrics, Dorsey's voice and Nathan East's sympathetic production makes this a great first release. Ex-THRashing Dove Dorsey is without doubt one of the discoveries of the last year. She makes quality song-writing seem easy and her ability to mix a social conscience with pop music of substance is a rare gift indeed.

Yello
Teel Up - Mercury

Blank and Meier's follow-up to The Race continues in a similar vein. Mixing South American tinged rhythms and more vocal jokes.

Debut De Soiree
La Vie, La Nuit - CBS

Uncomplicated, unpretentious, carefree pop a cheerful, disco tinged rhythms and more vocal jokes.

Bobby McFerrin
Bobby McFerrin

Spontaneous Inventions, a quirky a capella track in the tradition of Peter Frampton.

Labi Siffre
So Strong - China

Sentimental, slick and smouldering are the key words to this 12-track album. Although the lyrics often deal with the world's injustices, there is no anger or poignancy reflected in the music.

ALBUMS

ALBUM OF THE WEEK

Guns 'N' Roses
G N' R Lies - Geffen

This half live, half studio record shows exactly why this band have sold more than six million LPs this year in the US alone. They are a great mixture of pop rock and Led Zeppelin type heavy metal but perhaps most important, they are not lacking in good production values. Especially good from the live side are Nice Boys and Mama Kin and You've Cucy from the studio material.

Chris Rea
Driving Home For Christmas - WEA

Chris Rea's mice sounds particularly richly layered as he returns with his fifth album, which shows exactly why this band have sold more than six million LPs this year in the US alone. They are a great mixture of pop rock and Led Zeppelin type heavy metal but perhaps most important, they are not lacking in good production values. Especially good from the live side are Nice Boys and Mama Kin and You've Cucy from the studio material.

Rick Astley
Hold Me In Your Arms - BMG/Reprise

Sheep by step, Astley is re-defining himself as a songwriter and a co-producer. Six out of the LP's 10 tracks were penned by him. The remaining material is credited to SAW who also appear as producers next to Phil Harding, Ian Curran and Dave Washbourne. Stylistically the fabrication of carefree and functional dance hits is still the main objective. Bes.

Labi Siffre
So Strong - China

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1988 YEAR END EUROCHARTS

MUSIC & MEDIA - January 1, 1989

AIRPLAY TOP 50

1. Gimme Hope Jo'Anna - Eddy Grant (Island/Timeless)
2. Sign Your Name - Terence Trent D'Arby (Columbia/Kent/Atlantic)
3. I Don't Wanna Go On With You Like That - Elton John (Rocket/Phonogram/CBS)
5. Yoke Yoke - Mary Katrin Barlog (Polydor)

6. Perfect - Houndmouth (Island/KMG/A&M Music)
7. You Came - Kim Wilde (EMI/Max Music)
8. Teardrops - Working & Wishing (Columbia/CAP)
9. Dirty Diana - Michael Jackson (Polydor/Pareseve)
10. Heart - Pet Shop Boys (Parlophone)

11. Stay On These Roads - A-Ha (Epic Music)
12. I Should Be So Lucky - Kylie Minogue (Polydor)
13. Together Forever - Bob & Tom (MCA Music)
14. A Groovy Kind Of Love - Phil Collins (Atlantic)
15. Always On My Mind - Pet Shop Boys (Parlophone)
16. Heaven Is A Place On Earth - Sophie Ellis-Bextor (London/Chappell)
17. Tell It To My Heart - Taylor Dayne (Atlantic/Chappell)
18. Im Nin'Alu - China Moses (Apple/Island/Atlantic)
19. Don't Worry Be Happy - Bobby McFerrin (Columbia)
20. Another Part Of Me - Michael Jackson (Epic Music)
21. Circle In The Sand - Solomon Burke (Atlantic)
23. Ella, Ella - UA
24. One More Try - George Michael (Epic Music)
25. The Loco-Motion - Kylie Minogue (Polydor/Max Music)

26. The Twist (Yo, Twist!) - The Boom (Clash/Arts/Capitol)
27. Come Into My Life - Joy Division (Dunster/Parlophone)
28. Touchy - John Lennon (Epic Music)
29. Pink Cadillac - Mr. Mister (Polydor)
30. Desire - Paul McCartney (Capitol/Parlophone)
31. Englishman In New York - Sting (Parlophone)
32. Father Figure - George Michael (Epic Music)
33. Man In The Mirror - Michael Jackson (Epic Music)
34. Don't Go Home (Longer Flowers) - (Warner Chappell)
35. Domino Dancing - Pet Shop Boys (Parlophone)
36. Rise To The Occasion - Status Quo (Parlophone)
37. Girl You Know It's True - The Vanilla Ice (Capitol)
38. Don't Turn Around - (Not listed)
39. Roll With It - Steve Winwood (Capitol)
40. When Will I Be Famous? - (Not listed)
41. One Moment In Time - Whitney Houston (A&M Music)
42. I Owe You Nothing - (Not listed)
43. The Valley Road - Bruce Hornsby & The Range (Island/RCA Music)
44. The Way You Make Me Feel - Michael Jackson (Epic Music)
45. Love Will Save The Day - Whitney Houston (A&M Music)
46. Breakfast In Bed - UB40 & Christer Hyde - Dig It (SBK Sing/EMI Music)
47. Alphabet St. - (Not listed)
48. Heaven In My Hands - (Not listed)
49. Prove Your Love - Taylor Dayne (Atlantic/Chappell)
50. I'm Not Scared - English Woman (Capitol/Parlophone)
<table>
<thead>
<tr>
<th>HOT 100 SINGLES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1.</strong> I Should Be So Lucky - Kylie Minogue</td>
</tr>
<tr>
<td><strong>2.</strong> Nothing's Gonna Change My Love For You - Gladys Knight &amp; the Pips</td>
</tr>
<tr>
<td><strong>3.</strong> He's A Rebel - The Crystals</td>
</tr>
<tr>
<td><strong>4.</strong> I'm Your Woman - Elton John</td>
</tr>
<tr>
<td><strong>5.</strong> You're The One That I Want - John Travolta &amp; Olivia Newton John</td>
</tr>
<tr>
<td><strong>6.</strong> The Joker - Jack Nicholson (from the film 'Crazy')</td>
</tr>
<tr>
<td><strong>7.</strong> You Can't Hurry Love - The Four Tops</td>
</tr>
<tr>
<td><strong>8.</strong> The Only Way - Phil Collins</td>
</tr>
<tr>
<td><strong>9.</strong> Never Gonna Give You Up - Rick Astley</td>
</tr>
<tr>
<td><strong>10.</strong> Don't Leave Me This Way - Phil Collins</td>
</tr>
</tbody>
</table>

**TOP 100 ALBUMS**

| **1.** Michael Jackson - Thriller |
| **2.** Soundtrack - Dirty Dancing (Music from the Original Motion Picture) |
| **3.** Trancemission - The Ultimate Trance 3 | **4.** Terence Trent D'Arby - Introducing the Hardline According to Terence Trent D'Arby |
| **5.** Madonna - Like a Virgin |
| **6.** Dire Straits - Money For Nothing |
| **7.** George Michael - Faith |
| **8.** Level 42 - Start The Sun Now |
| **9.** Depeche Mode - Music For The Masses |
| **10.** Taylor Dayne - Tell It To My Heart |

**MUSICAL**

| **1.** Billy Idol - Songs of Conquest 1.0 |
| **2.** Ronan - Someone That I Used To Know |
| **3.** Simen - A Matter of Time |
| **4.** Depeche Mode - Music For The Masses |
| **5.** Lighthouse Family - Blue |

**EUROCHARTS**

[Full list of songs and albums available in the image]
### Top 3 in Europe

<table>
<thead>
<tr>
<th>Country</th>
<th>Song 1</th>
<th>Song 2</th>
<th>Song 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNITED KINGDOM</td>
<td>&quot;Two Hearts&quot;</td>
<td>&quot;Orinoco Flow&quot;</td>
<td>&quot;Especially For You&quot;</td>
</tr>
<tr>
<td>GERMANY</td>
<td>&quot;Don't Worry Be Happy&quot;</td>
<td>&quot;Smooth Criminal&quot;</td>
<td>&quot;Suddenly&quot;</td>
</tr>
<tr>
<td>FRANCE</td>
<td>&quot;Pull A Little Love In Your Heart&quot;</td>
<td>&quot;Desire&quot;</td>
<td>&quot;Don't Worry Be Happy&quot;</td>
</tr>
<tr>
<td>ITALY</td>
<td>&quot;Let's Do It&quot;</td>
<td>&quot;The Way To Your Heart&quot;</td>
<td>&quot;Je Ne Sais Pas Pourquoi&quot;</td>
</tr>
<tr>
<td>SPAIN</td>
<td>&quot;Let's Do It&quot;</td>
<td>&quot;The Way To Your Heart&quot;</td>
<td>&quot;Je Ne Sais Pas Pourquoi&quot;</td>
</tr>
<tr>
<td>HOLLAND</td>
<td>&quot;Two Hearts&quot;</td>
<td>&quot;The Way To Your Heart&quot;</td>
<td>&quot;Je Ne Sais Pas Pourquoi&quot;</td>
</tr>
<tr>
<td>BELGIUM</td>
<td>&quot;Lost In Love&quot;</td>
<td>&quot;Desire&quot;</td>
<td>&quot;Don't Worry Be Happy&quot;</td>
</tr>
<tr>
<td>NETHERLANDS</td>
<td>&quot;Two Hearts&quot;</td>
<td>&quot;The Way To Your Heart&quot;</td>
<td>&quot;Je Ne Sais Pas Pourquoi&quot;</td>
</tr>
<tr>
<td>SWEDEN</td>
<td>&quot;Lost In Love&quot;</td>
<td>&quot;Desire&quot;</td>
<td>&quot;Don't Worry Be Happy&quot;</td>
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<tr>
<td>DENMARK</td>
<td>&quot;Two Hearts&quot;</td>
<td>&quot;The Way To Your Heart&quot;</td>
<td>&quot;Je Ne Sais Pas Pourquoi&quot;</td>
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<tr>
<td>SWITZERLAND</td>
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<td>&quot;Desire&quot;</td>
<td>&quot;Don't Worry Be Happy&quot;</td>
</tr>
<tr>
<td>PORTUGAL</td>
<td>&quot;Two Hearts&quot;</td>
<td>&quot;The Way To Your Heart&quot;</td>
<td>&quot;Je Ne Sais Pas Pourquoi&quot;</td>
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<tr>
<td>NORWAY</td>
<td>&quot;Lost In Love&quot;</td>
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<td>FINLAND</td>
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### EUROCHART Hot 100 European Top 100 Albums

<table>
<thead>
<tr>
<th>Number</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>&quot;Life's Just A Ballgame&quot;</td>
<td>&quot;Yoko Ono &amp; The Plastic Ono Band&quot;</td>
<td>Polydor</td>
</tr>
<tr>
<td>2</td>
<td>&quot;Love Is A Losing Game&quot;</td>
<td>&quot;Elton John&quot;</td>
<td>Epic</td>
</tr>
<tr>
<td>3</td>
<td>&quot;Hey Jude&quot;</td>
<td>&quot;The Beatles&quot;</td>
<td>Capitol</td>
</tr>
<tr>
<td>4</td>
<td>&quot;Imagine&quot;</td>
<td>&quot;John Lennon&quot;</td>
<td>EMI</td>
</tr>
<tr>
<td>5</td>
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### Music & Media - January 1, 1989

- **Top 3 in Europe**: "Two Hearts" (United Kingdom), "Orinoco Flow" (Germany), "Especially For You" (France).
- **EUROCHART Hot 100**: Various artists with their respective albums.
- **X-MAS IS IN THE AIR!**: "Loco In Acapulco" by The Four Tops, "I'm Not In Love" by The Four Tops, "When You're In Love" by The Four Tops.

For more details, please refer to the source image.
Traditionally the UK's biggest stationery chain, WH Smith (WHS) has nearly 300 retail outlets with record departments, as well as stores in Paris and Brussels. Product Manager, Tim Forrester, says small independent retailers have "taken a hammering" in recent years and believes they must concentrate on efficiency and specialisation.

He says of WHS: "We do not stock depth-ranges of the Decca-like records. For example, we obviously stock Elvis Costello, but for the rest of the independent record retailer his output will be unlikely to be the first place an artist looks for sales." Forrester's views are largely endorsed by David Terrill, Managing Director of Farringdon Records, which claims to be the foremost small independent in West Germany - where CDs are proving a success.

A smaller retailer in the central London area, Soundcases, is used to order 50 LPs and 25 CDs, but managed to survive by specialising in country music or classical.

Eacott and Bredes Lyng, says the outlet has taken by a chain of department stores, which has four Stockholm shops. The German firm, Liedermacher, is being panics. It requires very large capital to be able to come of this size, but that it is "survive, thriving and even be able to make retailing a pleasant experience". That is much more difficult in the German market, where CDs are sold in some cases below cost.

In France, the FNAC chain, which claims to be the foremost record retailer in the country, blames the disappearance of small independent retailers on the increase of large stores, known as hypermarches. Purchasing Manager, Michel Akerman says, in general, Swedes prefer to specialise in country music, which he estimates at 10%.

In Holland, Roy Oosterhuis, who runs the high-street shop which has four Stockholm shops, says that the French record retailing has been made very capital intensive and can usually only be financed by large companies.

Forrester and Eacott both add, "It is not our intention to compete with independent retailers out of the market, but because they have an important role to play, but that they will need to specialise more and more. On a local basis they can make a very powerful appeal." They say that because records represent a very small turnover for large retailers, it makes up its profit margins with other products like food and clothing. But they both believe that small record shops are professional enough, they are quite capable of competing with large retail chains, as they do in several medium-sized French towns.

In Holland, Roy Oosterhuis, the managing director of Brabants, says that his store tends to take business away from chains because of its specialisation. "We have continued with vinyl and that aspect of our business is the most important," he says. "We stock a lot of back catalogue, although chart-oriented material is our biggest section.

The Free Record Shop has 30 stores in Holland and smaller department say the 'hypermarche' method is to discount classics, and makes up its profit margins with other products like food and clothing. But they both believe that small record shops are professional enough, they are quite capable of competing with large retail chains, as they do in several medium-sized French towns.

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On compact disc cassette and album

Featuring the hits
(I've had)
The time of my life
She's like the wind
Hungry eyes

One Whole Year Of Non-Stop Dancing

The end of another year and 1992 is one step closer. Music & Media talks to the top five record companies about the changes they expect and their plans for the future.

BMG's faith is built on such acts as Canadian guitarist Jeff Healey who has recently played several European dates and who was described by BB King as 'the guitarist of the future'. BMG is also confident about Ellis Bergission, Howard, a UK signing who recently won the New Artist category at the Diamond Awards in Belgium, and London Beat produced by the Eurythmics' Dave Stewart on his Anxious label through BMG.

The Big Five Forecast The Future

by Chris Stone, Senior Director Of A&R, Marketing Europe, BMG Music International

Chris Stone, Senior Director Of A&R, Marketing Europe, BMG Music International

Stone admits to being 'a little disappointed by the lack of cable and TV outlets at the moment'. He adds: 'So far it certainly has not made the impact that people were expecting, but satellite and cable are still very much in their infancy. While we have seen no real impact as yet, the industry certainly needs a strong pan-European TV and radio network.'

David Evans, Director Of Marketing Europe for WEA International, says: 'Any changes that 1992 will bring in the record industry will not be obvious to consumers. Artist contracts, for example, will have to be renegotiated since, historically, artists have been signed for certain territories with options for others. The area of royalties will be similarly affected since artists are often paid low royalties for international sales. In other ways, 1992 will not have such a great effect since most companies have the same pricing policy and simultaneous release dates in all European countries.'

Evans adds: '1988 was a very successful year for WEA in Europe but not for obvious reasons. We certainly did not have the record industry. Evans: “All aspects of pan-European media are going to be increasingly important. They have not become part of the vanguard of our marketing attack, but they are definitely part of the mix and growing in importance.”

Evans has one major prediction for the next 12 months: “In 1989, shipment of LP units across Europe will be split equally between all three configurations, but after that we will see a rapid decline in vinyl album sales. After this Christmas we will see many dealers restructuring their stores with CDs and cassettes being given more prominence and albums gradually disappearing from the racks.”

He adds: “WEA was the first to commission consumer research about 3" CD singles and in the last 12 months we have sold more than one million units in Europe. And we expect to treble that figure during 1989. We are pleased to see that our colleagues have since embraced the product.”

Evans predicts 1992 will see changes in the retailing sector with more alliances being forged.
between different national retail chains. "It will be a challenge to manufacturers to stay alert and keep one jump ahead. Dealers have already started talking to each other in different territories and of course we have seen stores like Virgin opening in Paris." 

Rick Blaskey, Director Of International Marketing, EMI: "We are going to become more and more of an integrated market - record companies are already having more European hits outside of their own domain. An act like EMI's 'Johnny Clegg transcends all frontiers and the great thing is that people do not think of him as being a British act.'" 

Like Chris Stone, Blaskey does not feel that 1992 will have such a tremendous impact on the European music scene. "The barriers have been coming down for some time now and 1992 will make them just that much lower. You have only got to look through Music & Media's European charts to see how acts have been crossing over into other territories. Acts deserving a wider audience are now reaching it. It is an indication of the strength of the music being made in mainland Europe that UK repertoire is having to fight very hard to compete." 

Blaskey adds: "Similarly record producers are becoming much more aware of the vast potential market and are making records which are much more international in their appeal. EMI is supporting satellite and cable TV cautiously. The options and exposure may be growing but at the same time, the impact of one TV programme is increased because audiences are being spread. Specific targeting is going to be much more difficult and we have to ask the question - Will an appearance on a particular programme help sell records?" 

Blaskey doubts 1992 will lead to changes in the retailing sector: "The chain concept, like Our Price, fits into the UK retailing culture but what works here is not necessarily right elsewhere. What everyone needs to remember is that every market is dictated by its own special needs." 

"However big the act involved, record companies have to be receptive to the individual needs of the market. EMI, like every other company, is becoming more internationally aware. But no matter how Europe may become integrated after 1992, no one will be able to do away with the special values that are inherent in each country and they will still have to be catered for." 

Jorgen Larsen, Senior Vice President at CBS Records International (CRD) in London, agrees: "I do not believe that 1992 will have such a great effect on CBS, or the record industry generally, because our business - music - is not guided by national frontiers. The music industry is based on media structures and it is the media which dictates where our marketing opportunities are. West Germany, Switzerland and Austria are often lumped together yet two of those countries are not even in the EC so 1992 means nothing to them. The record industry follows the cultural network which is greatly different to the media network. The average German housewife is not going to watch a TV programme that is in Spanish or English." 

Larsen predicts changes in retailing however. He says: "It will probably encourage multiples to move into neighbouring countries but that is happening anyway - I am sure Virgin has not moved into France just because of the lack of trade barriers. It will change our way of doing business with them because they will have much more power." 

Larsen adds: "There will be changes in the areas of copyright and royalties - there will have to be standardised rates with the latter - but in other respects 1992 will not have that much effect. CBS was the first record company to have co-ordinated release dates in Europe anyway and we tried to harmonise our prices across Europe as long ago as 1978. The idea was met with a great deal of wariness at the time and some even told us it was illegal, which is completely contrary to what the EC is telling us now. The most interesting thing is the gradual change in configurations, from vinyl album to CD and from vinyl single to CD-3. The latter is still a relatively small market but it will start to accelerate in 1989. And once the hardware problems have been sorted out I am sure that CDV will take off in a big way. "We have just released our first, featuring Terence Trent D'Arby. CD sales have certainly boomed over the last 12 months particularly on catalogue. People are gradually upgrading their record industry generally. There is no reason why that situation should not continue, given good product and the continued enthusiasm of the consumer market for music. The CD market is particularly strong and sales during 1989 should be at least 50% upon the last 12 months. Having said that though, it is likely that vinyl album sales will come down." 

Fine adds: "As an industry, we all tend to share the same triumphs and misfortunes. I am particularly pleased to see the commitment of the retail sector to the industry and shops like Virgin opening in places like Paris and even in Sydney. That kind of thing can only be good for retailing - strong shops mean strong business, and without a good retail sector there would be no record industry. You have only got to look at the impact of Tower Records in Europe: it has made a very positive contribution. "CDV has got off to a very good start although obviously the market is very small at the moment. The main thing is there is a lot of interest in it. CD is going to be the locomotive of the industry - no acceptance by the consumers has been remarkable. The market has never had such a wide variety of hardware, so reasonably priced."

Looking to 1992, Fine believes some industries will face bigger changes than others, particularly the electronics business, but he says the record industry is less likely to be affected. "We are all getting caught up in this concept of 'Europe 1992', but the biggest change I can see for our industry is that improved documentation and the crossing of borders might make the distribution of music more efficient."
As the major record companies grow bigger and more impersonal, there is an increasing number of small independents who lack strength individually but together make up a significant percentage of today's market. With 1992 just around the corner and satellite broadcasts on the increase, this situation will continue to grow. M&M presents a selection of some of the most exciting and dynamic labels that our Talent Tracks has had the pleasure of dealing with over the last year.

OC Records - Norway

OC (Oslo Concerto) of Norway was formed in 1986 by Joern Dalchow and Carl Magnus. It represents a small concern, based primarily around the group Coco. At the end of 1986 the group's first single (Take My Hand) reached a respectable #13 in the Norwegian singles chart.

A distribution deal with PolyGram followed and their second single Life Must Go On (featured on Talent Tracks) changed both the company's fortunes and the making of the band. Between 1987 and 1989, the company's single compilation projects, something which will continue as long as the bands are at the forefront of the dance scene.

Victoria Ediciones Musicales - Spain

VEMSA was formed in 1981 by Gerhard Haltermann who had previously been with Columbia Records for 5 years. M&M that time was the company's Jock To The Sound Of The Underground, which has become purely a retail outlet with a few branches. Then it set up a national distribution network and scored many big hits with Cozy Powell, Gary Rossington, My Eyes Off You by The Boys Town Gang, Soft Thai Tran by Clint Eastwood and ORF's Electric Sofia. The next step was a deal with CSR which allowed the company to concentrate on home-grown talent. The move quickly paid off, when Michael Cowen's Love And Devotion went #10 in Australia and also sold well in the US.

1988 saw the release of His- behouse's The Sound Of The Underground, which has become an international hit. The company has also just launched a new label called New Groove, dedicated exclusively to new beats. The roster includes Hunting and Percies. On a more mainstream level it is concentrat- ing mainly on two acts - Angie Brown and Big Star. In 1989 the company intend to establish El Ultimo De La Fila and Mexi- cano, two of the most popular bands in Spain.

FM Revolver - UK

It has been a year of consolidation and success for Brian Carter (BCM) in Carter's own words: "It has been the year of dance music and most important- ly, the year of rap." They have had commercial success with B.V.S.P., E.P.M.O., Stetson and Rob Base & DJ E-Z Rock.

In the second half of this year BCM have been concentrating on new acts and new beat, something which will continue as long as the bands are at the forefront of the dance scene.

They will also be working on new projects by Francesco Nu- poli, B.V.S.M.P. and their CD compilation projects, something that has been particularly popular with the West German record buying public.
Off The Track - France

Peter Murray and Emmanuel Thibierge had the idea for Off The Track (OTT) four years ago, when they were running their own production company. Their first success was with Have You Ever Seen Me Dancing by British Colony, which sold 400,000 copies - enabling the duo to build their own studio.

Off The Track was born from Murray and Thibierge’s rising frustration with the notoriously unimaginative French record industry. Their dynamic, no-nonsense approach has already paid off. In 1988, their first year of operation, they concentrated on a few. He is also rising to stress that the company is not interested in competing with UK and US product.

Dureco - Holland

Dureco was formed in 1952 by the Brunswick brothers and in the 70s scored massive worldwide hits with The Smurfs and Father Abraham. More recently they have had considerable success with MC Miker G and DJ Sven’s Holiday Rap and in 1988 Chica Cahuas by Tatiana and The Gipsy Kings’Bamboloes.

According to Managing Director Hans Tonino the company has recently changed its philosophy. Whereas they used to sign a lot of artists in the hope that some would make it, now they concentrate on a few. He is also keen to stress that the company is not interested in competing with UK and US product.

The others were the excellent Monary Games by guitarist Tho-

m Deitold, Steve Thompson’s highly acclaimed LP (now dis-
tributed worldwide by Phonag) and the self-titled debut by

Dominique & The Wordsmen.

Ala Bianca - Italy

After 10 years in the business of publishing and releasing records, Ala Bianca, could be called a veteran compared to some of the other companies who appear here. It has a catalogue of over 2,000 titles including the multinational hits Songs Treasure and Figi Delta Stella by Allen Sorenti.

Two years ago the company founded three different labels to accommodate the varying styles of its artists: Flea Records for Italian dance music, River Nile for rock and Bravo for pop and instrumental.

Ala Bianca’s own video company, VBR, was launched last year and has made the videos for Bimba, by Don Pablo’s Animals, and Alan Sorrenti’s Figi Delta Stella among others. The company also expanded its publishing interests and manages the master and publishing catalogue of Rispetto - whose biggest artist is Zucchero (1.1 million albums sold this year).
JANUARY

Music: 1988 - The crop of successful female songwriters: Tracy Chapman, Melissa Etheridge,与一些名字的词曲作者成为一线。

FEBRUARY

Music: Pink Floyd - list group to perform at Versailles Belinda Carlisle's Heaven Is b/ Place On Earth Hot 100 Top 100 - Terence Trent D'Arby starts longest no. 1 album run for male vocalist in 1984 (8 weeks) - the most successful debut list so far since Sade's *Diamond Life* - 15 year-old Vanessa Paradis conquers UK.

March

Music: Sabrina's Boys hit no. 3 Hot 100; beginning of longest run for any continues record - 39 weeks * Skoal & Agents become 5th French act to hit 100,000 LP sales * Brit + 72 Heart - Taylor made for Europe.

MAIN EVENTS 1988

Drury Dancing up to no. 4 - Billy Ocean's *Get Outta My Dreams* for 4 weeks favourite on Euro airwaves - A-Ha kick off Eurovision with no. 1 Airplay single. Stay On These Roads * Pet Shop Boys score 2nd no. 1 in Hot 100 with * Heart - the longest top 10 runner of '88 (6 weeks) * Iron Maiden's Seventh Son LP cracks Top 100 in its first week.

Media: Germany's TV top pop show 'Fremd Eins' celebrates 200th episode * Holland's 3rd terrestrial channel, 'Nederland 3' goes on air * FM's in France gain in popularity - U.K. radio's largest contract so far with SMC * Super Channel losses cause sale talk * Coca Cola backed Eurochart on screened on Germany's Tele 5 * John Peel wins Radio Academy Award.

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**MA N E V E N T S 1 9 8 8**

**J U L Y**

Music: Top level line-up of jazz artists gather at North Sea/Montreux. Three have SSL; Ross has three SSL and Emma; German transport climbs the Hot 100 again due to sales explosion in UK. Michael Jackson produces Back to Back. Germans find over 3,000 all 3 Euro charts for 3 consecutive weeks; never before has an artist managed to return with an LP to the Top 100.

**A U G U S T**

Media:戎 Eireann Mor's LP Maestro moves into Euro Top 5. After absence of 4 years, Jackson's Thriller re-enters Euro Top 20.**

**S E P T E M B E R**

Music: Springsteen, Gabriel, Sting, D'Urso and Chapman join for Human Rights tour. Collins stars in Buster movie. Top acts perform at Ibiza '92. The Only Way Is Up: Yazz & Plastic Population occupy top spot Hot 100 for 3 weeks. Europe books one of the biggest Top 100 jumps of '88 with One Of This World LP. Climbing from 63 to 18. John Farnham releases new LP. Paris's classic AM radio Scotti* is back. Although having no hit singles, Talk Talk's ambitious Spirit Of Eden LP is master piece. While Bad Celebrates 26 weeks on charts, Chapman's debut LP takes over for top 6 weeks - amazing stretch for a debut LP. Star- rted stack-up for charity LP for Greenpeace, Breakthrough.

TRADE: Top 50 or 100 bands face 1st UK anti- piracy action. Virgin sells 74 million for 33% over last 2 years.

**O C T O B E R**

Music: Longest LP runner of '88. Phil Collins goes back to top 100. While Bad celebrates 26 weeks on charts, Chapman's debut LP takes over for top 6 weeks - amazing stretch for a debut LP. Star- rted stack-up for charity LP for Greenpeace, Breakthrough. Industry: Enigma signs deal with Virgin. GEMA Head Schulze criticises MPA. Stema* is back. Although having no hit singles, Talk Talk's ambitious Spirit Of Eden LP is master piece. While Bad Celebrates 26 weeks on charts, Chapman's debut LP takes over for top 6 weeks - amazing stretch for a debut LP. Star- rted stack-up for charity LP for Greenpeace, Breakthrough.

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The Hottest Stars Of 1988

For the fourth time, Music & Media presents the Year End Awards, based on statistics from the European Hot 100 Singles and the European Top 100 Albums from issue 50 1987 to issue 50 1988. Nine awards are presented, each in the form of a Top 1. We should stress that the winners in these categories are chosen purely on the basis of their success in the respective European charts: the awards are in no way founded on editorial likes or dislikes.

The Jury Report

1. Top Selling Single Of The Year
   - "I Should Be So Lucky" - Kylie Minogue
   - "Nothing's Gonna Change My Love For You" - Wham!

2. Male Artist Of The Year
   - Michael Jackson
   - Mark Eit "Cliff"

3. Female Artist Of The Year
   - "We All Follow In His Footsteps"

4. Debut Single Of The Year
   - "Nothing's Gonna Change My Love For You" - Wham!

5. Album Of The Year
   - "The Pursuit Of Happiness" - The Hooters

6. Video Of The Year
   - "On The Road Again" - The Pogues

7. Overall Achievement
   - "Making It In The 80s" - Pete Waterman (PWL)

8. A&R Man Of The Year
   - "Busting Out Of The Box" - Pete Waterman (PWL)

9. Record Label Of The Year
   - "A&R Man Of The Year" - Pete Waterman (PWL)
SPONSORSHIP IN THE 90s

Co-Funding - A Marketing Asset?

By Robin Vuk

Sponsorship is big business: major rock tours rarely go unsupported; television co-productions with support sponsorship are emerging. Admins like Bert Bell (BBM) and satellite TV provide yet more openings. Meanwhile, Radio 2 (City) and RTE/Luxembourg joint venture, talks of 'programme support opportunities' for advertisers and shows of the independent radio (IR) format are increasingly sponsored by companies eager to reach new audiences.

The growth and potential power of sponsorship is well illustrated by the advertising campaign in the last two years by Pepsi Cola. Its profile in the UK has been higher - its sales are up by 35% and its market share has climbed by a healthy 2% to 17% of all UK soft drink sales.

Two successful UK legs of world tours by Michael Jackson and Tina Turner, promptly backed by Pepsi, have helped spread the word. And to push the message home, there have been TV ads featuring both artists. At UK radio level, a major sponsorship investment tying the 'name of America' to Paul Gambaccini's US network has paid off with increased audiences. And programme makers have more money - driven approach, and more co-ordinated campaigns have been mounted - such as Pepsi's for Jackson and Turner - the rewards for broadcasters, artists, promoters and record companies have been high. Parsons expects quite a few more sponsorship tour-multiples, especially with major rock tours, than when he was, according to most IR stations in the UK.

PPM Managing Director Tim Blackmore is proud of PPM's programmes, but has reservations about the commercial success of the company. He says: 'Our role is to enhance the magazine, not to enhance our commercial success - but we can do both. And to push the message home, there have been TV ads featuring both artists. At UK radio level, a major sponsorship investment tying the 'name of America' to Paul Gambaccini's US network has paid off with increased audiences. And programme makers have more money - driven approach, and more co-ordinated campaigns have been mounted - such as Pepsi's for Jackson and Turner - the rewards for broadcasters, artists, promoters and record companies have been high. Parsons expects quite a few more sponsorship tour-multiples, especially with major rock tours, than when he was, according to most IR stations in the UK.

PPM Programme Director Tim Blackmore: "But it is a plus factor for existing advertisers. Just having your name on radio simply is not enough." Bagley, along with others in the industry, thinks the level of sponsorship will ultimately be regulated by the stations themselves.

Paul Brown is Head Of Radio Programming at the IBA and takes a detached but positive view of developments. He played a significant role in the re-instatement of the clauses on sponsorship in the government's 1973 independent broadcasting act.

Brown joined the IBA, from the Programme Director's chair at Victory in 1983, at a time when the IR industry was in bad shape. Regulations were relaxed and the concept of radio 'co-funding' arose, along with similar developments on the new television station, Channel 4.

Brown sees to PPM Production's 'Rockin' Britain' as a good example of successful programme sponsorship, but has reservations about the power line. Ironically, the IBAs action in allowing co-funding to help those stations which had needed extra revenue has possibly created a money-driven approach, to the detriment of traditional marketing initiatives.

PPM is the UK market leader in co-funded network programming. From small beginnings as a production house set up by Piccadilly Radio in Manchester, it now operates out of London and has branded the Pepsi-sponsored 'US Countdown' and 'Rockline' sponsored by The Midland Bank, which are transmitted by most IR stations in the UK.

PPM Managing Director Tim Blackmore is proud of PPM's programmes, but has reservations about the current system. "One of the things that takes something away is that as programme controller, the programme maker who asks what the programme will sound like, but quite the same way after UK deregulation seems unlikely. But, for the moment, such initiatives remain a great credibility and revenue.

Network sponsored shows do however have major drawbacks. PEP's 'Rockline' causes problems in local schedules at the end of each series - when the logo is replaced for about 13 weeks, twice a year. Stations have to juggle presenters to fill the gap. Overall, programme sponsorship initiatives are still a long way behind the US, where venues are sources of income. Tim Parsons, one of the UK's largest rock promoters, feels there is enormous potential but says artists often resist sponsorship for fear of losing credibility. However, when co-ordinated campaigns have been mounted - such as Pepsi's for Jackson and Turner - the rewards for broadcasters, artists, promoters and record companies have been high. Parsons expects more sponsorship tour-multiples, especially with major rock tours, than when he was, according to most IR stations in the UK.

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**SINGLES OF THE WEEK**

- Phil Collins - Airplay
- Enya - Sales

**SURE HITS**

- Yello - Tied Up
- Cissy & Whitney Houston - I Know Him So Well
- Fleetwood Mac - The Chain

**EURO-CROSSOVERS**

- Continental records ready to cross-over
- Dieter Bohlen - Silent Water
- Debbie De Soirée - La Vie, La Nuit

**EMERGING TALENT**

- New acts with hot product.
- Will To Power - Baby I Love Your Way

**ENCORE**

- Former M&M tips still in need of your support.
- Marion Hill - Freaks (Live)
- Ambious Lovers - Love Overlap

**ALBUMS OF THE WEEK**

- Guns 'N Roses - G N' R Lies
- Shakin' - The Coolest Cut
- Steetsonic - In Full Gear
- Elaine Page - The Queen Album
- Nasty Box Incorporated - Cash
- Labi Siffre - So Strong
- Art Garfunkel - Garfunkel
- Rick Astley - Hold Me In Your Arms
- Al Jarreau - Heart's Horizon
- Living Colour - Vivid
- Jeff Healy Band - See The Light

**EXPLOSIVES CHART BUSTERS**

- Airplay Top 50
- Cliff Richard - seldom
- Bomb The Bass - Say A Little Prayer
- Yello - Tied Up
- Erasure - Cracker International
- Jean-Jacques Goldman - Il Changeait La Vie
- Hot 100 Singles
- U2 - Angel CI
- Milli Vanilli - Baby Don't Forget My Number
- The Castles - The Sound Of C
- Londonbeat - 9 AM
- Top 100 Albums
- Claude Francois - Le Piks Grand's Success
- France Gail - Le Tour De France
- Rondo Venesiano - Arabesque

**FAST MOVERS**

- Annie Lennox & Al Green - Put A Little Love
- Pet Shop Boys - Left To My Own Devices
- Tanita Tikaram - Twist In My Sobriety
- Enya - Orinoco Flow
- Bros - Push

**TOP 100 SINGLES**

- Dire Straits - Money For Nothing
- The Police - White Flag
- Roger Daltrey - You're The One
- Culture Club - Church Of The Gold
- Eurythmics - Here Comes The Sun

**HOT ADDS**

- Breaking Out On European Radio
- Cissy & Whitney Houston - I Know Him So Well
- Phil Collins - Where Did Tomorrow Go

**MUSIC CHEF'S RECIPE BOOK**

- Mrs. Smith to order: Pies and Pastries at a glance.
- **Equipment and ingredients:**
  - Use a food processor.
  - Preheat the oven to 350°F.
  - Use a rolling pin.

**Your Key To Europe**