Celine Dion was the true star of MIDEM 1996. The Canadian singer was seemingly omnipresent at the 30th anniversary of the music industry convention, French culture minister Philippe Douste-Blazy presented Dion with the Chevalier des Arts et Lettres award, the decoration that she’s known for wearing. For more information on Dion’s new album, see page 6.

France Urges EU To Reduce Tax On Music

by Emmanuel Legrand

CANNES - The French government has called upon the European Union to add recorded music and videos to the list of goods which will fall under its reduced VAT rate of 5.5%.

The move brings the issue of the VAT rate on music into the European spotlight, with France calling on all EU member states to back its initiative.

Currently, records and videos are taxed independently by each EU country. France, with a 20.6% levy, has one of the highest rates.

Speaking at MIDEM, French culture minister Philippe Douste-Blazy said his goal was to have the question taken into account when EU authorities discuss the harmonisation of VAT rates in 1997.

“This issue will be tough to solve because it requires a unanimous vote from all EU member states,” he explained.

“But we have the will to make it happen. I am convinced that our partners can be interested in such a measure, especially for the youth, who are the prime consumers of records.”

Douste-Blazy has appointed a ‘flying ambassador’ Andre Larquier—former president of France’s international radio service RFI—to explain the importance of this measure to other countries.

The announcement was welcomed by music industry representatives, who have been asking for records to fall under a reduced VAT rate for the past five years.

French president Jacques Chirac has endorsed the move, as has prime minister Alain Juppé.

Patrick Zelnik, president of industry body SNEP, says the full support from French authorities was a good omen, adding that IFPI is now fully behind the French industry.

“We welcome the minister’s renewed commitment on VAT,” SNEP managing director Herve Rony says. “Now, our energy will be turned to Brussels, where we intend to convince European authorities of the necessity to introduce the reduced VAT rate on records and videos. We don’t see why cinema tickets should have a 5.5% VAT rate and not records or video tapes.”

Amos’ Volcano Erupts On New Album

LONDON - On her latest album, Tori Amos evokes the powers of Hawaiian volcano god Pele to mend her broken heart.

She recorded Boys For Pele in a damp Irish church, where she settled with her harpsichord. The resulting 18 songs are even more complex than her previous album Under The Pink.

Dutch pubcaster VARA producer Leo Blokzijl argues that she’s moving away from writing songs towards composing musical pieces.” See page 11

Virgin Signs elemental, Clean Up For Continent

by Thessa Mooij

MUNICH - After acquiring the licensing rights for the One Little Indian label last summer, Virgin Germany has now signed a similar deal with elemental and Clean Up.

Virgin Germany will market the labels in all territories outside the UK, USA, Canada, south-east Asia and Mexico. One Little Indian artists Bjork and Shamen are not included in the deal.

Virgin Germany head of marketing Karin Schemik says bands like Chumbawambba contribute ‘a wealth of very hip, alternative material’ to the existing Virgin roster.

continues on page 23

French Franchise Applicants Reveal All

by Dermott Hayes

DUBLIN - The five applicants for Ireland’s new national radio franchise have been put through their paces by the Independent Radio and Television Commission (IRTC) during a one-day hearing in Dublin.

Each of the five consortia was given just 35 minutes to present its case. Then each was questioned in detail about its plans and intentions.

The IRTC panel was concerned about the staying power of the applicants. Chairman Niall Stokes hinted that there may be a legal requirement on the victor to adhere to the promises made in its application.

Each consortium is made up of financial, broadcasting and entertainment interests and there were some new investors announced on the day of the hearings.

continues on page 23

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continues on page 23
Céline Dion

Falling Into You

The brand new single released 19th February

Sony Music
Italian Senate Stalls Vital Radio Lifeline

by Mark Dezzani

MILAN - A much-needed lifeline which would have given Italy's troubled local broadcasters a financial boost has been blocked by the country's senate.

Proposed amendments to the 1986 Massimo [Broadcasting] Bill would have allowed local TV and radio stations to sell off and buy up frequencies for the first time since the 1986 legislation was introduced (Music & Media, December 16).

The changes also proposed extending existing provincial licences until January 2000, unless a new media law is legislated.

However, despite parliamentary approval last December, Italy's senate has so far failed to approve the measures, a necessary move before they become law.

The reason for the delay is that caretaker prime minister Lamberto Dini was forced to resign last year after the country's right-wing parliamentary group, headed by media magnate and former prime minister Silvio Berlusconi, threatened to withdraw its support, calling for immediate elections or constitutional reform.

The regional and TV radio associations FRT and AER, which represent over 1,000 local stations between them, had appealed to Dini to use his power of decree to temporarily make the amendments law before he resigned.

However, AER lawyer Dettesara Cifaldi says any such move is unlikely in the near future, following Dini's resignation. "Given his resignation and the continuing government crisis in Italy, I cannot see us making any headway with the legislation in the near future," she says.

More bad news for local broadcasters has been uncovered by the FRT association, which discovered that planned 1996 subsidies for troubled regional and community stations have been cut from 2,260 billion (app. US$186 million) to 14 billion.

To add to the woes of Italy's local private stations, the annual fee payable to the government for temporary licences is due to double this year.

Many of the country's smaller local stations had been banking on selling duplicate frequencies or selling off frequencies and reducing their coverage area to stay financially solvent.

A statement issued by FRT to Italy's acting minister of post, Agnello Cianchini pleads, 'Please do whatever you can to at least unblock the available subsidies which are absolutely necessary to revitalise many operators currently in serious crises.

This move is unlikely until the present government crisis is resolved or a new caretaker prime minister appointed.

Scoop Lands First Coup

Hamburg-based Scoop Entertainment and publishing partner MCA Music have secured the publishing rights for Such A Surge. All own-positions on the next two albums of the Sony Music Germany-signed cross-over funk metal act will be published by Scoop/MCA. Such A Surge's follow-up to the debut album Under Pressure is scheduled to be released on Epic in August. Celebrating the new alliance with the band are: MCA Music Germany MD Adreas Facklam-Wolf (far left), Scoop MD Martin Propp and Scoop MD Frank Pagen (both seated; next to Facklam-Wolf).

Ministry Wants Health Care Ads On Radio

by Charles Ferro

COPENHAGEN - The Danish health ministry has recommended that doctors, dentists, private hospitals, chiropractors and other parts of the health sector be allowed to advertise their services on the radio.

The commercial radio association KOMM said it hopes the recommendation will become law, as it could add revenue for society.

The ministry did not recommend that these entities be allowed to advertise on television, saying that it was too powerful a media. According to a 1993 ruling, health-care remedies may not be advertised on TV, and some limitations are imposed for radio spots, but they have full freedom with the printed media.

Minister of health and consumer affairs Steen Solberg says 'For many years we have had to live with completely opaque rules about the contents of radio advertisements, seen in relation to advertisements that are printed in newspapers.'
**Bulletin Board**

**Industry highlights this week**

**SPAIN**
Virgin Restructures In South
Virgin Retail's southern European operations are being restructured following the departure of Luis Urbano, Urbanova, former director general for southern Europe, left Virgin Retail before Christmas and is not being replaced. The territories he oversaw – Spain, Portugal, Italy and Greece – will now be handled directly from the company's London headquarters.

**UNITED KINGDOM**
Virgin Makes Debut Internet Appearance
Virgin is making a major commitment to the Internet with its new division, Virgin Net, under deputy manager Alex Duke. Virgin Radio will be the first to go live on-line before the end of March. The required software will be available free in anyone with an Internet connection. Music retailing capabilities are expected shortly afterwards.

Customised 'browsing' software will also be offered, and links will be offered to sites involving airline ticketing, financial services and all other aspects of the Virgin empire.

**ITALY**
T In The Park Goes Scottish
The third annual T In The Park, the festival concert sponsored by Tennent Caledonian Brewery, has been relocated from July 13-14 in Strathclyde Park near Glasgow, Scotland. Participating artists have not yet been announced. Last year 60,000 people attended the line-up including Supergrass, The Beautiful South, Black Grape, Kyle Minogue and Paul Weller.

**GERMANY**
Pay-Radio Wins First Licences
Pay-radio operators Music Choice Europe (MCE) and Digital Music Express (DME) have both managed to get in the German market with pilot licences for 100 satellite receivers (DME) and 400 cable households (MCE) in rural Bavaria. MCE is a joint venture between Sony, Time Warner and EMI. DME is backed by US cable network operator TCI and MTV parent Viacom. MCE plans to offer 44 music channels via cable in Munich and Frankfurt by the end of the year. DME will start in six of Germany's 16 states with 62 additional channels via satellite. The station's reach includes the states of Bavaria, Berlin, Saxony and Mecklenburg.

**PUNK BANDS JOIN A Carnival**
Popular punk rock act Die Toten Hosen is to promote its new album with a float at the Dusseldorf Carnival on February 19. This is the first time that a pop act has taken advantage of Germany's biggest street carnival for promotion. According to the band's management, the Toten Hosen will install the loudest mobile PA system ever licensed on German roads.

**HOLLAND**
Sky Radio Overtakes Competition
Murdoch-owned ACE station Sky Radio continues to accumulate marketshare. Predictions by station MD Ton Lathours that an FM frequency will make Sky Holland's biggest commercial station seems to have come true. The Intomart ratings for November/December show Sky clearly in the lead with a marketshare of 9.8%. National marketshare for Sky Radio as a whole, including Nationwide which has dropped from 9.5% in October/November to 9.8%. Gold-formatted Radio 10 Gold stays fairly constant at 8.2%. EER newcomer Hitradio Veronica does not fulfill the expectations of owners Holland Media Group and has to be content with a 2.7% marketshare.

**ITALY**
Jovanotti's New Manager
Ex-PolyGram Italy international exploitation manager Roberto Arcadu has left the company to form his own independent management company Soleluna (Sun & Moon). The new venture effectively manages the career of PolyGram signing and Italy's best-known rapper Jovanotti. Ex-CGD East West Italy staffer Elena Zenoni replaces Arcadu as PolyGram's new international exploitation manager.

**GERMANY**
**SAGE Campaign Targets Authors' Rights**
by Howard Llewellyn

Madrid - Spain's rights society SAGE has launched a campaign to increase public recognition of all authors working in the arts and of their rights to be paid for their work.

The month-long US$2 million TV, radio, cinema and press campaign on rights was kicked off on January 18 with TV ads showing a bunch of rowdy soccer fans singing a tuneless chant in support of the tenet. Imposed gradually on the image were the words: "This would be all the music we had if it were not for composers and songwriters."

First, The Author" is the first such campaign organised by SAGE, whose vice president Teddy Bautista says that Spain's estimated 70,000 authors (40,000 are members of SAGE) — want more than just a legal framework to guarantee their copyright income.

Very few people realise that the vast majority of authors are unknown and that their only income comes from authors' rights, he says. 90% of TV like the RAJs 'Disco' Ring' and Canale 5's 'Popcorn'.

In the 80s radio's influence and professionalism grew enormously. Dance music made in Italy grew with the rise of private stations. Until then it was not possible to get dance music on TV, but with radio exposure even TV networks gave a higher profile to dance artists.

Shake-Up At MCA Music

Hamburg - MCA Music Entertainment in Hamburg has restructured its management, splitting the company's marketing department into separate artist and strategic marketing divisions.

The company has also expanded its product management department.

Former MCA marketing manager Frank Strobele now heads the artist marketing unit with TV, radio and press promotion under his responsibility.

MCA has hired former BMG Arista Media senior manager for cooperations and event marketing Steffen Muller to head its strategic marketing department.

MCA Music's vice president Katherine Landahl has been appointed product manager of the MCA label effective immediately. Hinrich Stuekers has been promoted senior product manager and will handle the Geffen label and local artists Schwester S. and Rodelheim Hartreim Project.

Q: Which Italian artist deserves more attention abroad?
A: Italian rock star Vasco Rossi deserves to be heard more abroad. His words and music are very natural and personal. I don't want to blow our own trumpet but rapper Jovanotti, who started his recording career with Full Time Productions, does deserve to be heard outside Italy. Rossi's songs are to be heard more abroad. He understands the 'seigest' in popular music by releasing the right product at the right time.

Q: What music do you listen to at home?
A: I listen to radio all the time and to all of the big four private networks [Radio Deejay, RTL 102.5 Hit Radio, RDS and 105]. I especially like Italian music so I listen a lot to Radio Italia Solo Musica Italiana. For dance music I tune in to Italia Network and I like 101 Network for its high quota of US music.

Q: Which competitor do you most admire?
A: I have maximum respect for Roberto Zanetti [MD of dance indie DWA Records]. He is an excellent musician, a serious producer and a great person. I also have a lot of respect for Giacomo Maolini [MD of dance indie DWA Records] who is a brilliant manager and producer. Anything both of these talents put their hands on becomes a hit.

Q: If you could change something about radio today, what would it be?
A: We need to rebuild a reciprocal respect between labels and radio. Both have become too involved in each other's business. Labels should not become involved in playing and radio should not get involved in the careers of artists.

Interviewed by Mark Dezanni
Now More Than Ever
GET TOGETHER

From Their New Album
RESISTANCE
Out Now!!
The Power Of Radio

by Machgiel Bakker

CANNES - With all forms of media becoming more and more fragmented and searching for increasingly narrowly cast audiences, radio could be in danger of losing its identity. How can radio distinguish itself from the wealth of other communication channels? Can it use the unique features that radio can offer audiences and advertisers? This was the central theme of the MIDEM panel "Who Needs Radio?".

Panel moderator Music & Media group publisher Philip Alexander said there was no need for fear. Although radio will have to start competing fiercely with the ongoing assault of new media, its distinctive-ness guarantees it a bright future, he asserted.

"New forms of media will have to fight for a few more years to build themselves a profitable niche. Radio, on the other hand, is exceedingly cheap and is the most popular medium with the spread medium in the world."

President of French syndication company Ofredia, Jean Michel Brasseau, also spoke of radio's uniqueness. "Radio is a specific but necessary medium," he commented. "Different cultures and nations are all linked together through radio." 

Despite subscribing to the view of radio being an ever-present companion to all, publicist to National Endowment for the Arts, Rene Angelil pointed to a disturbing devel-

oment. "On this trend it is necessary for stations to establish their brand name off air with a clear product identity." Examples include the recording of radio pay-per-view concerts, event marketing, the sponsoring of CDs and the use of television to promote the same name. 

But the problem facing radio these days, continued Angelil, is not so much in the area of narrowingcast but by operating the "least objectionable programming philosophy of the stations, a management which does not take risks." 

For Johnnie Floater, president of US multi-media company What?, there is no doubt that radio can deliver the numbers if it is considered as part of the marketing mix. "It's so amazing how much power you can have with so little money. Anyone who has a message should utilise radio."

But he warned that radio should not be too narrowly defined. "Radio people tend to be very protective of radio. They define it as an 'on-line' business or a 'broadcasting' medium. But it's not. You are in the entertainment business. Form alliances with other (competing) media."

Floater used the example of the launch of Dreamworks/SKG last year. "David Geffen did not just create another record company. Dreamworks is a global multimedia company which deals with films, CD-ROMs, press, CDs and so on."

BR3's Sampson also used the panel to make a passionate plea for more dialogue with the record labels. "Until now there has been no international federation outside of IFPI to defend and manage the [copyrights of] many, to ensure they don't disappear to the ever more powerful multinational companies."

"When indie producers sign a licensing agreement with the majors and receive an advance to license a recording the multinationals expect to acquire the rights to the mastered recording as well." 

Limonelli adds that he expects IFPI to reach global status within one year, with indie bodies from Germany, Spain and Belgium expected to sign up within two months. The president France Donato, ADISQ VP public affairs manager Robert Pilon and Jeff UFFI president Bernard de Booss signed IFPI's draft statutes at MIDEM.

parallel Producers Federation Formed

by Mark Dezzani

CANNES - A new global federation of IFPI (International Federation of Independent Producers), aiming to represent national indie representative groups not affiliated to IFPI signed up its first associates at MIDEM.

The idea, launched at last year's MIDEM by the Italian indie association AFI, finally found support for its parallel producers' federation from France's UFFI (Union of Independent French Producers) and Canada's Quebec islands body ADISQ (Association of Independent Record & Sound Broadcasting). 

AFI board member Mario Limongelli, MD of the Italian indie name label, says IFPI's principle objective will be to protect indie producers exclusive rights.
Awards were presented to MD Roberto Zanetti was the Dance producer and DWA what they were looking for-who came to the stand knew contributed to this year's run Bruning believes that the PR writers, registered increased national artists and song-

CONAMUS, the Dutch Dancet Power line has been the first sampler to contain a Power V hits compilation is released the analogue in the Netherlands. Dino Dutch pop and MOR label Again Sam. analogue to independent Play It MIDEM 1996. Arcade -owned labels build up the stars the stations sneaked in record labels provided radio reach-

CANNES - The music industry has traditionally viewed its relationship with radio as a symbiotic one. In the past, record labels provided radio stations with hits which attracted listeners. In return, the stations sneaked in new talent and helped labels build up the stars of tomorrow. But ever since the arrival of commercial broadcasting in Europe, radio has begun turning away from the fundamentals of this relationship, the music industry believes.

Record executives feel increasingly alienated by the radio programmer who says, "We don't make trends, we follow them." At the Music & Medien-moderner panel "How Conservative Is Radio?" these frustrations were aired with fervour. Radio NRW head of music Jeff van Gelder would not accept the blame for rejecting new talent. "Just like record companies don't sign up everybody knocking on their door, radio does not have to play every record it gets."

"As head of music at Germany's largest private station, Van Gelder made it clear that "it is not my job to push record sales. My job is to keep NRW's audience." To illustrate his point he said, "Some 90% of the German population listens to radio every day but only 45% actually buys one or more CDs a year."

As program critique of radio the World SINGERS magazine is published in many countries. "Just like record companies, the radio industry feels ignored by its audience," according to van Gelder. "But buying a CD is an active decision whereas turning on the radio is a passive decision. Active music buyers are in the minority."

Race records MD Josiah Fehlau replied with the question "how conservative is the radio audience?" He believes, "Even passive listeners can be educated to widen their musical horizons by careful exposure to new styles."

European 2 programme director Guy Banville countered, "Our promotion can no longer be limited to radio. Labels have to prepare the ground for a new record before they go to the stations." Banville said he sees retail distribution as a critical factor in France. "Most records are sold in supermarkets over here. But they only stock around 40 titles. Airplay won't help you if your title is not available on the racks."

PolyGram Disques France MD Pascal Negret refused to accept any excuses for conservative playlists. "He sees the root of the problem in the competition-driven research and marketing orientation of radio stations in Europe. "Marketing and research have changed the meaning of the word 'new' into 'risky'," said. And risk aversion will kill music."

Paragon Research (UK) CEO Bob Pierson said, "There is no contest between research and creative programming. I am positive that creativity will still determine the sound of radio in the future."

Europe has compared the radio markets in San Diego and London to underline his point. "San Diego has a population of 2 million and 21 radio stations. The top station has a market share of 7% and the smallest station still reaches 2%. This is what I call a balanced radio market.

"But London, with a population of 9.9 million, has 22 stations. Market power is concentrated at the top with the largest station commanding some 18% of the market."

According to Pierson this situation does not generate the climate necessary to foster a wide range of music formats.

"The UK looks like a liberal radio market. But the existence of some 120 pirate stations tells a different story.

Sony Radio Networks Launches In Europe

Jermaine Jackson appeared at MIDEM to announce the world that the Jackson Five will sing together again and that a new disc will be cut shortly. He is pictured above (right) being interviewed during a press conference by an unidentified journalist.
French Music Industry Beats February Blues

by Emmanuel Legrand

PARIS - The French music industry used this year's MIDEM fair to announce a series of events designed to increase sales and the exposure of national artists during the month of February.

Traditionally a month characterised by slow sales, this year February will see the launch of the fourth annual "Fête du Disque". The event offers a free compilation CD of popular and upcoming French acts to anyone who spends more than Fr250 (approx. US$50) on music in all participating stores.

The initiative, coordinated by music industry body SNEP and supported by broadcaster RTL, is supported by a wide-reaching TV advertising campaign and retail display.

The other key event scheduled for this month is the "Semaines de la Chanson", which aims at promoting music and its various sorts of live events including concerts, radio programmes and singing lessons in classrooms.

The events, coordinated by radio personality Jean-Louis Foulquier and under the aegis of the country's culture ministry, will also see concerts held in other European territories. In Germany the concerts will be held in Berlin with Menénik, Waissi Dzip, Rachid Taba, Melaza, Zebda and PPP, in Spain in Barcelona with Kali, Zebda, Melaza and PPP and in Italy with Lokua Kanza, Slimaris, PPP and Zebda.

And finally, February is also the month of the French music awards ceremony Victoires de la Musique, whose classical show takes place on February 6 and pop show on February 12.

Scatting All Over MIDEM

Scatman John was one of the many European artists who performed at the Dance D'Or night at MIDEM on January 22. Organised by French media group AB Productions, the TV gala celebrated the success of European dance music. It featured the 10 best-selling dance acts of 1995, based on Music & Media's year-end Eurochart Hot 100, including performances by N'Trance, La Bouche, Sin With Sebastian and Nightrowers.

Presenting Scatman John, who was awarded a gold award by Dr. Pitch Control Joint MD Michel Petre, Iceberg Records label/promotion manager Mette Wiene and Iceberg president Manfred Zahringer.

Will There Ever Be A Single European Radio Market?

by Christian Lorenz

CANNES - The danger of a few key players dominating the European radio market seems a long way off, with the current Continental radioscape split into a large number of local markets.

But, panelists at 'Will There Be A Single European Radio Market?' discussion, asked how easy it would be for one company to dominate all these markets.

AIB France director Marc Pallian pointed out that Europe is too diverse to be regarded as one single market. "The European market is completely split in respect to regulations, ratings and advertising."

According to RTL France VP René Sautter, "only two European countries have strong national radio networks at the moment: France and Spain. In both countries, radio commands a relatively large share of the national advertising market."

Europe Development secretary general Jacques Perpere said a local and not global identity was the key success factor in the struggle for advertising budgets.

Increasing deregulation and economic growth are the driving forces behind the international expansion of radio networks. But they also attract competitors into the hot markets. You constantly have to re-focus on your audience's preferences."

To fend off competition, Perpere recommended 'entering into partnerships with local operators to understand the local identity. This makes radio a truly local medium'.

Sautter backed up Perpere by recalling RTL's history. "During the heyday of long wave broadcasting in the 50s we dreamt that we could serve the whole of Europe from Luxembourg. Then FM blew us away with shorter reach but higher audio quality. So we had to go out into other countries and start again locally."

Baltic Radio International chairman Toby Horton said, 'The challenge lies in creating a modern, youth-oriented station targeting areas with great cultural similarities in a universal language like English.' He pointed to Scandinavia and the bordering Baltic countries as the most dynamic radio market in Europe.

Sautter cautioned that 'the economic basis for regional radio is small compared to local or national operators. Regional radio will always stay complimentary to national radio."

MIDEM sh sh sh...  

The 1996 Polar Music Prize was this year awarded to Canadian singer Joni Mitchell and Pierre Boulez. Mitchell was the recipient of last year's Billboard Century Award—was honoured for her 'expression, ambitious lyrics and technical perfection'. Boulez was recognised for a role in contemporary music, the importance of which cannot be easily overstated. The prizes will be handed out by the Stig Anderson Music Prize fund of the Royal Swedish Academy of Music on May 8 in Stockholm.

European music can now be heard in Lebanon and Namibia. The Nokia Eurohit Punta Festival, together with two new radio stations in these countries, Radio Magic and Radio 98/Windhoek, respectively, is a fortnightly exchange of European music by a network of European radio stations, launched last year by cellular phone manufacturer Nokia and Finland-based company DiscoPay.

Hamburg-based independent promoter Public Propaganda has joined forces with UK promotion house Euro Solutions. The joint venture, Euro Propaganda, was finalised during MIDEM 1996. Public Propaganda MDs Kay-Oliver and Jens Wegener sealed the deal with Bob James, MD of Euro Solutions' parent Music House. Public Propaganda head of PR Thomas Weber announced that the company will promote dance and alternative product through radio, club and print channels.

UK Radio Authority CEO Tony Stoller does not believe that DAB will result in an unlimited number of new frequencies. In a keynote speech delivered at MIDEM 1996, Stoller stressed the necessity of frequency policing in the face of digital broadcasting. DAB offers new frequencies in the crowded FM band. According to Stoller, unlimited frequencies should not be allowed to result in a free-for-all. Stoller predicted that DAB could eventually create space for three additional national channels in the UK.
Multiple Formats No Problem

Philips Media vice president Michael Kushner considers the discussion on incompatible multimedia formats secondary. He is not afraid his products will remain on the shelf because of the Internet either. At MIDEM Christian Lorenz talked to Kushner and Philips Media VP music publishing Europe Jean-Michel Coletti.

M&M: Which will be the winning multimedia format, CD-ROM, CD-i or CD-Plus?
Kushner: This is not a vital issue to us. All three are CD-based carriers. The success of the different formats is directly linked to the availability of the corresponding hardware. In a way, CD-ROM has the biggest installed base of CD hardware today. But I would like to point out that Sega and Nintendo game formats have existed successfully next to each other for years now. I think we have a similar situation on the CD market.

M&M: Will the Internet eat into the CD market?
Kushner: I do not foresee any substantial shift away from carriers towards on-line services. However, it does not matter if our titles are distributed via the Internet or on a carrier. The consumer will still have to pay to use our product.

M&M: Will consumers not tire faster of a multimedia title than an audio CD?
Kushner: There is a huge difference between a visual and an audio experience in repetitability terms. Music is unique because it is an infinitely repeatable experience. You can play a record over and over again and actually enjoy it more. We just have to accept that lower repetitability is a feature of visual media.

Kushner: How many times do you read a book? You probably don’t read your Shakespeare every other day but you still like to have it in your personal library.

Kushner: You don’t judge the quality of a book by whether people choose to read it a second time. My concern is not whether people will play one of my products again, but whether they will go out and buy another one.

M&M: Will consumers stay interested in multimedia despite the current flood of mediocre titles?
Kushner: That is the most important issue for the whole industry. We are all wary of cheap, unimaginative product which we call “shovel-ware.” If a consumer has a series of disappointing experiences with multimedia products he will probably not buy another one. It is important for all of us working with multimedia to drive the medium forward. We have to create future demand by not disappointing consumers’ quality expectations.

M&M: How do you define quality?
Kushner: As the other Creators 1995 CD-ROM Doors And Windows for instance. I believe that discs based on a particular artist or actor mainly sell to fans. To be successful they have to be perceived as a personal statement by the artist. Therefore we try and work together with artists who have a vision of how to use the potential of multimedia. They have to want to make the product work.

C&G: With more ambitious, game-based titles like the Virtual Nightclub CD-ROM we are working on right now, it is important to have creative developers. We chose Trip Media for the Nightclub project because it has experience in designing innovative computer games.

M&M: Who buys multimedia products?
Kushner: It’s a mix of computer game freaks and music fans. Successful computer games are propagated by word of mouth and spread eventually beyond the hardcore game audience. That’s the stage we want to reach with our products. I see our main market as the 18–35 age group.

Coletti: Multimedia consumers are older than audio CD buyers. The 14–18-year-old kids who are the backbone of the music market are used to the funds they get to afford CD-ROM or CD-I (or access to the necessary hardware).

M&M: How big is the multimedia market now?
Kushner: We have shipped 100,000 units of the Cranberries Doors And Windows to date. Most of them to the US. We actually sell more units though record shops than software channels.

M&M: What is your biggest problem in marketing multimedia?
Kushner: We are not satisfied with the way multimedia is merchandised right now. We have to open record stores even further as a distribution channel. Ultimately, I believe you won’t get enough music buyers into software stores to create sufficient attention for our products.

M&M: Does multimedia provide the new promotion channels for recording artists?
Kushner: We are not interested in breaking acts through multimedia. The record companies take care of that business. Labels could use multimedia products as a supporting tool in promotion campaigns.

for more on multimedia see page 13.
Singles

3T
Anything - MJ/550/Sony ehr
PRODUCER: Michael Vail Blum
Michael's older brother Tito has taken his own brood under his wing. The three youngsters have Jackson blood flowing through their veins, so Boys II Men better watch their back. The crystal clear vocals of Tito's vocals is fierce competition for the already established R&B artists.

60FT DOLLS
Stay - Indolent/BMG r/a
PRODUCERS: Al Clay, Bruce Lampcov
In these depressing winter months, the Welsh rockers are like those first spring rays of sun. You see, these people have fun playing R&B and—like cheerful Supergrass—they don’t mind showing it.

ADDIS BLACK WIDOW
Innocent - Breakin' Bread/Polydor ehr/d
PRODUCERS: Various
Oakland transplants with a Swedish address, Pigeon and Darcean take up where Delasoul and Arrested Development left off. They expand the boundaries of smart hip hop by relying on a happy beat, contrasted by singing chilling accounts of street violence in lush, mellow beats. In line with the Swedish G-funk? And why not, the try seems to be brimming with crossover hip hop talent anyway. Roc-See sounds more soulful than menacing; the streets of Stockholm must be a lot safer than those of Compton.

ALICE IN CHAINS
Heaven Beside You - Columbia r/a/ehr
PRODUCERS: T. Veebe Wright, Alice In Chains
This ballad could do for Alice In Chains what runaway train did for soul Asylum. But don’t get fooled by the what Runaway Train did for Soul Asylum.

DUFFY
Needle Mythology - Indolent/BMG ehr/a
PRODUCERS: S. Duffy, M. Fixter, B. Lambert Duffys ethereal sound has finally found a center of gravity around which the wavy vocals can revolve. The lyrics of Needle Mythology tell the heartbreaking tale of a one happy girl, who chose to go down fast on her drug of choice.

GEMINI
Stand By Your Love Away - EMI ehr
PRODUCER: Ian Levine
These twins don't need gimmicks to climb the charts. They don't flirt with hip hop, Eurodance or cartoon characters. Pure pop will do the job for them. A fast track, acoustic guitars and love-toned vocals will melt any teenager's heart.

IRON MAIDEN
Lord Of The Flies - EMI m/r
PRODUCERS: Steve Harris, Nigel Green
You won't find these guys mollowing with age, even though the general feel of this track owes room for melodies and rhythm experimentation. Their rebel brics should appeal to any teenager worth the Metallica T-shirt.

RO-CEE
Getta All Da Bats - Plat/Dem/Jam Lab/Virgin ehr/d
PRODUCERS: Ro-Cee, Spicy Dee
Glamorous German band with an EHR hit potential. Not all German dance is loud, fast and catchy. Breakin’ Bread/Polydor

SEB
Sugar Shack - React/Dancepool ehr/d
PRODUCER: Seb
Fast German rave beat a la Scooter's Reaction/Dancepool ehr/d

SKUNK ANANSIE
Week - One Little Indian/Virgin a/m
PRODUCERS: Sylvia Mays, Skunk Ananse
This is one of the more accessible tracks from the angry noisy album Paradox & Sunburnt, currently embraced by MTV Europe. Frontwoman Skin shows her vulnerable side and the impressive scope of her voice on this mid-tempo, radio-friendly rock song.

SYBIL
So Tired Of Being Alone - PWL ehr/d PRODUCERS: Miller, Waterman
The 90s pop diva hooked up with wizzard producer Phil Oakey and deftly turned the Eurosurch Hot 100 Singles hit. Seb has even bigger chart potential, since his single is on a very cliche upbeat melody reminiscent of the now oh-so trendy Picnic. Definitely a cross-country and chart climber.

Audioblasts
Baby Boy - BMG ehr/r
PRODUCER: Kevin Best
Finally! A fly-girl who has the tough, seductive attitude of Salt ‘n Pepa, whose supremacy was unchallenged until now. M.C. Lyte and Mary-J. Blige chose for smooth R&B; but this cutie from South London mixes raw energy with an old fashioned soul sound and more polished background vocals. Let her spread that spark out over a whole album. Soon.

Albums

BABY D
Deliverance - Systematic/London ehr/d
PRODUCERS: Various
Former champion of the UK dance charts, these three musicians from London have crossed over to the UK chart big time. Which is not surprising, considering they make intelligent, innovative dance music. First single is Let Me Be Your Fantasy with its soulful vocals and bondage jungle rhythms was a UK number 1. The current single So Pure is a more up-tempo track, whose complex intro might be edited by EHR programmers, but which should otherwise have no trouble following the success of the other singles.

PAUL CARRACK
Blue Views - I.R.S. ehr/ace/r
PRODUCER: Peter Van Hooke
It's hard to listen to Carrack's voice without hearing Squeeze's Tempted in the back of your mind, but there are enough pop gems on this album to replace it. Always Have, Always Will and Somewhere In You Mind are mid-tempo soulrock bangers with an R&B organ and electric guitar, which could appeal to both EHR and ACE. The ballad Love Will Keep Us Alive has a more subdued sound; it's a perfect love song. The overall sound of the album leans towards warm, swampy soul rather than the bright poppy sound of Squeeze.

MARION
This World And Body - London a/ehr PRODUCER: Al Clay
Current darlings of the UK press, Marion also has a UK Top 20 hit on its hands with Time. Its sound is British through and through, but the way this Manchester band mixes guitar-driven rock with the dramatic styled vocals is unique. One minute into a Marion song and you will give up the search for music without lyrics and simply surrender to the rough edges. Marion waves between soft melancholy, as in the EHR candidates Wait and You Body Lies, and R&B energy (The Only Way).

BOBBY MACK
Sugar All Night - Provegue r/a
PRODUCERS: Bobby Mack, Bobby Arnold
There is something essentially sexy about blues from Texas. There are no hour-long blues albums, which it has. US A&R executives must have been sleeping to let a major act like Bobby Mack out hearing Squeeze's Tempted in the AmericanRadioHistory.Com

Single Of The Week

Single Of The Week

Bruno Mars - Baby
Cuts Out - WE A PRODUCERS: J. Wood, P. Houston
Whoever knows Penelope as the blonde bombshell folk star from San Francisco is either out of the loop or of those ideas right now. WE A Germany picked her out of small label obscurity with great reason. Houston has made an incredible rock album with a rockabilly tribute to femininity (Gladi A Girl), cheerful bass, nova rhythms (Locked) and the precious acoustic Sweetheart. Like REM, she oozes intelligent sensitivity, but there is more laid back nonchalance in her music, as if it wasn't constructed in the studio, but organically ripened over the years, which it has. US A&R executives must have been sleeping to let a major talent like this slip out of the country.

Penelope Houston
penelope houston ehr/d

New Releases

Singles and albums featured in New Releases are listed alphabetically. Each record is recommended for format or programme suitability. Abbreviations used include: EHR (European Hit Radio), ACE (Adult Contemporary Europe), R (Rock), D (Dance), C (Country), J (Jazz), NAC (New Adult Contemporary), A (Alternative), W (World) and M (Metal). Please send your samples to Thessa Mood, Music & Media, PO Box 9027, 1006 AA Amsterdam, The Netherlands.
Hawaiian God Brings No Radio Hits For Tori

by Thessa Mooij

LONDON - Don't throw away your old vinyl records of Mike Flowers Pops and Do You Know The Way To San Jose; they could become a lot more valuable now.

A child prodigy, Amos entered the Peabody Conservatory at five, only to find herself playing Gershwin standards in the gay bars of Washington while she was still in her teens. "I couldn't live with the piano in a regimented way," she once explained. "Flowers Pops is in no way regimented, except maybe in its endeavour to keep the fire of musical innovation and inspiration alive. Not coincidentally, the album is dedicated to Pelo, the Hawaiian volcano god. Combining the harpsichord with hallucinatory lyrics and a high sing-song voice, Amos has once again proved herself to be a complex artist without any clear-cut, radio-friendly singles in her hand. Caught A Lite Sneeze is the first single, but radio stations in the UK and Holland have also played other album tracks, such as Blood Roses, Professional Widow and Tahula, which is to be the second single. This doesn't worry East West head of international Ian Grenfell one bit. "We managed to sell four million copies of her last two albums," he says, "and if this one doesn't have a massive hit on it, that's okay. The best way to prove a kind of artist is not to dilute any of the art. Tori has strong ideas on how to present herself. She played for journalists in her own flat during the promotion of her first album. Obviously we don't care that now, but she's great with the media." Amos was also involved with the design of the CD cover, which shows her sitting on a porch with a shotgun, posing in true outlaw style. "The photo didn't go well in retail, but it was her idea and she stuck by it," says Grenfell.

German product manager Henning Mielke believes, "This is the time for her to break through like Bjork. It takes a while to get into the album, but you should never underestimate the consumer. With the last album we sold 120,000 units and we're now aiming for 250,000. We're trying to reach a wider audience of women and students, people who might have heard of her, but not the music." East West Germany has set up a joint venture with retailchains Word Of Music. "It's time to visualise Tori in major German cities." Mielke doesn't expect a big breakthrough on German radio. "It's all concentrated on Top 40 music, the really well-known artists. A lot of the radio programmers like her, but nobody will play her, apart from the private stations and specialised late night shows."

Dutch pubcaster VARA's 'Twee Meter Sesstes' is one of those specialised programmes. Producer Leo Blokzijl recorded a six-track live performance by Amos, who played solo on a Bösendorfer grand piano. "Watching her play is a very intense experience", he says. "She's obviously moving away from writing songs towards composing musical pieces. Tori Amos is not as accessible as Bjork, because her music demands a lot of attention from the listener. She herself is completely connected. DJ Jan Dougan, who swore he was with her in the recording room, but she totally ignored him. A couple of die-hard fans had turned up and she was complaining about having to perform in front of some 25 people, saying she'd rather be private. In public. But maybe that's just part of her act; she's also a very physical pianist, playing with her hands turned to the audience."

Europeans will be able to see Tori Amos live in action, as she is to tour the continent starting March. Many of the shows, particularly in Holland and Germany, are already sold out, which isn't bad for someone who has never had a hit single.

The Mike Flowers Pops Pop Across The Channel

LONDON - Don't throw away your old vinyl records of Meachar Park and Do You Know The Way To San Jose; they could become a lot more valuable now.

Flowers was a regular on the trendy London party circuit, playing camp tunes from the late '60s and early '70s, when BBC Radio 1 DJ Chris Evans suggested he should cover a contemporary hit single in fullbction Kurt Bacharach style. Chris Evans made Flowers' version of Oasis' Wonderwall record of the week and numerous A&R managers threw themselves at the then unsigned artist.

London Records managed to sign Flowers and two weeks later Wonderwall was released. It entered the UK chart at number 2 in Christmas Day.

London head of international Lizzie Anders thinks the time is right to treat Europe to the wonderful world of the Mike Flowers Pops. "We released it so fast in the UK, we didn't give Europe a chance. Now that it's been commercially released in Europe, it's beginning to cross over. Especially in countries like Germany, Scandinavia and Holland, where people get that particular sense of humour of Mike Flowers. Surely it must help break Oats for European radio, which is a bit more conservative and Top 40 oriented."

Some UK radio stations reportedly refused to play Flowers' single for fear of hurting Oasis' career, but according to Anders, the group from Manchester are great fans of the blonde-wigged band leader. "Flowers played a show in London just before Christmas and Noel Gallagher was right in front of the stage singing along. A lot of people actually think Mike Flowers Wonderwall is the original, which Oasis covered, but Gallagher doesn't mind. He's really pleased with it."

The release for a Mike Flowers Pops album has been scheduled for mid April. There is no definitive tracklisting yet, but Anders says he does great live versions of Bjork's Venus As A Boy, the Velvet Underground's Venus In Furs and MacArthur Park, besides writing his own material. Meanwhile, Flowers is doing European promotion in Germany, Benelux and Scandinavia. A UK tour will kick off in mid-February.

Mark Knopfler Digs Up His Musical Roots

NASHVILLE - After completing the Dire Straits' last two-year tour, Mark Knopfler decided to make a solo album, his first, for which he's filming scores he has composed. The album, Golden Heart, was recorded in London, Dublin and Nashville, all three cities which spawned pivotal musical traditions. Although Knopfler stays true to his trademark style, he has ventured into those traditions with the enthusiasm of a life-long music fan. "The guest list of Golden Heart is as impressive as it is eclectic, consisting of Chieftains Seane Keen and Derek Bell, Irish singer/songwriter Paul Brady, Louisiana guitarist Sonny Landreth, Cajun fiddler Michael Doucet and country megastar Vince Gill, who once declined an offer to join the Dire Straits when he was still working as an ace guitar player. The album will be released on March 25, while the release of the first single Darling Pretty is scheduled for February 28. A special radio edit will have to do without the song's Celtic intro."

Mercury international director Bort de Ruiter emphasises the wide variety of influences on this album. 'This album can reach beyond the regular Dire Straits fans. Although it has been recorded for the most part in Nashville, with local studio musicians, it's definitely not a country album. Knopfler is not only reaching back to his musical roots, but will also be playing smaller sized venues on his upcoming European tour, starting in Ireland on April 24 and due to finish early August. "Mark found the last Dire Straits tour a little too big, he didn't really like it," says de Ruiter. 'On this tour he will play mid-level theatres so he can let the music speak for itself.' Knopfler and his band, roughly the same musicians who are featured on Golden Heart, will play the new material, as well as Dire Straits songs.
**Market Place**

**THE COLOUR OF MEMORY**
The Old Man And The Sea - Iona (CD) (UK)
PRODUCER: Calum Malcolm
Traditional and electronic instruments meet on this collection of songs firmly rooted in the great Scottish folk tradition, while managing to sound modern at the same time. The Enya-like voice of Julia Dow soars above the music most of the time adding to the ethereal effect, but she also uses the deep end of her register to great effect. The song "Ragmara" is a fine example. Contact Ronnie Simpson at tel: (+44)141.420 1881, 141.420 1892.

**DEZERTER**
Deuter - Poison (CD) (Poland)
PRODUCER: Robert Matera/Krystek Grabowski
Melodies prevail with this punk-influenced rock band in spite of the fact that its material is hard and fast in general. Occasionally though, the group opts for a change of pace (the bluesy Colaciek Z Zelezou) but most of the time it chugs along at full speed (Mlodzy Hipokryztom, Part 1 O Mojey Majer). Contact Jan Chojnacki at: tel: (+44) 22.255 487, fax: 22.252 705.

**KUBRICK**
Part Two (The Love Vibration - Planet Dance) (Holland)
PRODUCER: Toho/kamidojo/yvn Kooten
This deep house tune is firmly embedded in a fist of pulsating synthesizers, but thanks to a sparse production the track is by no means overly busy. A strong melody and delicious chorus should extend the appeal of this track well beyond the dance floor. Contact Roel Kruize at: tel: (+31) 35.621 8144, fax: 35.621 6357.

**LOUNGE LZARD**
Flowers - Smores Internationale (EP) (UK)
PRODUCER: Lounge Lizard
The prime influences here are the Smiths and early days R.E.M. but that doesn't have to lead to predictable or tedious tunes. This quartet skillfully superimposes Morrissey's angst upon R.E.M.'s wilder side, a fact underscored by such songs as Flowers and Hold. Contact: Pete Flatt at: tel: (+44) 171.797 5485, fax: 171.221 7240.

**MIKEY SPICE**
When You're Lonely - Digital B/Stingray (Jamaica/UK)
PRODUCER: Bobby Dang
It comes as no surprise that this infectious slice of lovers' rock is already a massive smash in Jamaica—it has an extremely strong hook and Spice's sensuous voice carries it beautifully. Contact tel: (+44) 181.930 1070; 181.930 1073.

**ANDY SUMMERS**
Synesthesia - CPM (CD) (UK/US)
PRODUCER: David Hentschel/Andy Summers
Even after selling tens of millions of records with the Police, this guitarist has never shunned experimentation. This time he has teamed up with such fusion stalwarts as bassist Jerry Watts and legendary drummer Ginger Baker. He gravitates more towards rock than on previous occasions but jazz, ambient and oriental influences are still very apparent, while the album closes on a flamenco note with I Remember. Contact Pat Whalen at: tel: (+1) 612.375 9912; fax: 612.375 9927.

Records mentioned in Market Place are by acts signed to independent labels for which licensing and/or publishing rights are available, except as noted. Please send your samples to Rudi Cairo (regular products) and Mama Jimenez (dance product) at Music & Media, PO Box 9297, 1006 AA Amsterdam, Netherlands.

"Dance Grooves" provides dance tips and news for radio programmers on a weekly basis.

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**Dance Grooves**

by Maria Jiménez

The 30th anniversary edition of MIDEM was a platform for dance music to prove its longevity and diversification. Performances by Italian funk house crew Jefstofunk featuring Ce Ce Rogers, Japanese techno artist Ken Ishii and American techno DJ wizard Jeff Mills were just a few of the highlights from a week filled with dance music - commercial to underground. The following reviews are some of the top tracks and collections which were circulating in Cannes last week.

- **DREAMY DRUM & BASS**: Minix's new single Dreamtime (Mo Love Records) is a mellow jungle track with an ambient atmosphere. A Drum & Bass remix offers a dubbier option, while the T radio edit is an ideal crossover gem. Tel: +44 171 222 5542.
- **FINLAND DELIVERIES**: Finnish act RineRadio's new 3 track EP, RineRadio (Zen Master) is a smooth blend of urban sounds, jazz and technology. Aroma Al is a laidback, sax-lead track with solid rhythm and interwoven with snippets of drum and bass. By Radio rolls on a hip hop beat, while maintaining heavy jazz influences. Tel: +358 31 213 1260, fax: +358 31 213 1397, e-mail: zenmaster@finland.fi.
- **CHICAGO IN THE HOUSE**: Chicago based Prescription Underground is a positivity house label producing serious dance tracks from the likes of Ron Trent. Chez Dannier, Stacy Pullen and others. Warm, smooth, full of soul and with wide appeal. The Collected Sounds of Prescription is a wrap up of impressive numbers including Noni's Teaching Me, dPa's I Wouldn't and CVO's Party Time. Their Midem promo tape includes new topper Norma Jean Bell's soulful dubs. I'm The Only One. Prescription/Casual Records, fax: +1 312 642 8775.
- **PRIME TECHNO**: Dutch techno label Prime's new compilation Prime Numbers Volume 2 follows its predecessor as a high quality sampler of diverse electronic music tracks. Barooka's Play It Load is rhythms galore and active sound samples bouncing off quick beats. Quazar's Deeper Higher (Magic Side) is a hypnotic techno house at its exploratory best and Trance Rockadillo), is a smooth blend of urban sounds, jazz and technology. Aroma Al is a laidback, sax-lead track with solid rhythm and interwoven with snippets of drum and bass. By Radio rolls on a hip hop beat, while maintaining heavy jazz influences. Tel: +358 31 213 1260, fax: +358 31 213 1397, e-mail: zenmaster@finland.fi.
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**Short Takes**

Compiled by Raul Cairo

- **Studio time**: The Salt-N-Pepa ladies are putting the finishing touches to their yet untitled album scheduled for release sometime this spring.
- **Brandy** intends to begin work on the successor to her selftitled debut album in March. Babyface is among the guests.
- **Simply Red's We're In This Together** from the current album Life will be the hymn of this summer's European football championship.
- **Dre Straits main man Mark Knopfler** (also present at Knebworth) releases his new solo album Golden Heart (Vertigo) mid-March. The first single Darling Pretty to appear a couple of weeks earlier.
- **Sting's new album Mercury Falling (AdM)** will be in stores sometime in March. The set will be preceded by Let Your Soul Be Your Pilot.
- **Mick Jagger** plays harmonica on the new album by Jimmy Rip (House Of Blues). Rip played guitar on some of Jagger's solo efforts...
- **Also laying down tracks**: Cry Of Love and Corrosion Of Conformity (Columbia).
- **In order to promote their new album Perpetual (RCA)**, which is currently on international on February 5, Deep Purple will be on the road for the better part of 1996. The tour kicks off in the UK on February 15 and is the first with new guitarist Steve Morse.
- **Hello Spaceboy will be the third single** from David Bowie's Outside album. The remix is done by Pet Shop Boys, who are likely to appear in the video as well.
- **Dutch blues exile Hans Theessink**, who has been residing in Washington DC for years is currently doing well. Not only will he embark on a major tour this spring, but most songs on his current album Crazy Moon are to be featured in an upcoming movie by Swedish Austrian director Peter Patzak.
- **According to their longtime manager Doug Gouldstein**, who has been including Axl Rose, guitarist Slash and bassist Duff McKagan are all writing new material, although separately. In the mean time they are being sued by former guitarist Gilby Clarke, who claims that the band has wrongfully used recordings on which he participated.
- **Producer Glen Ballard**, who is still basking in the success of Alaiz Morris-sette's Jagged Little Pill, is currently at work in a Miami studio with a new album. The album is to be released in the fall.

"Short Takes" offers new release and artist information for on air use.
New Media’s Dare: Bogus Or Bona Fide?

As the most venerable of Europe’s music industry conferences winds up its activities this January, ambitious young Milia—also organised by the Reed MIDEM organisation—is getting ready to welcome exponents from music, publishing, cinema, computer, TV and other businesses related and interested in new media. Susanna Contini Hennink explores music’s involvement in multimedia.

New Media’s Dare: Bogus Or Bona Fide?

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The Rolling Stones Voodoo Lounge (Virgin), nominated for a Milia ‘95 award in the category Art & Music.

We Need You Says Who?

While there is no doubt that multimedia publishers/producers need the music business, does the music business need multimedia? Music’s marketing channels are traditional—radio (still the best way to sample music before you buy it), concerts (that kind of high can’t be replaced by clicking on your idol to hear him tell his favourite nursery rhyme), clubs (disco) and retail outlets (well, these could be replaced by telemarketing or the Internet if you don’t miss handling the jewel boxes or rubbing shoulders with similar-minded fans).

French multimedia publisher Infogrames Entertainment advisor to the president Denis Fortier maintains, on the other hand, that the music business is becoming more and more involved in multimedia productions. “There is an increasing interest among musicians and composers in the potential of multimedia to enhance and develop their creations,” he comments. “In addition many musicians (and record companies) are finding Internet sites a good way of promoting their music.” MIDEM vice president Brigitte Chainfreau second his opinions. “New media provide artists with another way of creating. Multimedia productions involve teamwork—integrating the know-how each individual brings with him or her.”

“We are entering a new era in which music will increasingly be considered in the same breath as multimedia, and in the coming years the technology involved will become much more user-friendly.”

Decem mentions Sony’s new CD Extra, which, like the CD Plus, can be heard on any CD player and accessed on computers with CD-ROM drive (both for audio alone and multimedia functions). Soon to be released on CD Extra by Sony are Bob Dylan’s Greatest Hits Vol 3, Alice In Chains Jar Of Flies and Toast The Wet Sprocketet Dulcines. CD Extra is in preparation are by Michael Jackson, James Taylor and Michael Bolton. As the general public is not yet familiar with these products, Decem says demo kits will be sent to stores and to the media to introduce them.

The problem of marketing new media products is a concern of both record labels and multimedia publishers. Decem says Sony’s products will be sold both in record outlets and in computer and audio equipment shops. But as many new media products bridge several disciplines—by definition they are ‘multi-media’—marketing cannot be confined to one outlet category. Milia’s Dattner indicates that mar-
marketing is one of the important issues to be addressed during the conference—one in which the music industry can supply valuable experience.

In the coming months, says Decam, manufacturers (such as Olivetti) will be introducing new products to do away with compatibility problems between different systems. Users will be able to navigate on the Net, access CD-ROMs (and other similar products) and have some computer capabilities.

Warner Music Europe director of new media development, Mike Thorne says that to date, Warner Europe's production of CD-ROMs is limited to some five titles, and consequently there is little significant data available at this time regarding sales in Europe. There are plans to produce new titles this year, but Thorne did not want to disclose details now. There will be announcements made around May when the titles are released.

Thorne intends to visit Milia this year as he did last year, because as he says, "Milia offers a good opportunity to meet professionals in multimedia-related fields."

CyberBand Jams In Virtual Studio

French musician and composer Rafael Relig will be presenting his CD Plus Ecosystem project at Milia—combining images and music, it is performed together with painter Judith Darmont.

Relig waxes lyrical about the potential of the Internet. He is a member of "virtual" band Red Rocket (started in early 1995), with some 20 members residing at the four corners of the earth. By means of software and a server created especially for the group in London by William Henrichall, Tim Brown and Matt Moller, it enjoys jam sessions in its virtual "studio" on the Internet in real time. Relig describes the music as "techo/groove/R&B."

"Through the Internet I get the feeling that outside of my country there are people sharing a similar sensitivity. We feel very close to each other. I can play with people across the world whom I wouldn't have met otherwise." After having met some of the band members in person, Relig comments, "In the first place the Internet is virtual—but it's good when it becomes real. Strangely enough, we have an incredible contact with each other."

Other Applications

New media is by no means solely a new stage for musicians to do their own thing. Record companies are involved in multimedia production on many levels, and in different capacities. For example, with the help of software programmes, digitalisation and advanced transmission procedures, record companies can produce space, time and money-saving catalogues for retailers. Music libraries, like EMI's KPM, are already digitalising their entire catalogue, and with the help of MARS/IBM software will be able to distribute selections to clients via ISDN lines (Music & Media, September 16, 1995).

Many music libraries and record companies already distribute their catalogues on CD-ROM. Music reference works such as Penguin Electronic Publishing's ROCKnROM: The Ultimate Database Of Popular Music on CD-ROM provide (like CD-ROM encyclopaedia) incredible amounts of information compressed onto one thin silver disc.
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<td>Heaven For Everyone</td>
<td>Queen - Parlophone (EMI)</td>
<td>B.F.D.C.H.</td>
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<td>L'aire Du Vent</td>
<td>Native - Walt Disney (Walt Disney)</td>
<td>A.D.C.H.</td>
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<td>Eine Insel Mit Zwei Bergen</td>
<td>Dolka Total - Ultrasound (Meck Die Musik)</td>
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<td>Everyday You Touch Me</td>
<td>Q.F.X. - Epidemic (Copyright Control)</td>
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<td>Bump Bump (Bootsy Shake)</td>
<td>740 Boys - Boy (Copyright Control)</td>
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<td>D.J. BoBo - Metrostar (EAMS I AAMI I High Fashion Music)</td>
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<td>Je Sais Pas</td>
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<td>From A Window</td>
<td>Northern Uproar - Heavenly (Deconstruction BMG)</td>
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<td>6/96</td>
<td>Northern Horizon - Heavenly (Deconstruction BMG)</td>
<td>Northern Uproar - Heavenly (Deconstruction BMG)</td>
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<td>I Don't Wanna Be A Star</td>
<td>Corona - Derrana (Evanagana)</td>
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<td>Free As A Bird</td>
<td>The Beatles - Apple (London)</td>
<td>D.C.H.</td>
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### European Top 100 Albums

**Week 6/96**

<table>
<thead>
<tr>
<th>No.</th>
<th>ARTIST</th>
<th>TITLE</th>
<th>Original Label</th>
<th>Countries charted</th>
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<tbody>
<tr>
<td>3</td>
<td>Queen</td>
<td>Made In Heaven</td>
<td>Parlophone</td>
<td>A.D.K.I.R.E.N.S.H.U.U.K.</td>
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#### **SALES BREAKER**

<table>
<thead>
<tr>
<th>No.</th>
<th>ARTIST</th>
<th>TITLE</th>
<th>Original Label</th>
<th>Countries charted</th>
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<tbody>
<tr>
<td>1</td>
<td>Tori Amos</td>
<td>Boys For Pele</td>
<td>East West</td>
<td>A.D.K.I.R.E.N.S.H.U.U.K.</td>
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<tr>
<td>12</td>
<td>Mylene Farmer</td>
<td>Amane No Resort - Polydor</td>
<td>A.F.D.C.H.</td>
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<tr>
<td>19</td>
<td>Cranberries</td>
<td>No Need To Argue - Island A5</td>
<td>A.D.K.I.R.E.N.S.H.U.U.K.</td>
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</tbody>
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**Notes:**
- **SALES BREAKER** indicates albums registering the biggest increase in chart positions.
- The European Top 100 Albums chart is compiled by BPI Communications BV. All rights reserved. Compiled from the national sales charts of 16 European territories. Each week, a recognition of past European sales of 100,000 units, a recognition of sales of 1 million units, and a recognition of sales of 10 million units are indicated by a symbol following the charted entry.
### United Kingdom

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**United Kingdom**

1. Babylon Zoo - Spaceman (EMI)
2. Coolett feat L.V. - Gangsta's Paradise (MCA)
3. George Michael - Jesus To A Child (EMI)
4. Michael Jackson - Earth Song (Warner)
5. Louis Armstrong - What A Wonderful World (Sony)
6. Madonna - Like A Virgin (Virgin)
7. Madonna - You'll See (Warner)
8. Madonna - You'll See (Warner)
9. Mylene Farmer - L'Instant X (EMI)

**Spain**

1. Gloria Estefan & Arcadia - Puerto Suen (BMG)
2. Enya - The Memory Of Trees ( Warner)
3. Enya - The Memory Of Trees ( Warner)
4. Madonna - You'll See (Warner)

**Denmark**

1. Babylon Zoo - Spaceman (EMI)
2. Everything But The Girl - Missing (Warner)
3. George Michael - Jesus To A Child (EMI)
4. My & My Friends - Basta (Mega)
5. Michael Jackson - Earth Song (Sony)
6. Madonna - You'll See (Warner)
7. Madonna - You'll See (Warner)
8. Madonna - You'll See (Warner)

**Netherlands**

1. Madonna - You'll See (Warner)
2. Madonna - You'll See (Warner)
3. Madonna - You'll See (Warner)
4. Madonna - You'll See (Warner)
5. Madonna - You'll See (Warner)

**Switzerland**

1. Coolett feat L.V. - Gangsta's Paradise (MCA)
2. Michael Jackson - Earth Song (Sony)
3. Madonna - You'll See (Warner)
4. Madonna - You'll See (Warner)
5. Madonna - You'll See (Warner)

**Germany**

1. Everything But The Girl - Missing (WEA)
2. Madonna - You'll See (Warner)
3. Madonna - You'll See (Warner)
4. Madonna - You'll See (Warner)
5. Madonna - You'll See (Warner)

**France**

1. Madonna - You'll See (Warner)
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3. Madonna - You'll See (Warner)
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**Italy**

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**Sweden**

1. Madonna - You'll See (Warner)
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**Ireland**

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**Portugal**

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**Hungary**

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Breakin' and Entering

A weekly Eurochart analysis by Ramon Dahmen

When an artist chooses her name from the word Notorious and her first two albums make the exact same fast move into the European Top 100 Albums as every fan-based record should, it's no surprise that Tori Amos—real name Myra Ellen Amos—snatches this week's Sales Breaker Award. With her latest effort, Boy Fights From Pole (East West). Leaving out the 1988 US album Y East Tori Rend (back then still on her own imprint) and the compilation on the basis of playlists of European stations programming alternative rock for 17-34 year-olds, fulltime or during specific dayparts.

The European Alternative Rock (EARR) Top 25 is based on a weighted scoring system. It is compiled on the basis of playlists of European stations programming alternative rock for 17-34 year-olds, fulltime or during specific dayparts. The European Adult Contemporary Europe (ACE) Top 25 is based on a weighted scoring system. It is compiled on the basis of playlists of European stations programming soft pop/rock sounds for adults.

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VISIONS OF A SUNSET
THE U.S. RADIO SMASH HIT

PERFORMED BY
SHAWN STOCKMAN
OF BOYZ II MEN

The Film Is Now Number 1 In The U.S.
Playlist Additions:

**Mucci° De Benedetto** - General
Sandro Alberghini Prog Dir
Filippo Pedeli DJ
RADIO BABBOLEO/Genoa

Zucchero - 11 Vole
Generic Blondes - Out There
Antonella Ruggiero - La Filastrocca
3T - Anything
Roberto Vecchio - Dove
L’Homme Van Rena - The Real
Caligobi - Hey Como
Ligabue - Viva
Pea - Hello
Tori Amoe - Caught A Lite
Ginned Morandi - Giovane

Playlist Additions:

Aivaras Gelzknis - Head Of Music
RADIOCENTRAS/Vilnius

Tom Cochrane - Wildest Dreams
Ten Sharp - Whenever I Fall
Lloyd Cole - Baby
Collage - Safe
Garbage - Stupid Girl
George Michael - Jesus To A Child
Baby D - So Pure
Voo Voo - Nie Spec
Cher - One By One
Melissa Etheridge - I Want To

Playlist Additions:

Adam Kolacinaki - Head Of Music
ERR

Marek Janata - Music Dir
RADIO ZACHOD/Zielona Gora

Toto - The Turning Point
Al Lancelotti - Wish I Were
Edwyn Collins - If You Could
No Mercy - Missing
Perfect - Nie Day Sie Zabic
Great Bl..ms - TB I Hear It

Playlist Additions:

Stefan Vadocz Head Of Music
RADIO TWIST/Bratislava

Christopher Gompel - Producer
RADIO MODERN/St. Petersburg

Marvel Mauk - GM
OPEN RADIO 2X2/Moscow

Spain

Cadena Real Radios:

Replay Berlín
-

Power Play:

Sandro Alberghini Prog Dir

Power Play:

Michael Schmid - Prog Dir

Power Play:

Michael Schmid - Prog Dir

CARAS DE FIERRO

Radio Additions:

Michael F. Sanchez - Prog Dir

Power Play:

Michael Schmid - Prog Dir

Power Play:

Michael Schmid - Prog Dir

Replay Berlín

Power Play:

Michael Schmid - Prog Dir

Power Play:

Michael Schmid - Prog Dir

CARAS DE FIERRO

Additions:

Michael M. de la Cruz - Prog Dir

Playlist Additions:

Edi Frenkler - Head Of Music
Jacek Hopfer - Head Of Music

Power Play:

Marcia Bisiorek - Head Of Music

Power Play:

Marein Sobesto - Head Of Music

Power Play:

Note Majewski - Head Of Music

Power Play:

Rafael Revert - GM

Spanish Additions:

Miquel Raval - Head Of Music

Power Play:

Emilio Garzón - Head Of Music

Power Play:

Paco Iglesias - Head Of Music

Power Play:

Francisco Javier López - Head Of Music

Power Play:

Cristian Barea - Head Of Music

Power Play:

Andres Esteban - Head Of Music

Power Play:

Spanish Additions:

Rafael Revert - GM

Spanish Additions:

Miquel Raval - Head Of Music

Power Play:

Emilio Garzón - Head Of Music

Power Play:

Paco Iglesias - Head Of Music

Power Play:

Francisco Javier López - Head Of Music

Power Play:

Cristian Barea - Head Of Music

Power Play:

Andres Esteban - Head Of Music
**Playlist Additions:**

- Joan Osborne - One Of Us
- Strictly Inn - Walls Of Sound
- Gin Blossoms - Till Hear It
- Morro Posse - Herbert
- Willy DeVille - Runnin Through
- Six Was Nine - Mission Basin - Half A Minute
- Art Menge - Laisse-Moi Partir
- Solo - Heaven
- Sidewalk - Autrement
- Melee. Le Seul Remade L.V. - Throw Your Hands Up
- Oasis - Don't Look Back
- Joan Osborne - The Ladder
- Bucketheads - Got Myself Together
- Joan Osborne - One Of Us

**M&M Airplay Station Reports**

**Europe**

**VOICE OF AMERICA**

A: 1) 2050 Füst-Hungarian Radio

**EHR**

- Electro - Programm Conductor
- Liz Elliott - Music Operations

**EUA**

- Joan Sperke - Head Of Music

**BETE**

- Elena Caresani - Head Of Music

**ACE**

- Jean Luc Zwietert - Prog Dir

**PLAYLIST ADDITIONS:**

- Joan Osborne - One Of Us
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- Sidewalk - Autrement
- Melee. Le Seul Remade L.V. - Throw Your Hands Up
- Oasis - Don't Look Back
- Joan Osborne - The Ladder
- Bucketheads - Got Myself Together
- Joan Osborne - One Of Us
CSA, Music Industry Make Quotas Easier On Radio

by Emmanuel Legrand

PARIS - Radio operators have positively welcomed a series of measures announced by French broadcasting authority CSA to make the country's 40% national music quotas easier to implement.

The measures are the result of discussions within the organization Musique France Plus, which comprises radio and music representatives.

The news comes as French industry body SNCF and the six major record labels unveiled initiatives designed to counter stations' complaints that the current level of French music production is too low to enable them to meet the quotas.

The CSA amendments were presented in Communiqué 320, and make a number of concessions to the country's radio stations.

The Authority, for example, proposes to take into account the diversity of radio formats and the different efforts [made by stations] to play works by new talent when monitoring the quotas.

In addition, the Authority has changed its definition of new product. From now on, the CSA will consider product to be new for the first six months after release for albums and three months for singles.

The authority says it will continue to "informally" monitor stations to see if quotas are being met on a basis, but will officially use quarterly figures to ensure that the law is being met. This should give stations a better chance of adapting their programming to meet the quotas.

French industry body SNCF has welcomed the changes and announced its own initiatives to boost the production of French music.

SNCF has unveiled a Fr15 million (app. US$2.92 million) five-year fund to finance and support production, especially projects from independent labels.

"Our goal is to promote and strengthen national repertoire with an active production policy and by supporting new acts," explained SNCF president Patrick Zelnik. "But all this will be worthless if there is no proper exposure."

In addition, affiliates of the six major record companies (BMG, EMI, PolyGram, Sony Music, Virgin and Warner Music) have unveiled a charter in which they promise to increase in local production in national programming.

The goal is an increase of 5% in the number of Francophone albums released this year. Meanwhile, the labels hope the number of singles released will rise by 25% while marketing and promotion investment will rise by 20% to a minimum of Fr340 million, of which Fr120 million must be invested in new talent. Such a measure could be repeated in 1997 and 1998.

"It is a voluntary gesture from major companies which shows our commitment to French production," explains Virgin France president Patrick Zelnik. "This is our answer to those who are accusing us of not producing enough new material."

Irish Franchise continued from page 1

The following information was revealed about each applicant:

Radio Ireland: The inclusion of 22 million (app. US$3.10 million) investment capital from International Investment and Underwriting, Thomas Crozier & Co, a well-known provincial publishing group and the Irish Farmers' Journal to this consortium has added considerable weight to its claim. Dubbed "Radio Riverdance" because of the involvement of Riverdance producers, John McGolgan and Moya Doherty, the group had been perceived as too heavily weighted with people from the entertainment sector. Its target audience is the 30-40 age group with extensive news material being released and without full-scale promotion.

Although the deal includes all of European, Schemik concedes, "All markets are different. For instance, the French office is showing considerable interest in UK raper Pushead's project Credit To The Nation, while Italy may be geared towards more pop-oriented artists. The Virgin policy is to let each country decide on local releases."

For the German marketing of the lesser known acts a small department of two product/promotion people has been set up. This is a new concept: one person does all the groundwork for a specific act," Schemik says. "They will start building them up from an underground level. Once the acts have attained chart potential, they will be supported by the main promotion department."

Irish News

This summer marks the ten year anniversary of The Irish Times. In 1896, Richard Branson's Virgin Radio has a 12.85% stake and Belfast Downtown Radio holds 12.5%.

Energy 100: This group made its pitch for a younger age group and said it would target 15-24-year-olds. Although controlled with a 50% shareholding by the Dublin based ACE Classic Hits 96FM, three regional radio stations—Highland Radio, Galway Bay FM and WLR in Waterford—have minority stakes. The group's programming would mix Irish pop, New Wave, Irish traditional music, a bilingual chart show and its own record company to support Irish music and artists.

New Ireland: This group is led by Colm O'Connell, the highly-charged managing director of Cork 96FM/County Sound 103FM and is made up of a group of private investors and venture capital money. Its target audience is the 30-40 age group with extensive news and current affairs coverage and an "easy melodic music mix."

Its submission predicted a four-year start up period in two phases, the first 15 months in development and widening programme variety, and establishing personalities in the latter.

National FM: This consortium has been given short shrift by the pundits. Chairman James Gordon believes the group is the only one to point out the company's experience in the dying days of the former franchise Century Radio gives it an advantage in the race. Gordon said his audience was again 25-45 year-olds. Gordon said the station would aim to capture 8% of the national audience to break even.
EHR Top 40

<table>
<thead>
<tr>
<th>No.</th>
<th>Week</th>
<th>Artist/Title</th>
<th>Label</th>
<th>Total Stations</th>
<th>New Adds</th>
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<tr>
<td>1</td>
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<td>GEORGE MICHAEL/JESUS TO A CHILD (VIRGIN)</td>
<td>(Virgin)</td>
<td>112</td>
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<tr>
<td>2</td>
<td>11</td>
<td>Michael Jackson/Earth Song (Epic)</td>
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<td>4</td>
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<td>Mariah Carey feat. Boyz II Men/One Sweet Day (Columbia)</td>
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<td>5</td>
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<td>6 Ace Of Base/Beautiful Life (Mega)</td>
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<td>6</td>
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<td>Everything But The Girl/Missing (Blanco Y Negro)</td>
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<td>Tina Turner/GoldenEye (Parlophone)</td>
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<td>Coolio feat. LV/Gangsta's Paradise (MCA)</td>
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<td>Joan Osborne/One Of Us (Blue Gorilla/Mercury)</td>
<td>(Blue Gorilla/Mercury)</td>
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<td>Pulp/Disco 2000 (Island)</td>
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CHARTBOUND

<table>
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<td>(EMI)</td>
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Airplay Action

EHR Top 40 commentary by Pieter Kops

Judging by its formidable leap into the top 20, together with a chart-point increase that earns it the Radio Active award, the hottest record on European Hit Radio this week is undoubtedly Jane Afternoon, the new single by Roxette. It is the second new recording to be taken from the Swedes' latest hit compilation Don't Bore Us...Get To The Charts, following the 1995 hit You Don't Understand Me, which left the chart one week ago—just as the new single entered.

Jane Afternoon marks the 18th hit record on EHR for Roxette, whose biggest successes on the format were their 1991 singles Joysride and Fading Like A Flower—both occupying the number 1 slot for two weeks, but not consecutive in the case of the former. In the Border Breakers chart (see page 26), the new song is already number 2 for the second week in a row, queuing up for bigger things just behind their fellow countrymen of Ace Of Base. A track record of Roxette's impressive array of Border Breaker triumphs was published in our January 27 issue.

On EHR, however, Jane Afternoon pauses at number 18, backed by a 55-station roster, including 13 new additions. This roster encompasses 14 countries, including heavy support in Holland, Denmark and Poland (71-83% airplay penetration), followed by Germany, Austria, Italy and the Czech Republic (35-50%). Looking at things from a regional perspective, Jane Afternoon is already the second-best positioned song in Poland and the third-best in Scandinavia (see Major Market Airplay, page 27).

Another hot record on EHR—and appearing all of a sudden—is Babylon Zoo's debut single Spaceman. This rather hard-edged "alternative" song, which certainly doesn't fit the softer end of EHR automatically in terms of musical style, is now the highest new entry in the chart—straight into the top 20 while completely skipping the Chartbound section.

Following its enormous pan-European success, Spaceman is currently number 5 in the Eurochart Hot 100 Singles—EHR programmers obviously could no longer ignore the intriguing track, the intro of which was used in a recent beer commercial. In fact, in first time reports earn Babylon Zoo this week's status of Most Added leader. The act's total roster on the format amounts to 34 stations in 13 countries, the most promising figures coming from Holland, the UK, Ireland, Italy, Spain, Denmark, Belgium and Germany. The song enters at number 5 in this week's European Alternative Rock Top 25 (see page 18). For a full background article on the act see Music & Media, February 3.

MUSIC & MEDIA

NEW TOP 20 CONTENDERS

Roxette

Roxette

Michael Jackson/Earth Song

Mariah Carey feat. Boyz II Men/One Sweet Day

Babylon Zoo/Space Man

George Michael feat. Princess Leia

Most Added

Roxette

Warhole

EHR Top 40 commentary by Peter Kops

A week that saw Roxette storms to number one, but that saw quite a few other artists only slip up a bit. The top 20 will undergo some change for the week due to the aspect of the chart, entries and moves determined by airplay.

Airplay: A week that saw Roxette storms to number one, but that saw quite a few other artists only slip up a bit. The top 20 will undergo some change for the week due to the aspect of the chart, entries and moves determined by airplay.
definition of sound
“pass the vibes”

pass the vibes is the blistering new single from definition of sound's forthcoming album "experience". produced by chris hughes, erstwhile associate of tears for fears, pass the vibes is perfect and essential for your playlist. so pass the vibes!

nicolette
“no government”

no government is the groundbreaking first single from nicolette. single of the week in virtually every british magazine.

the face called her "an edith piaf for modern, hard times". seductively surreal and socially soulful, 1996 will be the year of nicolette.

lloyd cole “baby”

baby is the second single from lloyd cole's critically acclaimed "love story" album. it is the follow up of "like lovers do" an EHR favourite for many months and the track many radio programmers requested.

you want it, you got it: lloyd cole's exquisite new single baby, on radio stations where quality counts.

oleta adams
“rhythm of life”

rhythm of life, the classic oleta adams track, remixed for 1996 and included on her latest album moving on. tailor made for european hit radio.

expect oleta on tour in europe soon. don't worry, be happy, just play it! your audience will love you.
Border Breakers

Mainland European records breaking out of their country of signing

<table>
<thead>
<tr>
<th>TW</th>
<th>LW</th>
<th>WOC</th>
<th>Artist/Title</th>
<th>Original Label</th>
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<tr>
<td>1</td>
<td>1</td>
<td>9</td>
<td>ACE OF BASE/BEAUTIFUL LIFE</td>
<td>(MEGA)</td>
<td>DENMARK</td>
<td>82</td>
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<td>2</td>
<td>3</td>
<td>9</td>
<td>Roxette/June Afternoon</td>
<td>(EMI)</td>
<td>SWEDEN</td>
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<td>Corona/I Don’t Wanna Be A Star</td>
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<td>ITALY</td>
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<td>Vaya Con Dios/Stay With Me</td>
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<td>BELGIUM</td>
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<td>Stakka Bo/Great Blondino</td>
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<td>Michael Learns To Rock/Someday</td>
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<td>Me &amp; My/Baby Boy</td>
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<td>Caught In The Act/You Know</td>
<td>(HKM)</td>
<td>HOLLAND</td>
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<td>9</td>
<td>16</td>
<td>6</td>
<td>Roxette/You Don’t Understand Me</td>
<td>(EMI)</td>
<td>SWEDEN</td>
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<td>La Bouche/I Love To Love</td>
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<td>Ace Of Base/Lucky Love</td>
<td>(Mega)</td>
<td>FRANCE</td>
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<td>Alliance Ethnik/Honesty &amp; Jalousei</td>
<td>(Delabel)</td>
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<td>Cardigans/Sick &amp; Tired</td>
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<td>Scatman John/Song Of Scotland</td>
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<td>&gt;</td>
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<td>Gipsy Kings/A Ti A Ti</td>
<td>(Colombia)</td>
<td>FRANCE</td>
<td>18</td>
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<td>Addis Black Widow/Innocent</td>
<td>(Breakin’ Bread/Polydor)</td>
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<td>&gt;</td>
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<td>Jovanotti/L’ombelico Del Mondo</td>
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<td>Rebeca Tirnqvist/Good Thing</td>
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<td>Rebeca Tirnqvist/Good Thing</td>
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<td>Rednex/Rolling Home</td>
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<td>Aray Of Lovers/Give My Life</td>
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<td>Randy Crawford/Give Me The Night</td>
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<td>Fun Factory/Construction</td>
<td>(Control)</td>
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</table>

The new single by the celebrated gipsy band crosses over to Poland in a big way, scoring playlistings at no less than 13 stations in that country, including platinum-ranked public national EHR outlet Polskie Radio 3/Warsaw and a few gold-ranked stations. But that’s not all. In Spain, the up-tempo Spanish-language, flamenco-driven song gets airplay at the country’s national music-formatted platinum-ranked Cadena Dial/Madrid. Despite its language, however, the song is also playlisted at Germany’s gold-ranked ‘national music’-formatted Berlin 88.8/Berlin. Other territories that have tuned in to the new example of the Gipsy Kings’ invigorating sound are Switzerland (EHR station Radio Pilatus 104.9/Luzern), Slovakia (ACE-formatted Radio Twist/Bratislava) and Estonia (EHR-formatted Raadio 2/Tallinn).

On The Road

Border Breakers

The Gipsy Kings grab the highest new entry in this week’s Border Breakers chart with their new single ‘A Ti A Ti’, as it surfaces on playlists of 18 stations in six territories. The French-signed Columbia act, whose international break-through was marked by their 1987 hits Bamboleo and Djobi, Djobi (then released through P.E.M./Phonogram France, and much endorsed by Music & Media at the time), thus enjoys its fourth Border Breaker hit since the inception of the chart in October 1993. Their last one, Lo Rumbas De Nicolas (1995) did best, peaking twice at number 5—once for two consecutive weeks. Their other successes included Escucha Me (1993, peak 6) and Medley (1994, peak 12). In 1991 they hit the EHR Top 40 with Baila Me, peaking at number 24.

The new single by the celebrated gipsy band crosses over to Poland in a big way, scoring playlistings at no less than 13 stations in that country, including platinum-ranked public national EHR outlet Polskie Radio 3/Warsaw and a few gold-ranked stations. But that’s not all. In Spain, the up-tempo Spanish-language, flamenco-driven song gets airplay at the country’s national music-formatted platinum-ranked Cadena Dial/Madrid. Despite its language, however, the song is also playlisted at Germany’s gold-ranked ‘national music’-formatted Berlin 88.8/Berlin. Other territories that have tuned in to the new example of the Gipsy Kings’ invigorating sound are Switzerland (EHR station Radio Pilatus 104.9/Luzern), Slovakia (ACE-formatted Radio Twist/Bratislava) and Estonia (EHR-formatted Raadio 2/Tallinn).

The charts on this page track the border-crossing movement of product. The Border Breakers chart ranks the 25 most successful Continental European records making airplay impact outside their country of signing (solely achieved in the original country is excluded from the calculations).

The second chart, Channel Crossovers, registers the airplay penetration of unsigned artists in mainland Europe. While the third Top 25, the Atlantic Crossover chart, ranks the most successful non-European artists according to airplay impact in Europe.

All three charts are non-format specific. ‘Country Of Signing’ is not necessarily an indication of where the artist comes from, but, more significantly, where he/she is signed. An increasing number of national artists are signed to "foreign" labels and M&M wants to acknowledge the crossover impact of such deals.

The new fax number for reporting your playlist to Music & Media is (+31) 20. 487 5151.
### Major Market Airplay

The most aired songs in Europe’s leading radio markets.

#### UNITED KINGDOM

<table>
<thead>
<tr>
<th>Position</th>
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#### SCANDINAVIA

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<tbody>
<tr>
<td>1</td>
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<td>2</td>
<td>Rozwietlacz/Janet Ewan</td>
<td>EMG</td>
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<tr>
<td>3</td>
<td>George Michael/You Are Not Alone</td>
<td>EMI</td>
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<td>4</td>
<td>Kostek Yorah/Tak Kuchar</td>
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<td>Chris Tom/Same Passion</td>
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<td>Fleetwood Mac/Long Beach</td>
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<td>7</td>
<td>Shaggy/You Treat Me So Bad</td>
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<td>Ewa/Anywhere I Am</td>
<td>WEA</td>
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<td>9</td>
<td>Katarzyna/Don't Leave Me</td>
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<td>Stephanie/You Can't Stay</td>
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<td>2</td>
<td>Tina Turner/Goldeneye</td>
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<td>N'Trance/Mr. Supremos</td>
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<td>El Bosco Novia</td>
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<td>Erickson/El Eluso</td>
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<td>Mo &amp; Myly/Shaggy</td>
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<td>TasteThe/Elle e Elle</td>
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<td>Ac Of Base/Beautiful Life</td>
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### All charts are available via AmericanRadioHistory.com
STING

let your soul be your pilot

NEW SINGLE

FROM
STING'S NEW ALBUM 'MERCURY FALLING'
OUT MARCH 4TH

AmericanRadioHistory.Com
EUROFILE
Europe's best directories with accuracy guaranteed
by the Billboard Music Group
Eurofile Music Industry Directory

Eurofile Music contains detailed information on 15,000 companies in the European music business, making it the complete guide for the European music industry.

All listings give address, telephone and fax numbers, and names and titles of top executives. Many listings give extra information about a company’s products and/or services. Also included are Country Factfiles, a Record Company/Music Product Index and a Label/Record Company Index.

Four Directories in one! New: World Equipment Manufacturers Guide. Listing 850 professional audio, video and soundcarrier pressing & duplicating equipment manufacturers, complete with a Manufacturer/Product Index.

New: World Record Company Guide. Listing major and top independent record companies, complete with listings of their owned, licensed and distributed labels, in the world’s top twenty-five music markets: United States, Japan, Germany, United Kingdom, France, Canada, Holland, Mexico, Australia, Spain, South Korea, Italy, Brazil, Belgium, China & Hong Kong, Switzerland, Austria, Sweden, Taiwan, Argentina, Norway, Denmark, India, South Africa and Indonesia. Also listed are major music publishing headquarters, international industry organizations, international publications and digital soundcarrier manufacturers in Europe.

New: European Studio Guide. Listing all recording/mastering and mobile studios with their equipment and staff members.

Categories listed
Record companies & distributors
Major retailers & retail suppliers
Music publishers
Trade & rights organizations
Major radio & television networks
TV syndicators & distributors
Video production & distribution
PR & media services
Trade publications
Major newspapers & consumer magazines
Record studios & mobiles
CD/MD/DCC manufacturers
Vinyl pressers
Cassette duplicators
Manufacturing services
Blank tape suppliers
Pro audio & video equipment suppliers

The Eurofile Music Industry Directory is published every winter

AmericanRadioHistory.Com
Eurofile Radio Industry Directory

Eurofile Radio is a unique, complete reference book on European radio and its related industries.

It contains facts on 2,500 public and private radio stations in western and central Europe, including key contacts, formats, number of listeners, frequencies, broadcasting hours and main music programs.

Country Factfiles and a Radio Station/Format Index make this directory an easy to use complete reference guide.

Also listed is information on over 5,000 radio-related companies worldwide.

Three Directories in one! As well as the Eurofile Radio Industry Directory, you receive the new exclusive World Equipment Manufacturers Guide listing 850 professional audio and broadcasting manufacturers, complete with a Manufacturer/Product Index, as well as the World Radio Program Guide listing 300 syndicated programs, complete with a Program Index by music content, talk content and language.

Categories listed
Public radio stations
Private radio stations
Jingle production companies
Commercials production companies
Program suppliers
Sales houses
Industry organizations
Programming consultants
Research companies
Equipment suppliers

Pan-European section
Satellite radio
International radio services
European organizations
International publications

World-wide section
Program suppliers
Consultants
Equipment suppliers

The Eurofile Radio Industry Directory is published every autumn
Eurofile Artists, Venues & Touring

The only comprehensive guide for the European talent and touring industry, contains names of over 5,000 artists with their European manager, booking agent, and/or record label.

Listings of over 2,000 concert venues with facts on size, capacity and programming and a cross-index on town and capacity.

Complete listings on 4,000 talent and touring-related companies are also included.

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Categories listed
Management/Bookings
Financial/Legal Services
Image/PR Services
Concert Promotion
Tour management
Music festivals
Event organizers
Merchandising
Music magazines
Musician magazines
Other Consumer magazines
Trade Publications
Trade Organizations
Rights Organizations
Trade Fairs
Sound & Lighting
Staging & Support
Travel Services
Hotels
Other Organizations
Equipment

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Yes, I want to order  □  _  copies of Eurofile Music Industry Directory
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Country __________________________________ Telephone __________
VAT number __________________________________ Fax __________

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☐  Please send me a quote on addresses on the following industry categories:
1  _____________________________________________  4
2  _____________________________________________  5
3  _____________________________________________  6
on  ☐  mailing labels  ☐  diskettes

☐  Please contact me with details of Music & Media's mail handling service.

If you need further details, please contact:
BPI Communications, PO Box 9027, 1006 AA Amsterdam,
The Netherlands, Tel: (+31) 20.487 5103.

For fast service fax to: (+31) 20.487 5131

Billboard Music Group
Direct Marketing Services

The information about the different business categories published in the three Eurofile directories is also available on self-adhesive labels and on floppy disk.

Each address record includes:
Company name
Contact person with title/function
Street address or PO Box
Town/Postal code
Country
Telephone number
Fax number

When ordering addresses on labels we deliver an additional list on paper including telephone and fax numbers.

Format
Eurofile mailing lists are available in all common formats, including:

Diskette
- ASCII hard return delimited
- ASCII comma delimited
- WordPerfect
dBase

Labels
- 4-up cheshire
- 3-up self adhesive

Rates

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<td>Per additional 100 addresses</td>
<td>40 54 24</td>
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<tr>
<td>For duplicate use we offer a 40% discount on the normal rates. For unlimited use we charge twice the normal rate.</td>
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BPI Communications' mail handling service
Our marketing department can co-ordinate and carry out an effective, complete direct mailing campaign for your company, including typesetting, printing, handling and shipping, brochures, letters, CDs, videos, T-shirts etc.