

RECORD BUSINESS

WITH
RADIO WEEK

Singles chart, 10-11, Album chart, 25; New Singles, 26; New Albums, 13; Airplay guide, 18; Video, 6-8; Small Labels, 24; A&R, 25.

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All-industry promo push by Xmas?

A BPI sponsored campaign aimed at promoting the concept of recorded music is on the cards for implementation in time for the peak buying season.

The matter is due for discussion at this Wednesday's BPI council meeting and chairman John Fruin told *RB*: "The final decision will be in the hands of the council, of course, but I am sure something will happen and that it will start sooner rather than later."

The BPI's willingness to try to tackle the problem not just of falling sales, but also the negative publicity which this

has attracted, will be welcomed by industry and retailer alike. An all-industry promotion scheme has been consistently advocated by *RB* following the introduction in America by the NARM organisation of the impressive 'Give The Gift Of Music' campaign.

Fruin said that he would like to see a "hard hitting" two-year campaign but noted that if TV advertising were to be used, a budget of £1 million would have to be financial support of interested parties like music publishers may have to be sought.

The anticipated outcome of Wednesday's meeting will be the formation of a working party which will study the problem and report back with suggestions about how and when the campaign should be mounted.

Meanwhile EMI publicity executive Brian Southall has been working closely

with the company's advertising agency Cream Creative Marketing to develop ideas with a view to interesting the industry in a joint promotion scheme.

Inspired by the 'Give The Gift Of Music' campaign Southall reports that the bones of the campaign will be ready for presentation to the BPI on Wednesday if needed.

"Cream has worked out a selection of logos, copy lines and costings for a media campaign including badges, stickers bumper stickers and display units and has even priced a possible TV campaign" said Southall.

"Of course we would need the approval of the whole industry to take the idea any further, but the bones of the campaign would be ready in time for Wednesday if necessary."

"I had originally been working on this with Cream in isolation. We had no idea that John Fruin was going to raise issue at the BPI Council meeting."



AS LONDON basked in the first sun of the 1980 summer (Tuesday July 22 at 3.15 pm to be precise), EMI Record executives leapt into the fishpond outside Manchester Square to cool off and sign The Speedos to a record deal. Pictured (left to right) are: manager Danny Mankowitz, EMI MOR general manager Vic Lanza, head singer Jimmy Penfold and Peter Hunsinger, marketing and repertoire general manager. The Speedos release 'Killer On The Dancefloor' (EMI 5096) on August 1.

Immediate end to RRP from CBS Records

CBS RECORDS last week became the third major UK record company to abolish recommended retail price.

The move is effective immediately, and has been made, according to the company, because "RRP has now lost its significance for consumers because of widespread and growing discounting".

In an attempt to help record dealers, CBS has prepared a special catalogue of average retail prices for its distributed product which will be available to retailers on request.

The catalogue was compiled during June by an independent survey of the prices being charged by record dealers throughout the country.

The growing trend towards abolition of RRP has already seen the PolyGram group scrap its use and EMI Records replace RRP with an ordinary list price. Unlike EMI, PolyGram has not so far issued dealers with guidelines for retail prices.

More RB Indie coverage

FROM THIS week, *Record Business* has extended its successful coverage of the small labels scene.

The regular weekly column and indie singles and albums chart has been extended to a full page of editorial and chart information on the exciting and hard-to-find independent labels, edited by John Hayward. The Indie Chart - carried by influential consumer papers *Sounds* and *Smash Hits* - will now run to a Top 50 singles and Top 20 albums every week in *RB*.

Remember, small label advertising in *RB* is supported by comprehensive editorial and the ONLY sales-based indie chart.

BPI acts on rental scheme

THE BPI is taking legal action against Preston-based record dealer Philip Ames in a bid to outlaw record lending libraries operated by retailers.

An application by the BPI for an injunction to stop Ames renting out records on the grounds that he is contravening the Copyright Act by encouraging people to tape records at home was due to be heard in the High Court last Friday.

Ames launched disc libraries in his Burnley and Blackburn branches just over a month ago on an experimental basis. If successful, he plans to introduce them to a number of his other outlets.

Ames told *Record Business* last week that he will be strongly contesting the

BPI's application for an injunction, and that he considered it to be the test case for record libraries.

Since launching his controversial rental scheme, Ames has also been approached by the MCPS and asked to place signs in his Burnley and Blackburn shops pointing out that home taping is illegal - a request with which he has complied.

The trend towards "rent-a-disc" schemes saw another record dealer - Disc Discounts in Bicester - introduce a record lending library earlier this month, as reported in last week's *RB*. At press time, the BPI had not announced whether it would be taking legal action against this retailer.

BIKO

New Single by Peter Gabriel

Biko c/w Jeitzi Komm! Die Flut and 'Shoahoyahoy 7"' version. Limited edition Picture Sleeve CB 370
Limited edition 12" version. Picture Sleeve CB 370 12



Charisma Records and Tapes
Available through Polygram Record Services Ltd.
Release Date: August 1st



K-tel TV on Paul Brett pushes tape

WITH A television commercial which emphasises the cassette version, K-tel is enjoying vastly improved tapes sales of its *Romantic Guitar* album by Paul Brett, now standing at 31 in the *RB* chart. "When we first released the album tape and LPs were selling in equal quantities. Now the ratio has settled down to about 60:40 against our normal 80:20 split in favour of the LP version," md Colin Ashby told *RB*.

The commercial stresses the portability of the cassette particularly for in-car and outdoor use, with the easy-listening treatments aimed particularly at the travelling holidaymaker. The record has been promoted in the Granada, ATV and Southern areas and results have been sufficiently positive for K-tel to look at extending the campaign nationally, but probably not until September.

Another offbeat winner broken by television is Warwick's *King Of The Road* by Boxcar Willie, which this week climbed into the top five. The Nashville artist was previously known only to country music fans in Scotland where club dates have helped build a reputation. Because of his Scottish following, Warwick's initial TV promotion was only North of the Border. The album of country music favourites has since been featured in the Harlech, Westward and Anglia regions, with limited exposure in the London area.

"Sales of over 100,000 copies so far in what is basically a flat market place provide again how powerful TV is in promoting an unknown artist to a mass market," commented Warwick md Ian Miles. He said that further TV promotion was planned for September.

Official BPI complaint over Bow Wow Wow

THE BPI has registered an official complaint with EMI over Bow Wow Wow's controversial single "C30-C60-C90 Go" which is alleged to encourage home taping.

Bow Wow Wow is managed by former Sex Pistols manager Malcolm McLaren, and national press comment was immediate when the 45 was released.

Now EMI managing director Cliff Busby has replied to the BPI. He said that as the band's signing took place before his appointment any action he could take would only create more publicity than has already taken place and would not serve any useful purpose.

However, if the record became a chart hit, as seemed probable, it would focus attention on a problem that exists within the record industry.

● Meanwhile EMI has followed the spirit of the disc by scheduling a unique C10 cassette version of the song in a limited edition of 10,000 for August 1.



PHONOGRAM SKINS Midlands mod band Circles to a worldwide deal. Pictured with the group (back, left to right) are Jeremy Enock, Phonomogram & R, Roy Massey and Glyn Davies, Soundz Management. Their first single, 'Angry Voices', will be released on Vertigo on August 8.

Chrysalis extends Ariola link in new Euro-deals

THE CHRYSALIS-Ariola link which exists in the UK via the jointly owned Tandem sales force has been strengthened in Europe as a result of renegotiated licensing deals. Simultaneously Chrysalis has not renewed its previous broad-based agreement with Phonomogram which covered five territories. Ariola's new association with Chrysalis covers the key German market along with Austria and Switzerland. The German company remains as licensee in Benelux countries, but has lost Spanish representation to RCA, which has also picked up the British label for Italy. In Sweden, Denmark, Norway

A&R for Robinson

PETER ROBINSON, CBS Records' marketing director for the last year, has resumed his previous position of CBS International A&R director, a job which had been vacant for five months. There are no immediate plans to appoint a replacement, and marketing responsibilities will be handled for the time being by managing director David Bertridge.

Conferences beat the axe

MOST MAJOR record companies are going ahead with their annual sales conferences despite the continuing industry recession.

RCA Records and PRT Pye, although their merger has yet to be finalised, are planning to stage a joint sales conference at the Grand Hotel, Eastbourne, on September 3, 4 and 5. Phonomogram and Polydor will likewise be staging their first ever joint conference during mid-September. It will be in the UK, but the exact dates and venue have not yet been decided.

CBS Records will be holding its conference at the Grand Hotel, Torquay, on September 4-6. The only major company with no plans to run a sales conference this year is WEA Records.

Meanwhile EMI is still weighing up a conference in Bournemouth in early September.

Shenton exits as Busby re-shuffles EMI factory

EMI HAS lost its third manufacturing and distribution chief within a year. Roger Shenton has left the company as a result of a top-level plant and distribution re-shuffle.

The sequence began last year when veteran Roy Matthews left to take up a consultancy at WEA's West Drayton factory. He was replaced by Philip Brodie - brought in from Pathe Marconi of Paris - who left only recently to be replaced by the promoted Shenton.

EMI Records new managing director Cliff Busby has taken over responsibility for all distribution and stock control

activities at EMI's Uxbridge Road, Hayes factory with immediate effect.

Kerry Humphries, distribution general manager at Hayes will report directly to Busby, while John Simmons, manufacturing general manager at Hayes, will report to Tad Anderson, the director of manufacturing and distribution resources for EMI Europe. John Tagg the production control manager, formerly responsible for both stock control and factory loading will now devote his whole time to the latter, reporting to Simmons.

Ken Townsend, recording studios general manager will for the time being report to Ken East the president and chief operating officer of EMI Europe and international, and Arthur Muirhead purchasing executive for EMI UK will report to Nick Payne UK operations finance director.

Bus-top play firm seeks disc business

SOUNDS IN Motion, the company which specialises in recorded music programmes played on buses, is making a new attempt to attract the attention of the record industry.

With a new managing director, Bob Green, formerly head of the Pearl & Dean advertising agency, SIM has improved the 8-speaker sound systems on the top decks of 500 buses it services in places like Edinburgh, Aberdeen, Manchester and Sheffield. Through these, it is claimed, an average of two million passengers can be reached weekly. Green and Sales director Terry Dyer will be demonstrating a SIM bus in London today and tomorrow (28-29).

SIM prepares a 60-minute weekly programme with commercials and a survey of passengers showed that 74 percent were in favour of the entertainment, with only 6 percent totally opposing it.

• SIM has offices in Edinburgh and London, the latter being at 24 Gilbert St, W1 (629 7321).

£40,000 push for McCartney LP in Trident

EMI RECORDS is spending an initial £40,000 on a three-week Trident TV campaign for the Paul McCartney album *McCartney II*.

The twin-commercial campaign kicked off on July 23 and EMI is considering rolling it out nationally if results are strong enough.

Two different commercials were prepared by advertising agency Cream Creative Marketing, and McCartney decided that both will be shown alternately.

£230,000 debts of Fuse Music

FUSE MUSIC, the publishing company run by Nigel Haines and Francis Dreyfus which administered songs by Genesis and Brand X, has gone into liquidation owing more than £232,000.

Formed in October 1975 by Dreyfus and Haines, Fuse's liabilities amounted to £244,000 set against assets which could realise £11,000. Approximately £100,000 is owed to Genesis and individual members of the band.

David Sloane of Sloane & Co. of 185 Kensington High St, London W8, the liquidators, held a creditors meeting on July 18 when it was revealed that the company ran into trouble in 1975-6 which was made worse by Dreyfus's own financial difficulties.

The company had clinched an administration deal for the Genesis songs in 1975, but Fuse had experienced increasing difficulties in meeting the band's dues.

Top CBS factory men on the move

A NUMBER of changes have been made in CBS Manufacturing's senior management in the wake of the opening of the company's new Aylesbury plant.

Phil Raifazens, technical operations director, is returning to the US and will be replaced by Bill Thorpe. David Gouldstone is appointed quality director and CBS' operations department, previously under the control of senior director, Tony Woolcott, becomes part of CBS Manufacturing.

MULLINGS

DURING THE next couple of weeks, the formal announcement of **Michael Levy's** appointment as managing director of RCA-PRT is likely. **Lord Grade** who has played such a prominent role in bringing the two companies together is in America where he will among other matters be seeking RCA's approval regarding the purchase price of **Magnet**, which reportedly will cost between £1 million and the asking price of **Terry Ellis's** home. In some quarters the magic million is regarded as a figure which may not entirely meet with RCA's approval, but the fact remains that the company is as chart-active now as at any time in its history. **Darts**, **Bad Manners** and **Matchbox** are all scoring in the Top 100 singles chart (which must say something for the effectiveness of the **Pye-Magnet** sales promotion team). **Matchbox** has also been doing its stuff in Germany, with three simultaneous best-selling singles, **Holland**, **Finland** and **Australia**, while 'Rockabilly Rebel' is attracting some attention finally in America. What happens if the **Magnet** deal doesn't come to pass? Well, in that unlikely event the PRT-RCA merger will not happen either is one view...

NESUHI ERTEGUN, WEA international chief, has been surveying the world markets for the benefit of **Billboard**. Among his quotes: "I think Britain is one of the biggest problem markets in the world today." He regards us as displaying the symptoms of a market seriously afflicted by home taping and is looking to the UK to pioneer a substantial blank tape levy as an example to other countries... sign of the times (1) - last week's news story on the launch of the German Bellaphon label here had **md Robin Taylor** fielding an endless stream of phone calls from job hunters. K-tel, by the way is also looking for staff, according to **md Colin Ashby**; (2) **Genesis's Duke** album becomes the first platinum 1980 release; EMI's licensed labels strength continues to decline - new **md Cliff Busby** has parted company with **Stax** and **Fantasy**. **Will Motown**, a particularly expensive deal, follow in due course?... in **Noto** magazine, Virgin chairman **Richard Branson** disclosed company overdraft running at £1 million with annual repayments of £250,000 - but expressed confidence in company's ability to ride out the industry recession... **Decca** running into a few problems in its efforts to release a **Del Shannon** greatest hits album - the **BBJ** company, owned by **Michael Bungy** and **Stephen Banks** - **Jukes** claiming it owns UK rights... during a cursory **Mullings** inspection on the smart new Phonogram offices, **Brian Shepherd** was seen emerging from a lift. "Ah - I've been spotted," commented the urbane ex-EMI a&e chief, who "is said had to overcome widespread apathy internally to signing and going along with the **Big Time** programme on **Sheena Easton**, whose '9 To 5' single now looks like improving the wisdom of the deal..."

THE VIDEO goes round and round - with **Blondie's Eat To The Beat** video cassette finally available last week in all formats, **Chrysalis** sold marketing and distribution rights to **Audiostar**, a company formed by the defunct **Film-A-Disc**, which in turn sold distribution to **Brent Walker**, **Sony** - and **Tandem** and **PolyGram**, the **Chrysalis** sales and distribution arms. International director **Des Brown** admitted the whole thing was "a bit curious", but explained that **Audiostar** was the first company to offer a substantial advance... the last of the summer wine? - at **Tony Stratton-Smith's** palatial **Farnborough**, **Oxon**, home on Sunday, leading industry liggers turned out in force to celebrate the tenth anniversary of **Genesis**... **Neon Music**, the company formed by **Bruce Welch** and **Brian Oliver**, is expanding its operations to include p.r., marketing and promotion. The **Neat** and **JSO** labels, which have no London staff, are already being serviced, as is **Cherry Red's Sent From Coventry** album... **Don Percival**, a recent departure from **Phonogram** after 11 years, is working on independent artists promotion from 499 2014...

EMI CASUALTIES **Bob Fisher** and **Martyn Barter** sent out imaginative invites to a farewell booze-up last week at **Gullivers** in the form of a cinema playbill for a production entitled **Escape From The Titanic**. They starred along with a number of familiar names, "in aid of the **Colin Burn** redundancy cheque."

RECORD BUSINESS

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Dr. Hook
Their new single

Hook Years From Now

“...And I'll hold you
years from now
And I'll want you
years from now
As I love you
tonight.”

In special
colour bag.



Cl 1654

Wholesale & Import Round-up

VARIOUS NEW distribution deals are in the pipeline for Surrey-based wholesaler **Stage-1 Records** following its successful handling of the Black Sabbath *Live At Last* album, managing director Nigel Howick claimed last week.

Already finalised is an exclusive distribution deal with Original Records, whose catalogue includes the cult album *Hitch-hiker's Guide To The Galaxy*. Original was previously handled by Parnote Distribution.

Howick said: "We've proved that we can do with the Black Sabbath album and in the last week or so we've numerous approaches from indepen-

dent labels and various negotiations are now going on."

Leytonstone wholesaler **S. Golds** has UK pressings of albums from Police, Joan Armatrading, Styx and Supertramp on offer this week at the special dealer price of £2.50.

Golds also has cassettes of Elvis Presley's *In Demand*, *Moody Blue* and *Welcome To My World* available at the dealer price of £1.50. On the video cassette side, Golds has just produced a new up-to-date catalogue of its 200 plus pre-recorded titles.

Lightning has just released a 15-single Everly Brothers box set on its own Old Gold label featuring such numbers as 'Bye Bye Love', 'Ebony Eyes', 'All I Have To Do Is Dream' and 'Wake Up Little Susie'. Retailing at £14.99 with a dealer price of £9.10, the box sets are restricted to a 5,000 limited edition. All the singles comes in picture sleeves and are also available from Spartan.

New albums from Johnny Taylor and Ramsay Lewis are available from **DDD Ltd** on US import and the company will shortly be releasing the single 'Galactic Funk' by Soul Shack on its own White label.

Specialist importer **Swift Records** has various new titles on the shelves this week. They include *I'm Gonna Push On* by Charles Brown, on the Swedish Stoc-



THE DARTS, currently clocking up success with the single 'Let's Hang On', pay a visit to the telephone sales girls at **Pye's Mitcham factory**.

Fame's label

RIF-RAF RECORDS, the new independent label formed by **Georgie Fame** and **Rod Slade**, has signed a six month sales and distribution deal with **EMI Records**. First release will be 'The Red Arrows Theme' by The Famous Flamingo Orchestra, which has not to date been available to record dealers but has been selling strongly at **Red Arrows** air shows. **Rif-Raf** will continue to handle its own production marketing and **A&R**.

holm label, *The New Orleans Series* by **Ernie K-Doe**, on the **US Bandy** label, and the disco single 'Take What You Find' by **Erma Thomas** on **RCS Records**.

London wholesaler **Lugtons** has picked up distribution of the respected jazz label **Hep Records**, which features such artists as **Tommy Dorsey**, **Buddy Rich**, **Sam Donahue** and **Woody Herman** in its catalogue. Retail prices are £4.69 and £4.85 with dealer prices £2.72 and £2.81 (plus VAT).

TV GUIDE

Albums to be advertised on television

ATV
 21 AT 33
 Elton John
 (Now 2 weeks) (3 44 3.53)
 Rocket HISP REWND 126

ANGLIA
 21 AT 33
 Elton John
 (Now 1 week) (3 44 3.53)
 Rocket HISP REWND 126

GRANADA
HIS GREATEST LOVE SONGS
 Charles Aznavour
 (Now 2 weeks) (4 99 4.99)
 K-tel NE 1078 CE 2078

TRIDENT
LITTLE MISS DYNAMITE
 Brenda Lee
 (Now 1 week) (3 45)
 Warwick WW WW4 5083

(All prices indicated (excluding K-tel) are trade prices.)

SOUND OF CONFUSION

SECRET AFFAIR



A NEW SINGLE

Orders to: Polygram Records, P.O. Box 36, Clyde Works, Grove Rd., Romford, Essex. 01-590 6044.

SEE 8
I-SPY RECORDS

VIDEO

The videocassette lowdown

A LOOK at where the videocassette systems now stand in relation to the UK music market

FOR THE British record industry, currently plagued by steadily declining sales, home taping and cheap imports, the advent of video – and in particular the videocassette – is seen as a possible solution to its problems.

There can be little doubt that the music potential for videocassettes is immense, but whether the record companies will succeed in turning in the anticipated, vast profits as rapidly as they hope remains to be seen.

The video cassette market is still in its infancy with only an estimated 300,000 video cassette recorders owned in the UK. And the continuing deadlock over music royalty rates is preventing any significant move into this market by the record industry.

As for the videocassette systems, heavily previewed and publicised over the last year, European launch by RCA, JVC and Philips remains over a year off – even though Philips is at present test marketing its VLP system in the US.

As with the different video cassette formats, there is the problem of three rival, incompatible videocassette systems, all confident that they will end up dominating the world's video markets. STARTING AT the top end of the market there is the Philips VLP system. This is the most technically advanced as well as being the most expensive. It utilises a smooth, reflective, comparatively indestructible disc which is read by laser. Also provided are such special effects as freeze-frame, slow and fast motion and picture search.

Philips, in association with MCA, is

already testing its system in selective US cities via its Magnavox subsidiary. By this Christmas it should be available in 40 American states, with European launch scheduled for late 1981.

So far only US retail prices have been announced by Philips, RCA and JVC, but on the assumption that UK prices will be similar, Philips' videocassette player should sell at slightly under £400.

Videocassettes are likely to sell at around the £20 mark, depending on length and content. Thanks to MCA and its PolyGram subsidiary, Philips has ready access to a huge range of entertainment programmes.

RCA's Selectavision system, also due for European launch late 1981, will be the cheapest with videocassettes selling at around £10 and the hardware due to retail at about £250. The Selectavision system uses a grooved disc read by capacitive pick-up with a diamond stylus.

RCA is currently compiling an impressive selection of film titles and musical material via deals with such companies as CBS, MGM, Twentieth Century Fox, Rank and Walt Disney. The main disadvantage of this system is that initially it will not have stereo capacity – although RCA plans to eventually remedy this.

Falling between the RCA and Philips systems, from the point of view of technology and price, is the VHD (Video High Density) system developed by the Japanese company JVC, likewise due to be available towards the end of 1981.

It utilises a smooth disc containing capacitive signals and is read by a sapphire stylus and electrode. The basic VHD player, which is to be jointly manufactured and marketed by JVC



JVC's BASIC VHD player available towards the end of 1981. Discs are fed in direct from a caddy and a random access unit can be added which will provide such special effects as slow and fast motion, freeze-frame and picture search.

and Thorn-EMI, will cost slightly more than the RCA system.

For an extra £150 a random access unit can be added to the VHD player which will provide the special effects offered by Philips. The videocassettes are expected to retail from £10 upwards.

ALTHOUGH INDIVIDUAL major record companies are aligning themselves with the different videocassette systems, the eventual result of the battle for market dominance will not have any adverse effect on availability of music programmes as none of the software deals so far signed are exclusive.

Record companies are confidently talking of the videocassette album, live concerts on discs and the concept music videocassette, but just how quickly the market will develop is another matter.

Herb Schlosser, RCA's executive vice-president, recently predicted that in America the company would sell 200,000 videocassette players in the first year. In ten years time, he estimated that US sales would sell six million players and 250 million discs a year.

However, a recent report by electronic industry analysts Mackintosh Consultants forecast that annual sales of videocassette players would have only reached two million units by 1990 and could be less than half that figure.

CBS RECORDS' UK chairman, Maurice Oberstein, who recently chaired the working party responsible for setting up the BPI's Video Association, remains cautious about the speed with which the videocassette market will develop.

"The video market isn't going to save the record industry from its recession this year, in 1981 or 1982," he commented. "But from then onwards it may

be a different matter. But it will be up to record companies to produce good music videos because best-selling albums are not necessarily best selling videocassettes."

He continued: "Some bands will be great on video and there is great potential for things like a concept videocassette of *War Of The Worlds*, but we are getting into a completely new art form – it's like moving from silent films to the talkies – and some artists are going to lose out."

Walter Woyda, managing director of Precision Video, the PRT/Pye video distribution company, is convinced that the eventual retail price of videocassettes will be the most important factor in the growth of the market.

"If videocassettes can be kept significantly lower in price than video cassettes the market will explode – but until we know definite software prices it's very hard to know how important videocassettes will be," he said.

The other major factor that could hinder the development of the videocassette business is quality control. JVC, for example, plans to press videocassettes on converted record presses – but with groove density hundreds of time greater than on standard audio discs, doubts are already being expressed about the quality of the final product.

And in the US, Philips is believed to have considerable difficulty manufacturing videocassettes of an adequate quality with rejection rates running well over 50 percent.

No doubt these problems will eventually be overcome, and the record industry is sure to play an important role in the videocassette business, but it seems unlikely that the profits will be rolling in until the middle of the 1980s at best.

NEW VIDEO

FEATURE FILMS

MEMORY (Intervention) *Explores the realities of marriage breakdown*

MIRRORS (Intervention) *Time and drama*

PRIVATE PUBLICS PUBLICITIES (Intervention) *Director Midge Jancar's personal view of the marketing story*

CHERIE (Intervention) *Glan Christopher Plummer & Susan York*

SUPERMADON (Intervention) *King's action drama*

THE VISITOR (Intervention) *Dramatic story of a young girl's progress starring Susan Pyle*

PIUCCIO (Intervention) *AE 0207 39.95 39.95 75mins*

SUMMER DOG (Intervention) *AE 0207 39.95 39.95 86mins*

SUPER SEAL (Intervention) *AE 0208 39.95 39.95 80mins*

THE LITTLE MERMAID (Intervention) *AE 0206 39.95 39.95 66mins*

THE MUTRACKER (Disk) *7059 000 29.95 24.95 75mins*

WASTE OF DECADENCE (Waste of Video 2000) *MFI 01 29.95 39.95 60mins*

EXPOSE (Intervention) *AE 0203 39.95 39.95 81mins*

HARE CORE (Intervention) *AE 0218 39.95 39.95 86mins*

KING DICK (Intervention) *AE 0213 39.95 39.95 65mins*

BLACK DAMASCION (Intervention) *N/A 39.95 39.95 90mins*

PRIVATE NURSERY (Intervention) *VM 28 39.95 49.95 75mins*

SEX DIARY (Intervention) *VM 29 39.95 49.95 75mins*

VIDEO BLUE (World of Video 2000) *MFI 28 29.95 39.95 60mins*

CODE VHS / PHILLIPS / RUNNING NO. BETA GRUNDIG TIME

AE 0201 39.95 39.95 88mins

N/A 39.95 39.95 105mins

FF3 39.95 N/A 105mins

VM 31 39.95 49.95 75mins

AE 0212 39.95 39.95 96mins

AE 0207 39.95 39.95 75mins

AE 0207 39.95 39.95 86mins

AE 0208 39.95 39.95 80mins

AE 0206 39.95 39.95 66mins

7059 000 29.95 24.95 75mins

MFI 01 29.95 39.95 60mins

AE 0203 39.95 39.95 81mins

AE 0218 39.95 39.95 86mins

AE 0213 39.95 39.95 65mins

N/A 39.95 39.95 90mins

VM 28 39.95 49.95 75mins

VM 29 39.95 49.95 75mins

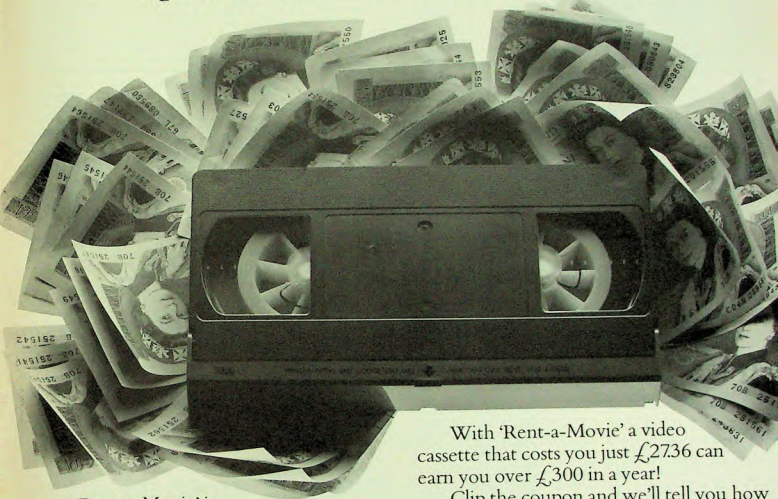
MFI 28 29.95 39.95 60mins

VIDEO TOP 10

- | | | |
|--|----------------------------|-------------------------|
| 1 THE BUDDY HOLLYS (World of Video 2000) | Hokushu VM-24 | (HMV, Oxford Street) |
| 2 BLOOMING BATS | VCL | Magnetic Video 38-001 |
| 3 ELECTRIC BLUE, VOL. 2 | Hokushu VM-25 | Intervention FE 43 |
| 4 LEMON POPSCALE | World of Video 2000 EB 002 | Plans 7000 0020 |
| 5 TEXAS CHAINSAW MASSACRE | Intervention VM-22 | Magnetic Video HA-020 |
| 6 BLACK SABBATH | Gulf Home Video BR022 | World of Video 2000 SP1 |
| 7 BRUCE LEE STORY | World of Video 2000 GM 501 | Magnetic Video 3C-021 |
| 8 DOOMWATCH | Intervention 10V 014 | Magnetic Video 3C-021 |
| 9 LADIES STORY | Intervention 10V 014 | Magnetic Video 3C-021 |
| 10 SMOKE & THE HOTWIRE GANG | Mountain VCF 2027 | Plans 7000 0150 |
| | | Intervention AA 0203 |

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**RANK
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LIBRARY**



THE 'UMBRELLA' deal for distribution of the Blondie *Eat To The Beat* video cassette. Left to right: Tony Halse, Brent Walker, Terry Yason, joint managing director Audiostar, and Phil Cockell, Chrysalis marketing manager.

THIS COLUMN examined video rental last time around, and makes no excuse for plunging into rental again. Proposed changes in U.K. tax laws are going to make the renting of TV receivers progressively less tax deductible; the same proposals could have a definite slowing effect upon video's growth, just at a phase when this is likely to take off. It's important that manufacturers who, after all, are spending a fortune in development of new technology, have some money coming in to fund their research. Nobody will gain by what looks to be a thoroughly retrogressive measure. To reduce the tax allowance on leased assets from 100 percent, as now, to only 25 percent by April 1983 is punitive. Nonetheless, and not least in a hard economic climate, rental will continue to be a significant factor.

Robert Whitehouse of the Sharp Electronic Corporation recently had some cogent words to say on rental. "Marketing the products of the 80s with the techniques of the 50s will not work," he opined. "The (systems) standardization question is a non-question when somebody is renting the hardware. He is looking at a very short-term situation, and has no concern whether his programme is on Beta, VHS or disc. His only concern is

Intervention films

VIDEO SOFTWARE company Intervention, which now services over 500 UK dealer accounts, has added various new pre-recorded titles to its catalogue of just under 400 programmes. All will be available during August.

Among the new adult and feature films are *Slavers*, *Private Vices* and *Public Virtues*, *The Heist*, *Black Cameraman* and *The Visitor*. Also included are such children's films as *The Little Mermaid*, *Summerdog* and *Supercal*. Retail price for all Intervention video cassettes is £39.95.

'Eat To The Beat' ready for sale

THE MUCH publicised Blondie *Eat To The Beat* video cassette will finally be available to record dealers from the end of this week.

Under an exclusive deal between Sony and Audiostar, the company appointed by Chrysalis to handle distribution and marketing of the tape, *Eat To The Beat* has only been available on the Betamax format via Sony hardware dealers over the last three months.

From August 1st, retailing at £29.95 and carrying a dealer price of £20.68, the video cassette goes on general release, backed up by a six month advertising campaign in the consumer and trade press. It will be available in VHS and Betamax formats and poss-

ibly, at a later date, on the Philips format.

Audiostar has set up a slightly unusual "umbrella" distribution deal. Distribution has been licensed to Brent Walker Video who in turn have sub-licensed distribution to a leading book distributor and Polygram. This Tandem sales force is selling in the video cassette.

Counter display showcards, four colour posters and window streamers are available from Chrysalis, which spent an estimated £100,000 producing the programme. Audiostar plans to set up additional sub-licensiv deal if other retail areas show an interest in carrying the video cassette.

Explaining the distribution deal, Audiostar co-managing director, Terry

Yason, said: "From day one we knew that it was vital to obtain the widest spread of distribution. There wasn't any one distributor that could supply us with the retail spread necessary for the product."

With an estimated 4,000 copies of *Eat To The Beat* already sold by Sony, Yason is confident about sales of the video cassette. "We are aiming to selling in the region of 10,000 units by the end of 1980," he said.

In the meantime, Audiostar is negotiating for release of the video cassette in EEC countries. A deal has been finalised with Ariola for Belgium, Holland and Luxembourg and talks are continuing in other territories.

Charles Robinson's Video View

that it produces the movie or material he wants for that one episode... the software continuity and availability question is completely eliminated... because the consumer makes the decision immediately as to whether the software for this short interval of leasing or renting is adequate for his needs. Leasing and rental overcome the aspect of price, because if the consumer can rent a video disc and player for \$10 a night, he can see 50 movies before the purchaser of a \$500 machine can see his first."

Whitehouse notes, too, that copyright and properties owners get a quicker slice of revenue; he believes this will be far more lucrative than the outright sale of titles, and eventually many of the studios will place their movies earlier in the release sequence than they are now. In fact, some companies might only release titles for rental. He's keenly aware of the logistical and administrative problems rental involved, but declares that "these present a far less formidable challenge than overcoming the three big obstacles of standardization, software availability and price." He even thinks it possible that rental could help towards achieving a format standard. At the moment, the last looks all too like wishful thinking; still, it's too valid to be ignored that rental has a secure place in video programming; and a sign of the times, if ever there was one, is Magnetic Video's decision to throw its long-standing no-rental policy out of the window, and plunge into rental along with Intervention and Rank.

The reason for the absurdly high cost of pre-recorded video in this country has been the need for real-time duplication. A major breakthrough here, could well be Matsushita's new VTP High Speed Duplication system. Not only can this be operated by any non-skilled person, it can continuously produce finished and ready-to-use VHS copies at the rate of

one every four minutes, for use in either 2-hour or 4-hour modes. Stack-loaded, the VTP holds up to 12 blanks, and can be continuously fed for non-stop operation. Copies produced are said to be uniformly excellent. The implications of VTP are very significant indeed, because it can help to bring the cost of tape right down close to disc prices - at which point, tape - with all its flexibility and re-usability - becomes an attractive alternative to disc. Experts tend to agree that the cassette will never be as cheap as the disc, but if the price gap narrows to \$10-15, a two-tier market could emerge. So there could well be a messy price war once the disc is validly in circulation.

Paramount's Mel Harris reckons that in America the videorec player population will not surpass VCR's until 1987, when there will be 14 million disc machines and 13 million VCR machines in use. Even by 1989, he sees 17 million VCRs in use compared to 20 million disc players.

Meanwhile, the Thorn-EMI decision to go along with JVC's VHD disc system has stunned many people, and - just for a start - looks like creating even more problems for Philips. RCA's SelectaVision system will be wham-banging its way onto the American market early 1981 with a vast

array of glittering titles, and relentlessly flogging its cheapish hardware on the back of attractive software.

According to Thorn-EMI's Richard May, the VHD has a great deal going for it, and in a long conversation he reasoned effectively. Thorn's buying of EMI in the first place was to establish a solid software back-up, not least because the disc is totally dependent on software. Examination of the competitive disc systems was long and hard, with VHD (which is to be launched here in late '81) finally winning. It's slightly more expensive to produce than RCA's SelectaVision, but much cheaper than Philips - and, claims May, has the principal Philips benefits and features.

A 10.2-inch disc is said to achieve dramatic savings in cost over other systems' 12-inch discs... pressing can be done in a conventional record factory, and costs, despite the need for stringently hygienic conditions, compare favourably with those of pressing audio LPs. Picture quality is far superior to what people are used to watching on videocassette. Each disc plays an hour per side, containing 54,000 frames per side on the NTSC version, about 45,000 on the PAL. So the industrial/educational uses of VHD are claimed to be as valid as the Philips.



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Luton victory for Mason

THE LUTON/BEDFORD ILR franchise has been awarded to Chiltern Radio, the group joined by managing director designate Colin Mason just five weeks before the IBA's closing date for applications. The consortium's victory is a blow to Luton Bedford Radio, a long-established group in the area.

The area is chaired by Peter Burton, managing director of a computer company he formed with member Derek Laval also a partner in a financial and management consultancy which has an interest in Yanco Radio Productions. Laval's financial prospectus is reportedly quite unique for an ILR company.

Most of its 15 members live and work locally. They include freelance broadcaster Nigel King who does sports commentary for ITV and has presented programmes on Radios 1 and 2. Standard Broadcasting has a shareholding in Chiltern Radio; Mason was employed as a consultant by Standard when he joined the group following his departure from DevonAir Radio.

ILR Ad Awards

ILR IS to hold its own advertising awards this year, the winners to be

announced and presentations made at a dinner and cabaret at London's Hilton on the evening of Monday, November 10. There were no awards in 1 1979, the previous three annual events being sponsored by trade papers.

Commercialists must have been on UK commercial radio between 30 October 1 1979 and September 30 1980 to qualify. Closing date for entries is September 16. They should be submitted to AIRC from whom entry forms are available.

As well as the following categories, a special Gold Award will be presented for the top commercial. The awards themselves are twin towers in optical glass representing the radio and advertising industries. *Radio Station Categories* Station Produced Commercial, Station Promotion Announcement, Best Station ID Jingle. *Advertiser Agency Categories* Consumer Durables, Retail, Food, Drink, Automotive, Records, Entertainment, Media, Cosmetics/Toiletries/Pharmaceuticals, Travel, Financial, Others. *All Sources Community - Public Service Announcement, Best Series.*

Entry fee is £25 plus VAT for each commercial or series entered and tickets for the cabaret dinner, at which Lady Plowden, chairman of the IBA, will be guest of honour, are £30 plus VAT.

Rockshow Report

MOST AIRPLAY Descending Order

- 1 EMOTIONAL RESCUE**
Rolling Stones Epic CUN 39111
- 2 THERE & BACK**
Jeff Buckley Epic EPC 83288
- 3 THE UP ESCALATOR**
Graham Parker Siff SEEZ 23
- 4 VIENNA**
Ultravox Chryslax CHR 1296
- 5 THE PHOTOS**
Photos Epic PHOTO 5
- 6 THE GAME**
Queen EMI EMA 795
- 7 LIVE AT LAST**
Black Sabbath NEMS BS 001
- 8 PETER GABRIEL**
Peter Gabriel Charisma CDS 4019
- 9 DO ANIMALS BELIEVE IN GOD?**
Pink Military Eric's ERIC 004
- 10 UPRISING**
Bob Marley Island ILPS 9596

THOSE YOUNG REBELS, DEXY'S Midnight Runners have been taking ads in the various consumer mags describing the press as "persistently inaccurate, patronising, standardised, out of touch and predictable" and vowing that they won't be taking part in any more interviews. Instead they will be regularly filling advertising space with their own essays, in order to "state our point of view." In the meantime, the group have picked up airplay at BRMB (Robin Valk), CBC (Tim Lyons), Victory (Matt Hopper), London (Stuart Colman), Notting-



MOST ADDED Descending Order

- 1 ANYTIME, ANYPLACE, ANYWHERE**
Roxington Collins Band MCA MCG 4011
- 2 HEAD ON**
Samson GEM GEMPL 108
- 3 RHAPSODY & BLUES**
Crusaders MCA MCG 4010
- 4 COME UP STAIRS**
Carly Simon Warner Bros K56832

ham (Jaye C.Graham Neal) and Mercia (Andy Lloyd). This represents an increase over last week but isn't quite enough to take the album straight from the Most Added into the Most Airplay.

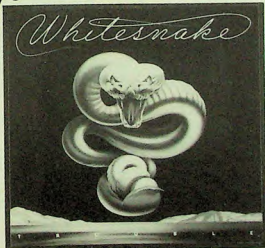
Tim Lyons' Tiger Bay Rockshow at CBC has gone through some changes. From now on, the show has extended its hours to three hours on Sunday nights and 1½ hours on Mondays. The Sunday show will be reserved for features, guests, interviews, live concerts and "general lunacy" while the Monday show will stick to a top 10 Rock Album Playlist (RAP) show.

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'TROUBLE' UAG 30305



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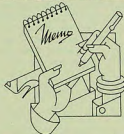
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