

## 'CLONING' OF CHAINS CITED

# Video Stores Hit Smaller Markets

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locally based Video Biz, headed by Bob Moffett, board chairman, and Ray Fenster, president. "My son, Scott, has four stores in Richmond, Va. and is opening two more," says Moffett.

Moffett, who now has about 100 affiliates all over the country agrees with Mayer. "It's like football tickets. The 50-yard seats go first, then the 30-yards, then the 20-yards."

Video Biz, technically an affiliate network, is applying for franchise licenses in every state, says Moffett, who along with Fenster got his start with George Atkinson, head of pioneering giant Video Station.

Total store scorecards are difficult to compile because of spin-off operations that often involve different store names than the original franchisor or network progenitor.

Mayer's study ranks Video Connection of Syosset, N.Y. as the largest franchisor, recently at 150 units in 26 states (Billboard, Aug. 28). Largest affiliate network is Video Station, based in Santa Monica, Calif., now reporting 450-plus affiliates.

Other franchisors include National Video out of Portland, Ore., where president Ron Berger says 49 of the present 192 U.S. units were added in the past month along with four in Canada, where the firm has 20.

Another franchisor agreeing fully that expansion is headed toward smaller markets is Jim Lahm of Video Cross Roads in nearby Or-

ange, Calif., which will announce next month a concept of regional franchising.

Undaunted by larger and earlier franchise contemporaries, Lahm says he now has 20 franchises, 18 in Southern California and two in Nevada. Half are conversions of either independent stores or other affiliate or franchisee units.

In fact, Lahm has a program for store conversion to his concept which calls for hardware and accessory emphasis. Also, each unit is supplied with a computerized format inventory.

That not all similarly-named "chains" are, in fact, chains at all is pointed up by Video Movie Centers in Florida. "These were all individually owned," says an operator of one in Clearwater, Fla. "It was more of a buying cooperative."

Entirely novel expansion is also part of the total growth pattern, as in National Video's move into 67 Fred Meyer Northwest shopping centers via kiosks. First indicated in September at three monthly, these now total five, says Berger. It had been noted earlier that the kiosks were not to go under National Video's banner, to protect other nearby franchisees (Billboard, Oct. 20).

Expansion by the Denver National Video franchisee, Roy Enter, typifies small market penetration. In addition to Laramie, Enter is opening single units in Cheyenne; Boulder and Greeley, Colo.; Lincoln, Neb.; and Shreveport, La.; and four in Denver.

Enter says people in smaller cities have fewer movie theatres. "In fact, they have less of a lot of things in terms of home entertainment." He also cites the extreme cooperativeness of local chambers of commerce. "They'll paint your interior. Also, advertising is much more efficient. Think about an ad in the 'Greeley Sentinel' or some such and what I have to pay in Denver metros," says Enter, a financial consultant for 12 years before signing with National Video.

Not all franchisors and affiliate network chains are targeting small markets, but a number are loath to reveal any plans because of the speculative atmosphere surrounding video store expansion and growth claims.

One operation not targeting small markets is the Video Concepts division of Jack Eckerd Corp., Denver. It has opened 30 of its existing 176 units in the past six months, says Bob House, director of advertising, but will remain in metro shopping centers.

A key to expansion for many franchisors or networkers is the model store. In fact, National Video's move eastward is scheduled this way. A sales office in the Philadelphia suburb of Collingswood, N.J. will open when the model store is ready (it's under construction on Park Ave.). Similarly, a model store will be built in Denver before National Video opens its regional office there, probably in March.



Billboard photo by Chuck Pulin

**PROMOTION NOW**—A couple of members of the Psychedelic Furs chat with a customer at Disc-O-Mat's Times Square store in New York. The Columbia group was promoting their current album, "Forever Now."

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DECEMBER 18, 1982, BILLBOARD

Billboard® Survey For Week Ending 12/18/82

## Top 15 Video Games

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These are the best selling home video games compiled from retail outlets by the Billboard research department.

This Week	Last Position	Weeks on Chart	TITLE	Copyright Owner/Manufacturer, Catalog Number	WEEKS AT #1
1	1	13	PITFALL—Activision AX 108		5
2	2	15	DONKEY KONG—Coleco 2451		
3	9	3	ET THE EXTRA TERRESTRIAL—Atari 2674		
4	3	15	FROGGER—Parker Bros. 5300		
5	5	9	MEGAMANIA—Activision AX 017		
6	6	15	PAC-MAN—Atari CX-2646		
7	12	3	RAIDERS OF THE LOST ARK—Atari CX-2659		
8	4	15	BERZERK—Atari CX-2650		
9	15	4	REALSPORTS—Baseball Atari CX 2640		
10	8	15	DEMON ATTACK—Imagic 7200		
11	7	4	EARTHWORLD—(Swordquest) CX 2656 Atari		
12	13	3	ADVANCED DUNGEONS & DRAGONS—Intellivision 3410		
13	14	15	EMPIRE STRIKES BACK—Parker Bros. 5050		
14	11	11	VENTURE—Coleco 2457		
15	NEW ENTRY		LOCK N' CHASE—Intellivision 5663		

## Grammy Tie-In Material Ready From NARM

NEW YORK—NARM has ready for distribution to merchandisers a series of materials to tie-in with the 25th anniversary presentation of Grammy awards over CBS-TV Feb. 23.

The material, free, shipped freight through the trade association, is designed, in some instances, to be used for Grammy nominated product. The nominees will be revealed on Jan. 11.

Under the overall banner of "Discover Grammy Music," the materials include a 24- by 36-inch album of the year poster; a 24- by 36-inch song of the year poster; an 8½- by 11-inch art sheet; a 2- by 3-inch nominee sticker; a 2- by 3-inch Grammy winner sticker; and 2- by 11½-inch title strip with the phrase "Discover Grammy Music."

The campaign, first announced by Harold Okinow during his installation as NARM president at the association's convention in Los Angeles this year, is NARM's first tie-in with the NARAS Grammy awards. According to Joe Cohen, NARM executive vice president, the NARAS relationship will continue in future years.

NARM is hopeful that extensive use of the merchandising aids will elicit interest in Grammy product far beyond the Feb. 23 telecast. The special three-hour silver anniversary presentation is expected to draw 25 million viewers.

The materials are available through NARM's offices at 1008-F Astoria Blvd. in Cherry Hill, N.J. A special order-form insert—depicting each aid—is included in the December issue of Sounding Board, the NARM house organ.