

...newsline...

VCR SALES continued at a hot pace in June, with more than 1 million units sold, a rise of 16% over the year before. June saw 1.053 million VCRs sold. In 1985, 907,746 machines moved at wholesale, according to the Electronic Industries Assn.'s Consumer Electronics Group. For the first half of the year, 5.716 million VCRs were sold, against 4.875 million machines in 1985, a rise of 17.3%. That kind of pace will see a potential 13.225 million machines sold this year.

CAMCORDERS SCORCHED, in terms of their sales pace, scoring a rise of 373.6% over the year before—with 390,929 machines selling this year against 82,543 last year. In a sign of the increasing momentum of the machines, 101,764 camcorders moved in June alone. Other consumer electronics products set a much more relaxed pace. Color television sales were up 4.7% to 1.57 million units; monochrome sets rose 11.7%, to 383,249 units. Projection TV sets posted the only slump, dropping by 10.9%, from 17,558 to 19,704 units. For the first half of the year, color TV sales were up 6.4% to 8.113 million, black and white 3.5% to 1.744 million, and projection sets 20.7% to 124,820.

MORE 8MM TITLES are coming from Sony Video Software Company. The firm is releasing a dozen programs from various genres at various price points. Among the titles are "The Appointment," \$39.95; "John Lennon—Live In New York," \$29.95; "Tony Bennett Sings," \$29.95; "Bon Jovi—Breakout," \$19.95; "Hear 'N' Aid—The Sessions/Concert For Famine Relief," \$16.95; "Stanley Jordan—Magic Touch," \$16.95; "Keith Jarrett—Last Solo," \$29.95; "B.B. King—Live At Nicks," \$29.95; "Henry Mancini And Friends With Robert Goulet & Viki Carr," \$29.95; "Peter Tosh Live," \$29.95; "Lee Ritenour—Rit Special," \$29.95; and "Blue Note—Vol. 1," \$29.95.

LAUREL AND HARDY will be making a colorful appearance on Hal Roach Studio's release list, with two of their shorts coming out on one cassette in Colorized versions. The shorts are "The Music Box" and "Help-mates." The suggested list price of the product is \$19.95. John Wayne is also going to get Colored, with Roach releasing a full-spectrum version of "Angel And The Badman," at \$29.95. Also due from Roach is a Careyvision series, "The Secret Lives Of The British Prime Ministers," which will give inside highlights of the lives of seven British PMs, from Wellington to Lloyd George, for a list price of \$24.95.

SPEEDING GETS THE how-to treatment from Active Home Video, which has just released "How To Beat A Speeding Ticket," a 30-minute program with a list price of \$14.95. Among the topics covered will be ways in which to deal with being stopped by an officer, building a case, proper behavior and tactics in court, and alternatives to paying the ticket. The program includes interviews with cops, judges, state troopers, and speeders—both ticketed and acquitted.

A WEIGHT LOSS title is spinning out of New World Home Video, which is releasing "The Rotation Diet." A national promotion is planned which will be focused on a nationwide web of grocery stores and supermarkets. The video is based on the book by Martin Katahn. List price on the hour-long program is \$19.95.

ANOTHER GIVEAWAY is planned by Trans World Entertainment, which will give a "tyvex" jacket to every retailer who buys two copies of its movie "The Tomb." List price on "Tomb" is \$79.95. A new made-for title is also due from the company—"Karatix," an exercise video which combines dance and martial arts techniques, runs for 60 minutes, and has a list price of \$24.95.

VIDEO REEL, the company that manufactures "Automatic Golf"—which it claims has sold 300,000 units—is moving. The company's new address is 28231 North Ave. Crocker, Suite 120, Valencia, CA 91355, phone 805-257-1035.

TWO MUSIC TITLES are coming from Vestron MusicVideo. They are, "Elton John: Breaking Hearts Tour"; and "MTV Closet Classics," a made-for video program which features performances by the Beach Boys, the Who, Ike & Tina Turner, the Moody Blues, Yes, the Grateful Dead, and Free. Among the tunes featured are "Surfin' USA," "Magic Bus," "Proud Mary," "Nights In White Satin," "All Good People," "One More Saturday Night," and "Free." Both programs run for about an hour and list for \$29.95.

MORE NATIONAL GEOGRAPHIC titles are due from Vestron. The company is releasing "Atocha: Quest For Treasure," "Save The Panda," and "African Wildlife" in September. List price on the 60-minute titles is \$29.95.

A 1951 VERSION of "A Christmas Carol" is being rereleased by United Home Video. The company is shipping its program in November, with a preorder deadline of Oct. 14 and a list price of \$29.95. The older version is in black and white and was directed by Brian Desmond Hurst.

TONY SEIDEMAN

Actress Was Underage For Many Films Lords Scandal Shakes Adult Market

BY TONY SEIDEMAN

NEW YORK The revelation that adult-film actress Traci Lords was underage when she made at least 100 movies has been a costly one for the X-rated film industry—and mainstream distributors and retailers.

In early July, the Los Angeles district attorney's office announced that Lords was 15 when she entered the adult-film industry, not 23, as her identification stated. Anyone selling or renting explicit material involving minors is liable for prosecution on felony and misdemeanor charges under federal and state laws. This would make virtually every one of Lords' films illegal to deal; her 18th birthday was in May. Video retailers, manufacturers, and distributors began pulling the product off their shelves as soon as the news came out.

Hardest hit are the adult-pro-

duct manufacturers and distributors. Lords made titles for almost every important adult-film company. One of them, Cabellero Control Corp., has 17 Lords films in release. "She's going to cost us millions of dollars," says an adult-film executive.

The losses are occurring on several levels. All manufacturer inventory of Lords product is being destroyed, most of it by bulk erasing. All packaging with Lords' likeness on it is also being eliminated.

Lords often only had one or two scenes in a film, and many adult-video manufacturers are editing those out with plans to remarket legal versions of the titles.

Although they won't admit to it officially, most adult-product manufacturers are allowing returns on the Lords product. Distributors report that not all retailers are sending product in, however. "I'm getting some; nobody's overreact-

ing," says Jeff Tuchman of Sound Video Unlimited. The reason that Lords product is only trickling in is simple, says another. "It's fast becoming collectors' items."

"No one wants to return any from the retail standpoint because, I think, they're selling them for a lot of money," says one retailer. In his case, "We have pulled it off the shelves and we will probably return it to the manufacturers."

Lords is one of the top two or three adult-film actresses, so virtually any retailer that carries adult videos has some of her product in stock. Counts of product being yanked at stores ranged from 10 pieces to 50 or more. "This is bad for the entire industry," says one video retailer. "The Meese Commission's going to eat this up."

Jerry Tannenbaum, president of Western Visuals, says the Lords situation "is a hell of a publicity

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FOR WEEK ENDING AUGUST 2, 1986



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TOP MUSIC VIDEOCASSETTES™

Compiled from a national sample of retail store sales reports.

THIS WEEK	2 WKS. AGO	WKS. ON CHART	TITLE	Copyright Owner, Manufacturer, Catalog Number	Principal Performers	Year of Release	Type	Price
1	1	5	THE #1 VIDEO HITS	★ ★ NO. 1 ★ ★ Arista Records Inc. MusicVision 6-20631	Whitney Houston	1986	SF	14.95
2	4	5	DICK CLARK'S BEST OF BANDSTAND	Dick Clark Video Vestron Music Video 1028	Various Artists	1986	D	29.95
3	NEW ▶		THE ULTIMATE OZZY	CBS Inc. CBS-Fox Music Video 6199	Ozzy Osbourne	1986	LF	29.98
4	2	7	I CAN'T WAIT	RCA Video Prod. Inc. MusicVision 6-20524	Stevie Nicks	1986	SF	19.95
5	8	13	LOOK TO THE RAINBOW	PAZ Inc./E.J. Stewart Inc. USA Home Video 312847	Patti LaBelle	1986	C	29.95
6	3	7	IMAGINE	Picture Music Intl. Sony Video Software RO429	John Lennon	1986	D	29.95
7	6	35	MOTOWN 25: YESTERDAY, TODAY, FOREVER ▲◆	Motown Pictures Co. MGM/UA Home Video 300302	Various Artists	1983	D	29.95
8	5	7	ROCK ME FALCO	A&M Records Inc. A&M Video 6-21015	Falco	1986	SF	19.95
9	7	35	THE VIRGIN TOUR-MADONNA LIVE ●	Sire Records Warner Music Video 3-38105	Madonna	1985	C	29.98
10	RE-ENTRY		RIPTIDE	Island Records Inc. MusicVision 6-20635	Robert Palmer	1986	SF	14.95
11	12	39	NO JACKET REQUIRED ●	Atlantic Records Inc. Atlantic Video 50104	Phil Collins	1985	SF	19.98
12	17	3	FUEL FOR LIFE	CBS Inc. CBS-Fox Music Video 7104	Judas Priest	1986	LF	19.98
13	10	23	JOHN LENNON LIVE IN NEW YORK ●	Picture Music Intl. Sony Video Software 96W50128-00127	John Lennon	1986	C	29.95
14	15	55	U2 LIVE AT RED ROCKS	Universal City Studios MCA Dist. Corp. 80067	U2	1984	C	29.95
15	NEW ▶		BROTHERS IN ARMS	Warner Bros. Inc. Warner Reprise Video 38119	Dire Straits	1986	SF	19.98
16	9	11	GRACE UNDER PRESSURE TOUR	Polygram Records Inc. MusicVision 6-20607	Rush	1984	C	29.95
17	14	25	ARENA	Picture Music Intl. Thorn/EMI/HBO Video TVF2789	Duran Duran	1985	LF	29.95
18	11	23	PORTRAIT OF AN ALBUM ●◆	Quincy Jones Productions MGM/UA Home Video 400648	Frank Sinatra	1986	D	39.95
19	19	37	THE BEATLES LIVE-READY STEADY GO! ●	Picture Music Intl. Sony Video Software 97W00192	The Beatles	1985	SF	16.95
20	18	7	DEEP END	Atlantic Records Inc. Atlantic Video 50109-3-5	Pete Townshend	1985	C	29.98

● Recording Industry Assn. of America gold certification for theatrical films, sales of 75,000 units or suggested list price income of \$3 million (30,000 or \$1.2 million for non-theatrical made-for-home video product; 25,000 or \$1 million for music video product). ▲ RIAA platinum certification for theatrical films, sales of 150,000 units or suggested list price income of \$6 million (60,000 or \$2.4 million for non-theatrical made-for-home video product; 50,000 units or a value of \$2 million for music video product). Titles certified prior to Oct. 1, 1985 were certified under different criteria. ◆ International Tape Disc Assn. certification for a minimum sale of 75,000 units or a dollar volume of \$3 million at retail for theatrically released programs, or of at least 25,000 units or \$1 million at suggested retail for non-theatrical titles. SF short-form. LF long-form. C concert. D documentary.