

MUSIC & MEDIA

Video Boom Spurs French Music Sales Up 6%; Euromusique's New US\$12m Budget. See French Section, Page 5.

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EUROPE NEXT?

Motown US Rights Go To PolyGram

by Machgiel Bakker

Now that **Motown** has struck a US distribution deal with **PolyGram Group Distribution (PDG)**, the attention turns to the Detroit label's prospects in Europe. **BMG UK** has owned the marketing and distribution rights for Motown since 1981, but it was only in 1985 that the company was responsible for all of Europe.

That deal, however, is believed to expire at the end of (continues on page 26)



MY BEAUTIFUL BALLOON — Veronica Radio promotes its station in a larger-than-life fashion in a Benelux six-city campaign entitled *Veronica-The Heart Of Dutch Radio*. Pictured above is the touring truck complete with stage, live acts and an inflatable balloon depicting a wireless (See story, page 8).

German Sound-Carrier Shipments Increase 24%

by Bob Lyng

Reunification and continued growth in CDs contributed to a 24% increase in sound-carrier unit shipments in Germany for the first half of 1991. While the numbers—181.8 million units, up from 146.9 million—make Germany the fastest-growing market in Europe, the inclusion of eastern Germany has skewed the figures upward.

Comments **Bundesverband der Phonographischen Wirtschaft (BPW)** and German national **IFPI** group director **Peter Zombik**, "As encouraging as this increase is, it must be remembered that the comparative statistics from the same period last year included sales only in

the 11 states of west Germany, while the current statistics include the five new, formerly east German states."

According to Zombik's estimate, about 40% of the increase in shipments is attributable to the former west German states and the remaining 60% to the new states. "Our statistics have included the new states since July 1, 1990," adds Zombik. "As a result, the rate of growth reflected in the year-end statistics will surely drop because the comparative statistics from last year already include sales in the new states for the second half year."

For the first half of the year, 84.7 million units of albums were shipped, an increase of 27%. CDs (39.4 million units shipped) and

cassettes (33.8 million units) were both able to achieve a 44% growth rate.

As in previous years, the single (12.4 million units) continued its decline with an 8% loss over the same period last year.

"Although cassette sales stabilised in the latter part of the '80s, a revitalization was already noticeable last year," comments Zombik. "A considerable portion of the 44% growth in cassettes (a plus of 10.3 million units) in the current period is certainly attributable to the new German states, where over 80% of the homes have cassette players. The continued growth of CD sales, on the other hand, was primarily due to the western states since only (continues on page 26)

NEW COMPETITION FOR LOS 40

ONDA CERO Debuts EHR Net

by Anna Marie de la Fuente

ONDA CERO is poised to launch an 84-station EHR network in early November. Called **ONDA CERO MUSICA**, the net will begin testcard transmissions on October 7 on an initial web of 45 full-time FM stations and another 39 stations using the programming in the afternoon.

According to press officer **Jesus Maria Mellado**, "There is a strong possibility that more of our stations will adapt the formu-

la of **ONDA CERO MUSICA**." At present, **ONDA CERO**, launched in November last year, has 167 stations scattered throughout Spain, linked via satellite. About half of those stations are network owned.

Head of music **Maria Jesus Prieto**, who left **Cadena SER** in June, says the network targets the middle to upper-middle class aged between 25-40. "It's a generation somewhat neglected by **Los 40** and other similar stations," (continues on page 26)

101 Net Launches Rock FM/Milan

by David Stansfield

Rock FM, a new Milan-based automated station with an all rock format, is being launched by the owners of **101 Network** this month. Test transmissions began in September with music by acts and artists such as **Aerosmith**, **Bryan Adams**, **T'Pau**, **Skid Row**, **Thin Lizzy**, **Spirit** and **Emerson Lake & Palmer**.

The official launch will be promoted with a poster campaign which will read "Rock FM 98.7, Rock Non Stop." The station will transmit only in Milan, but station PR manager **Luca Dondoni** does not rule out an extended audience reach in the future.

Dondoni says **Rock FM** will programme music which he describes as "everything that we think is good rock." But this will

not be only limited to established acts and artists. He adds, "We want to provide windows for new rock talent."

Rumours about the station's (continues on page 26)

No. 1 in EUROPE

European Hit Radio
BRYAN ADAMS
(Everything I Do) I Do It For You (A&M)

Coca-Cola Eurochart
BRYAN ADAMS
(Everything I Do) I Do It For You (A&M)

European Top 100 Albums
DIRE STRAITS
On Every Street (Vertigo)

Sunshine
Rainy
Day



ZOE — DEBUT SINGLE

'Sunshine On A Rainy Day'

Top 5 UK hit. About to explode all over European Hit Radio



7" : 867.574.7

CD : 867.575.2

12" : 867.575.1



simply the best

EUROPEAN Campaign Details

Over 75 minutes of classic tracks including 3 brand new songs, making this the ultimate Tina collection

TV

Comprehensive television advertising covering all national, regional, private and satellite networks in October and December including MTV Europe.

RADIO

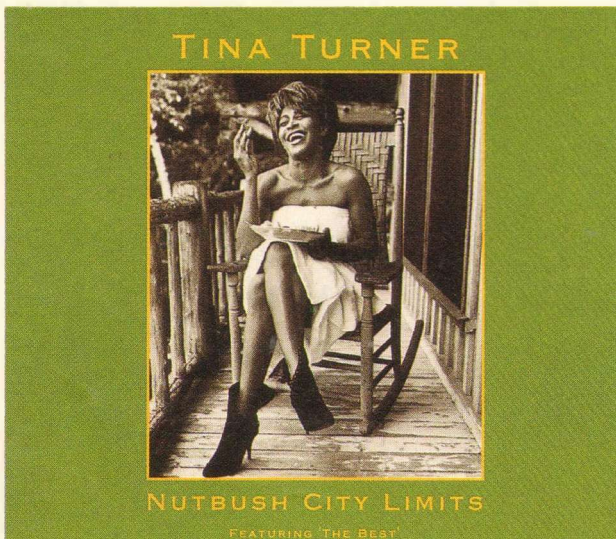
Two-phase campaign in October and December on all leading European radio stations and networks.

PRESS

Massive press campaign throughout Europe in October, November and December in all daily, weekly and monthly publications.

POINT OF SALE

Full range of instore merchandise for maximum retail visibility.



SINGLE : "NUTBUSH CITY
LIMITS - The 90's Version"
RELEASED
ALL OVER EUROPE NOW !
FORMATS : CD MC 7" 12"



Management: 
Roger Davies Management, Inc.

ALBUM: "SIMPLY THE BEST" RELEASE DATE: 30th SEPTEMBER 1991
FORMATS: CD, MG, LP AND LONG-FORM VIDEO

Tina
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PolyGram Targets US\$200m For Movies

PolyGram announced on September 24 that it plans to invest US\$200 million over the next three years to expand its film business.

Under a four-point plan, the company will:

- Increase its 49% stake in indie production companies **Propaganda Films** and **Working Title Films**;
- Fund at least four movies a year in the US\$15-25 million range and four in the US\$7-10 million range;
- Distribute major motion pictures in the US via studio agreements, as well as distribute pics via its own US operations; and
- Increase distribution activities outside the US via its film sales company **Manifesto**.

PolyGram president/CEO

Alain Levy says that while the core business will continue to be recorded music, the company has successfully expanded into video and film.

"Now we are well positioned to build on that success with a number of closely coordinated, minimum-risk film investments," says Levy. "This will allow us to capture additional distribution margin without all of the overheads and financial commitments normally associated with running a major movie business, and we expect to see an increasing contribution to our earnings per share from film activities."

Levy says the company will be able to pay for the initial invest-

ment out of cashflow and normal lines of credit.

As opposed to other major international, multimedia companies with interests in Hollywood, PolyGram will stick to low- to medium-budget movies. During the last five years, Propaganda, Working Title, Manifesto and other in-house operations have directly or indirectly produced 17 movies. Some of those titles include "Truth Or Dare—In Bed With Madonna," "Wild At Heart" and "My Beautiful Launderette."

To manage the expansion, PolyGram will set up a film division in Los Angeles headed by its senior vice president of media, **Michael Kuhn**. SW

Betist, Green Upped At M&M

M&M sales director **Ron Betist** and editor-in-chief **Jeff Green** have been promoted to associate publisher. They will report directly to **BPI Communications, Inc.**, president/European operations **Theo Roos**, who adds on the M&M publisher's duties following the departure of **Léon ten Hengel** to **Quality Entertainment Benelux** (see separate story).

Roos comments, "Betist joined M&M in 1985 as an account executive, and assumed sales duties for both M&M and sister publication *Billboard* from 1986-89. He was promoted to M&M sales manager in 1987, and two years ago became sales



Jeff Green



Ron Betist

director for M&M exclusively. Says Betist, "I'm excited to further expand my duties within M&M. The professionalism of the present sales team gives me room to devote more time to larger projects and to assist Theo in setting up the European branch of

BPI's **Entertainment Marketing Group**."

Green moved to M&M a year ago, having previously served three years as a marketing director with Nashville-based **Film House**. Before that he worked six years with trade newspaper *Radio & Records* in Los Angeles, the last three as managing editor. Says Green, "I'm grateful for the recognition, with special thanks to (international editor-in-chief) **Adam White**, (senior editor) **Machgiel Bakker**, (managing editor) **Steve Wonsiewicz** and the other members of our talented staff. We're working hard to strengthen M&M's leadership in Europe, as our job is only just beginning."

Ten Hengel Named Quality Benelux MD

After three years with M&M, longtime industry executive **Léon ten Hengel** has been appointed managing director for **Quality Entertainment's** new operations in the Benelux. His post, which begins in mid-October, will be based in Hilversum, Holland.

Ten Hengel's arrival signals Quality's further expansion into Europe, having already set up operations in the UK and Germany this summer. Quality's business, which includes records, video and special products, has offices throughout the world. It is a subsidiary of **R-Tec**, also owner of pan-European company **Dino Music**.



Léon ten Hengel

Ten Hengel joined M&M in 1988 as marketing director and was promoted to GM in 1989 before advancing to publisher in early 1990.

Says ten Hengel, "Quality Entertainment will be involved in TV merchandising of audio/video products, as well as direct-response marketing of these products. We will be appointing staff before the end of this year."

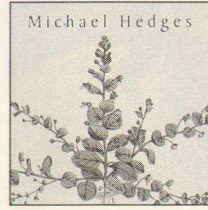
Ten Hengel adds, "I've enjoyed working for a fast-growing company like M&M. The decision to make the move was a difficult one, but after having helped **BPI Communications** develop M&M further as a professional publication, the time was right to start a new venture. I look forward to starting this new company."

Comments BPI president/European operations **Theo Roos**, "Léon has done a terrific job leading M&M through some major changes and expanding a team of professionals. We will be hiring a new general manager this autumn."

Prior to M&M, ten Hengel served 12 years in the record business at **BMG** in various marketing positions, and earlier was involved in artist management. Ten Hengel can be reached at Quality at (+31) 035.213 657. SW

CURRENT RELEASES FROM WINDHAM HILL

TAPROOT Michael Hedges



Grammy-nominated *Taproot* portrays Hedges' self-described "savage myth guitar" in compositions textured with vocals, keyboards, and wind instruments.

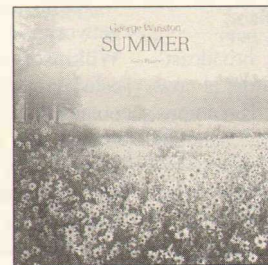
UNDER A BIG SKY Schönherz & Scott



Rich with European influences, *Under A Big Sky* bridges instrumental and vocal pop music. Striking vocals augment this symphonic rock release.

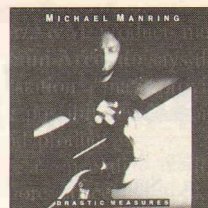
The latest from George Winston

SUMMER



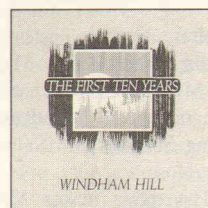
Fifteen new piano solos on Windham Hill

DRASTIC MEASURES Michael Manring



Once again, Manring reshapes our perception of the electric bass guitar. Produced by Steve Rodby.

THE FIRST TEN YEARS Various Artists



A special double CD collection of the best of Windham's Hill's first decade.

SOME THINGS ARE CONSISTENT



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Quality Europe And Eclipse Claim High Audience Figures

by Paul Easton

Both of the recently launched UK-based, satellite-only stations are already claiming healthy audience figures after only a few weeks on-air. The group backing **Quality Europe FM/Cheltenham**, which launched its easy-listening format on August 15, intends to apply for the forthcoming ILR licence in the area. According to station manager **Roy Litchfield**, Quality already has a listenership of two million, according to their own research.

"We are very pleased with the results. We got this figure from extrapolating our response figures, and we are aiming for five to six million listeners within six months. We believe our potential audience could be as much as 150 million across Europe.

"Audience reaction has been very good, especially during evenings and weekends. We have also had a good response from our late night programming on Satur-

days and Sundays," adds Litchfield.

Another station recently launched at the beginning of September is **Eclipse FM/Channel Islands**. This station is running a sports and rock format.

MD Spencer Pryor is also bullish about early audience figures, although they are using an extrapolation method similar to Quality. "Dipstick research gives us a weekly reach of 400,000. However, by using a ratio of 1:1,000 from the number of cards and letters we receive, then that also gives us about the same figure.

"Many listeners say that no other station is playing the sort of music we play—rock and classic rock—so we seem to be building a niche for ourselves."

According to Pryor, one problem faced by Eclipse is that their studios are not yet fully operational, which is restricting the amount of time they are able to broadcast.

"We are currently on-air for only 10 hours a day. Much of the studio

equipment was used recently for our **Europower FM** special event station, which gave coverage of the International Power Boat Championships. We are currently in the process of shipping it back from Guernsey."

Both stations are also claiming a healthy advertising response, and Pryor believes that Eclipse could start to break even around October/November. "However, we do not have big financial backing behind us, so we have to cut our cloth very closely," he adds.

Satellite And Radio Sales MD

Gary Miele, who is responsible for selling the two stations, says, "It's not that easy to sell. Like any new station that comes on-air, the ad agencies like to see research, and they won't have it for six months or so. It's a bit difficult when you're trying to do research across 26 countries. However, sponsorship can work well, and there has been a lot of interest from that angle."



CAMERA SHY — Twenty-two-year-old Danny Pietroni is caught in the act presenting Chiltern Radio Network's FM Late Show. Pietroni, previously a breakfast show presenter on Rock FM for Red Rose/Preston, takes over from Neale James, who left to go to BBC Radio 1. The Late show will broadcast to a potential three million listeners on Chiltern Radio, Northants Radio, Horizon Radio, Severn Sound and Galaxy Radio between 22.00-02.00 weekdays. Says Pietroni of his new job, "It will give me the chance to have a good lie-in."

Radio Luxembourg Kits Out Campus Radio

by Debra Johnson

Radio Luxembourg, broadcasting on the **Astra** satellite, is now starting to provide UK campus radio stations with satellite equipment to allow stations to run a sustaining service when their own DJs are unavailable.

Luxembourg is already used by seven stations out of the 21 now operating. However, the station recently agreed to give **Guildford Campus Radio** at Surrey University and **Christchurch College**, Canterbury, their own systems. The total population of full-time students is 550,000, with an average campus audience of 5,000-10,000 students.

Radio Luxembourg's head of network development **Simon Wilkinson** says, "We are interested in expanding our audience potential to include campus radio among our growing audience in homes with satellite dishes, as well as cable. We are also conscious of the interest in this market expressed by many of our advertisers."

Radio Luxembourg has this year introduced itself to 350,000 new undergraduates through its involvement with **FCB's "Student Welcome Packs"**. Each new student will receive useful items ranging from condoms to chocolate bars in a bag emblazoned with Radio Luxembourg's logo and frequency.

NEWS IN BRIEF

Southern Sound Sacks Two

Two **Southern Radio (SR)** presenters were sacked as part of a "freshing up" at SR's **Southern Sound FM/Brighton**. According to programme coordinator **Jeremy Scott**, the contracts of late-night presenter **Simon Blaxland** and afternoon DJ **Peter Quinn** were not renewed because of a periodic reshuffling.

"It was certainly not because of their work, which was extremely good. But stations go through these changes," says Scott. Blaxland and Quinn worked at Southern Sound for over two years.

Southern Sound signed **Danny Pike**, formerly of **Radio Mercury FM/Crawley**, to the afternoon slot. Southern also picked up **Martin Dawe** of

Southern Sound's sister station **Ocean Sound FM/Portsmouth/Southampton/Winchester** to host the late-night show. *MMcG*

BMS Closes, MSM Takes Over

Capital Radio's sales house, **Media Sales & Marketing (MSM)**, has picked up national air-time sales from **Broadcast Marketing Services (BMS)**, which is set to close.

The move makes MSM the second largest national sales house after **Independent Radio Sales**, owned by **Crown Communications**. Among those stations affected are **Radio City/Liverpool** and **Trans World Communications**-owned stations: **Piccadilly Radio/Manchester**, **Red Rose/Preston**, **Radio Aire/Leeds** and **Red Dragon/Cardiff**. *PE*

Unique Concocts Two New Brews: 'Rebel Yell' And 'At Home'

by Mike McGeever

Two new syndicated programmes, sponsored by two major beverage companies and produced by **Unique Broadcasting/London**, were made available to UK stations this week.

"**Rebel Yell**," a one-hour-long syndicated rock programme, will feature live tracks and interviews from groups and artists such as **Guns N' Roses** and **Ozzy Osbourne**, according to network marketing spokeswoman **Michele Bastion**. The show, which targets the 18+ audience and is hosted by **Russ Williams**, will run for 10

consecutive weeks and is solely sponsored by **Rebel Yell Whiskey**. The US bourbon is a relative newcomer to the British bar and pub scene.

The 14 stations which will carry the series across Great Britain will broadcast "Rebel Yell" on either a Friday night or Saturday night, says Bastion. Listeners will have the chance to win an all-expenses-paid trip to a major rock concert at a European venue by answering a different question each week. The winner will be chosen from the entries having the 10 questions answered correctly.

The details of where and when "will be worked out very soon," adds Bastion. Blueprints have already been drawn by Unique and the distillers to produce the series again next year.

Meanwhile, UK-based coffee and tea purveyor **Lyons Tetley** is the exclusive sponsor of the programme, "At Home With Quick Brew," which will be carried by 24 AM gold stations in the UK for 12 consecutive weeks. The one-hour-long programme, hosted by **Mike Smith**, will target 35+ homemakers, and will be aired at lunchtime on a weekday, according to Bastion.

Irish Pubcaster RTE Tops Listener Poll

Pubcaster **RTE** grabbed the no. 1 and no. 2 spots nationally and in Dublin, according to the latest **JNLR/MRIB** audience survey of Irish radio stations.

Radio 1 earned the top spot with a weekday national/Dublin share of 49% and 48%, respectively, while **2 FM** also grabbed the no. 2 spot nationally and in Dublin with 31% and 27%, respectively. The survey, covering the period July 1990 to June 1991, which updates figures published last March, is based on a sample of 6,000 people aged 15+.

Says RTE head of radio **Kevin Healy**, "The figures are very en-

couraging. After two years with the commercial stations, the market has started to stabilise."

Century FM, holder of the country's national private radio franchise, continues to trail the pubcaster with a 16%/15% national/Dublin share. However, **Paul Cooney**, head of programmes at Century, is cautious about the results because of the changes at his station, which flipped formats last June. "[We now have] a tighter format with new presenters and the survey did not cover this. The survey published reflects a difficult time for Century FM," says Cooney. "We realise the task we

have, but the next survey will show tangible results."

The survey shows that presently there are 27 stations operating in Ireland, including three under the RTE umbrella. *AOS*

Dublin "Listened Yesterday" Weekdays

Listeners	84%
RTE Radio 1	48%
Radio 2 FM	27%
Century FM	15%
Capital/Rock 104	18%
98 FM Classic Hits	25%

Source: JNLR/Airtime

July Music Sales Up 5.6%, Thanks To Video Boom

by Emmanuel Legrand

Although music industry shipments for the month of July increased by 5.6%, it is largely due to a boom in music video sales, according to statistics released by industry organisation SNEP. Without video, the figure would have only risen 1.7%.

Since the beginning of the year, the market has increased in value by 2.8% (2.3% less music videos), to Ffr2.733 billion (app. US\$455.5 million). All the formats except CDs have declined, both in units and in value, compared to July 1990.

This situation has affected the various labels differently. PolyGram has reportedly increased sales by 20% in the country during the first six months of 1991, compared to the same period in 1990. According to a source close to PolyGram, the multinational label's global market share reached 40% in July, compared to about 30% last period.

The decline of the vinyl single continues, while shipments of CD singles increase. However, two-track cassettes, launched in June, have begun to find a niche in the market. The SNEP report notes that now one single out of three shipped in June was a cassette single; three months' cumulative trade deliveries show that this format represents 10% of all singles sold (1.1 million units). According to SNEP, this new format has not yet reached a point where it would reverse the decline of the single.

SNEP's Jean-Yves Mirski says album shipments have fallen at an even higher rate than antici-

ated. In July, only 24,953 vinyl albums were sold, 10 times less than the same month in 1990.

Globally, the market continues to grow only because of CD sales, which represent 50.5% of all units sold since January 1991, compared to 37.5% for the same period in 1990. CDs also represent 65.8% of the total industry shipments (up from 55.8%), while cassettes' share declined to 26% from 29%.

In terms of catalogue origin, SNEP's statistics show that international products represented 52.7% of the total turnover since the beginning of the year. Commenting on the statistics, SNEP notes, "If the current trend continues, it would have very dangerous consequences for creation," adding the situation requires

"rapid action, so that broadcasters respect the structure of the market as shown by sales statistics."

Another sign of the market's stagnation can be noticed in the amount of gold certifications awarded by SNEP. For the first six months of 1991, 116 products were awarded a certification, compared to 157 during the first six months of 1990. Globally, SNEP has awarded 26 gold singles for sales in excess of 125,000 units, 10 gold singles (250,000 units), 47 gold albums (100,000 units), 15 double gold albums (200,000), 14 platinum (300,000), six double platinum (600,000), one triple platinum (900,000) and seven diamond (over one million copies). Only two diamond albums were awarded in 1990.



TÊTE A TÊTE — Pictured from l-r: Radio France CEO Jean Maheu and Radio RTBF director Philippe Dasnoy meet in Brussels to sign the Europe à Deux convention.

Mano Negra Say No To US, UK Tours

Mano Negra, currently France's most popular rock band, has decided to alter its way of working on the international market and put a temporary end to their UK and US touring efforts.

In an interview with local trade paper *Show Magazine*, the band's front man, **Manu Chao**, says, "We don't feel strong enough to set up an international career that we can be proud of."

What the band blames is the global system of touring and promotion, which requires "quantity instead of quality."

Adds Chao, "In the same year, you tour the US, UK, Japan, Spain and Italy, which means doing things superficially. It means that routine and promotion are badly done. You can't get to the heart of things." The

band have toured extensively over the past three years throughout Europe, South America, the US and Japan.

Their previous album *Putas Fever*, released by Virgin in almost all countries, sold over half a million copies worldwide (300,000 in France). Their latest studio effort, *King Of Bongo*, out in April 1991, had a European release and sold 300,000 copies to date—100,000 internationally.

The band will begin touring in Mexico in October, continue on to Japan, then backtrack to South America for an eight-month tour. On October 14, Virgin will be releasing a compilation of all the songs they perform in Spanish from their three studio albums throughout Europe and South America. *EL*

French Music Shipments

	July 1990/1991			Units (million)		
	Sales (Ffr million)	1990	1991	% Chg.	1990	1991
Singles	30.1	14.3	-52.6	2.1	0.9	-55.7
Albums	6.1	0.2	-95.5	0.2	0.02	-88.8
Cassette	93.2	83.3	-10.6	2.8	2.6	-5.5
CD	148.6	184.9	+24.4	2.6	3.3	+26.3
Video	3.6	14.7	+302.7	0.03	0.14	+281.2
Total	281.8	297.6	+5.6	8.0	7.0	-11.7

	January-July 1990/1991			Units (million)		
	Sales (Ffr million)	1990	1991	% Chg.	1990	1991
Singles	220.2	131.0	-40.5	15.6	9.2	-40.8
Albums	133.4	28.0	-79.0	4.5	0.9	-78.8
Cassette	772.5	713.5	-7.6	22.4	21.1	-5.5
CD	1,484.1	1,798.5	+21.2	26.2	32.7	+24.4
Video	49.9	62.7	+25.8	0.6	0.8	+25.0
Total	2,660.3	2,733.9	+2.8	70.0	64.7	-7.6

Source: SNEP

Euromusique Gets Programming Revamp, Ffr75M Budget

French cable/satellite music channel **Euromusique** will have a completely new look and will introduce a series of new programmes on October 16.

GM **François Thiellet** says this move was due to the "good ratings of the channel, which has the highest of all the cable channels in France," and the need to present a product that can be competitive with similar programmes, such as **MTV Europe**. Thiellet adds all these changes will be made with a global yearly budget that does not exceed Ffr75 million (app. US\$12 million).

The move marks a radical change from the station's former image, and previous programmes mostly focused on videos. As a result, the two-year-old channel will change its logo, create new visual snippets and launch a series

of new programmes. There will now be daily news and musical programmes, including weekly thematic shows such as "Dr. Heavy, Mr. Hard" on heavy metal, a jazz programme, portraits of artists, concerts and "Paristroika," a weekly interview of an artist by former Soviet **Gosteleradio** presenter **Natalia Turine**.

The station will place more emphasis on the quality and the rotation of music videos. The rotation of clips will now be monitored by **Selector** software (similar to the radio version, but adding visual elements). It will allow the channel to programme videos according to the different time slots and to fit its audience, says Thiellet.

PD **Catherine Costa**, former programmer for radio net **Hit-**

FM, says the channel plays 75% European videos, 55% of those French product. "If we have to choose between a French and an anglo-American video, our choice goes to the French one," explains Costa.

Euromusique pays Ffr7 million a year to collecting societies **SCPP** and **SPPF** for the rights to broadcast videos.

Thiellet claims that Euromusique can now be reached by 15 million potential viewers in France. Approximately 400,000 households receive Euromusique via cable and 1.6 million get the programme through terrestrial transmitters in the south on **Tele Monte Carlo**. Another four million are able to watch the programme in various countries, including Czechoslovakia, Mexico, Japan and Russia.

Thiellet's goal is to reach 20 million viewers within the next year. An extra half-hour will be added on September 16 to total 17 hours of daily programmes broadcast by Euromusique in Europe via the satellite **TDF1**.

Thiellet claims that he is "sick and tired of all these debates about the musical channel in France." He adds, "I hope that all this will show that there is a music channel here. Our goal is to now strengthen our penetration in northern and eastern Europe."

Nevertheless, the main problem faced by Euromusique is its development in Paris. The music industry has been asking for years for a terrestrial frequency in Paris, but broadcasting authority **CSA** has so far refused to grant it.

Euromusique is currently a partnership between cable opera-

tors **Générale d'Images** (operator of the channel) and **Caisse des Dépôts**. For the moment, both have an all-cable policy, and various investors including radio stations **NRJ** and **RMC**, record companies **PolyGram** and **Sony Music**, bank and insurance company **GMF** (owner of retail chain **FNAC**), and independent record producers.

NRJ, PolyGram and Sony Music have threatened to set up another music station if Euromusique operators do not call for a frequency in Paris. A forthcoming shareholders meeting is expected soon at which they will evaluate this question. The three partners have confirmed that they would seriously consider a new opportunity if the cable operators were not going after a terrestrial frequency. *EL*



SIMPLY THE BEST — Top executives gather shoulder to shoulder for a group shot between parties and meetings at the EMI sales conference. (See story below). Pictured l-r: Radio & Press Promotion GM Winfried Ebert, special marketing director Jochen Pack, EMI divisional MD Erwin Bach, EMI-Electrola regional MD for G/A/S Helmut Fest, product management director Michael Golla and sales director Friedhelm Kaulen.

EMI 'Simply The Best' At Cologne Sales Conference

by Mal Sondock

"Simply the Best" was the banner under which EMI's second sales conference was held in 1991 at the Hyatt-Regency Hotel in Cologne. At the work-oriented weekend covering marketing, promotion and distribution, EMI divisional MD **Erwin Bach** promised his co-workers that "this fall and winter is going to produce a hailstorm of gold and platinum albums."

The official programme was opened by sales director **Friedhelm Kaulen**, who invited participants to the various workshops and gave a short talk about the "on-the-road salesman of the future." **Phononet GM Georg Hellwig** told the sales force about the new Phononet system, which supplies electronic data direct from the industry to dealers. He said the system should be profitable for both the dealer and the distributor, as well as the end user. Both **Anja Coates** and **Ian Colbert** from MTV Europe presented the work of the TV station in Europe and explained the partnership and co-operation between EMI Germany and MTV Europe.

Pop Stars

An Italian dinner was held in the Bellini restaurant where pop stars **Martin Fry** and **Mark White** from ABC attended with their manager, **Keith Blackhurst**, and **Marillion's** manager, **John Arnison** showed up with the five-piece band. EMI-Electrola G/A/S divisional MD **Helmut Fest** was on hand along with EMI International executives **Mitch Clark**, (promo head) from London, **Louise Veys** (promotion manager) and **Neil Cox** (market-

ing manager).

The product presentation was organised and presented by the director of product management **Michael Golla**, while the director of special marketing, **Jochen Pack**, presented a live video show. Both EMI directors have only recently taken these positions.

New Releases

Michael Brettschneider, product manager for import and jazz, announced the autumn releases for **Blue Note Records**. New albums are now being released from **Eliane Elias** and **Gonzalo Rubalcaba**, along with jazz giants **Stanley Jordan** and **Jack DeJohnette**. The Brazilian singer **Marisa Monte** has already achieved her first success here in Europe and the **Bob Belden Ensemble**, with an album of jazz versions of **Sting's** songs, is expected to do the same. Blue Note is planning a series of *The Art of ...*, *The Best of ...* and a *Blue* series, with jazz classics from their vast catalogue.

New Video

Product manager **Katrin Garz** showed clips from the new video projects, including compilations from **Queen** and the **Pet Shop Boys**, along with new material from **Queensryche** and the *Metal Hammer* video magazine. Compilations manager **Jürgen Sauer** presented new radio-TV and print-promoted product, including *Move on Up*, containing hits of the '70s, and the new *Banana Jack*, a hot-hit compilation series for the company. GM of strategic marketing **Gert Gliniorz** paraded CD box sets from **Fats Domino** and **Phil Spector** and first CD releases from **Badfinger**, **Mary**

Bertelsmann Sets Record With DM14.5b Turnover

by Bob Lyng

Gütersloh-based **Bertelsmann AG**, the world's second largest media and entertainment company, reports a record turnover of DM14.5 billion (app. US\$8 billion) for the fiscal year 1990. This represents an increase of DM1.2 billion, or 8.9% over the preceding year.

Bertelsmann chairman of the board **Dr. Mark Wössner** comments, "This considerable improvement is especially gratifying in light of the weakness of the US dollar, which cost Bertelsmann DM300 million in revenue. Without fluctuations in the currency exchange rates, our turnover would have increased by 11.2%."

Profit and Loss

As a result, while inland (German) revenue showed a 23.4% gain, rising to 37.1% of Bertelsmann's gross turnover, foreign turnover—of which other European countries comprised 35.9%, the US 20.8% and other countries 6.2%—increased by only 1.8%.

Pre-tax profits increased 8.9%, reaching DM1.035 billion. Annual profits after taxes and DM130 million paid out on profit-sharing bonds reached DM540 million, an increase of 5.9% over the preceding year.

Of the seven business areas in which Bertelsmann is active, including international book and record clubs, German-language book clubs, Bertelsmann International publishing, printing and industrial, **Bertelsmann Music**

Group (BMG)—including video, electronic media, and the publishing house **Gruner & Jahr**—contributed the most turnover with DM3.420 billion. This, however, represents only a 4.5% increase over last year.

New Labels

Comments **Music And Video** co-board member **Egmont "Monti" Lueftner**, "The development of new labels in America, which represents an investment of some DM10 million per year per label, and the delay of releases by a few major international artists, certainly played a role. On the other hand, the recession in the US, and the fact that profits are attributed to the individual national companies and not to BMG International, are also significant factors affecting the results."

Lueftner confirmed that BMG will continue its policy of working together with partners to found smaller labels, and that the **MCA/Geffen/GRP** distribution and licensing deal has brought BMG approximately a 2% increase in their worldwide market share, estimated to be now more than 14%.

Lueftner, who will step down from his post at the end of this year, also revealed plans to launch a new international media and software company, **Monti Media**, in January. Lueftner plans to continue to deal in music, but also to move into other media, including children's programming. He will continue, he says, to "work closely with

Bertelsmann."

Electronic Media

Bertelsmann board member for electronic media **Manfred Lahnstein** could point to an impressive 30% increase in turnover (DM1.12 billion) for his division, which includes the Sonopress pressing and CD manufacturing facilities (it has a 25% market share in Europe) and private broadcasting holdings in **RTL** and the pay-TV channel **Premiere**.

According to Lahnstein, the development of **Premiere**, currently with some 215,000 members, has exceeded expectations, and should reach its breakeven goal of 850,000-900,000 members on schedule by 1994. "We could have had more members," comments Lahnstein, "but at an unjustifiable high cost."

Lahnstein also revealed that approximately DM1 billion of the DM2.5 billion Bertelsmann will invest this year is earmarked for new projects, including the development of the so-called "Westschiene" information TV channel. His division also reports that they have applied for a private broadcasting licence in the new federal state of Mecklenburg which, according to Lahnstein, is currently the only new state that has already provided the necessary legal framework for private broadcasting. Lahnstein also anticipates a licence application in the state of Saxony in the near future.

Hopkins, **Billy Preston** and **James Taylor**, from the legendary **Apple** label. The mid-price catalogue has increased by over 200 titles in the last year, and 1.4 million units have been sold in that time.

The new autumn releases were displayed by **Michael Golla** and his team—GM **Jan Garich** (EMI UK), **Progressive Rock** product manager **Kai Fleschmann** and **Marco Quirini**, product manager for **Capitol**, EMI US and SBK.

New studio albums from established stars such as **Joe Cocker**, **Richard Marx**, **MC Hammer**, **Bob Seger**, **Southside Johnny** and **Bebe & Cece Winans**, were presented along with works from newcomers such as **Blur**, **King Of The Hill**, and **Blind Melon**. **Heart** and **Poison** have set live album releases and **Paul McCartney** is releasing his Russian album *Choba B CCCP*.

A bevy of new single releases were played, including **ABC**,

Crowded House, **EMF**, **Glass Tiger**, **Jesus Jones**, **Huey Lewis & The News**, **Robbie Nevil**, **Stevie Nicks**, **Bonnie Raitt**, and **Young MC**, with album product to back up the potential hits. New singles are also set from the *Greatest Hits* packages from **Queen** and the **Pet Shop Boys**, as well as the **Tina Turner** package *Simply The Best*, from which the sales conference borrowed its name. **Roger Davies**, manager for **Tina Turner**, presented the largest media campaign in the history of EMI Germany personally to the group.

The video for the *Simply the Best* 18-track package is being released simultaneously, as well as a remix from the old hit *Nutbush City Limits*. The video will have no less than 21 tracks.

Bach concluded by saying, "With the volume of product presented at this meeting, we've reached the borders of our capacity to promote and push newly released product. This means that we have opened a 'Pandora's Box' for the sales force to have the greatest year yet for themselves and the company."

Wanted: Your Face In M&M!

As part of M&M's rapid expansion, you are invited to send us photos of yourself and your staff, whether they are portraits of your people or pictures of station activities, visits from recording artists or any other special occasions. Send them now to: **Debra Johnson**, Associate Editor, **Music & Media**, 1059 AT, Amsterdam, Holland. Tel: (+31) 20.669 1961; Fax: (+31) 20.669 1951.

Radio DeeJay Ups Rock Output As Demand Increases

by David Stansfield

National network **Radio DeeJay** is increasing its commitment to rock music. **Dario Uselli**, head of music at the station, is convinced that a strong rock music culture exists nationally and confirms that acts such as **Skid Row**, **Bad English**, **Metallica**, **Motley Crue**, **Scorpions** and **Guns N' Roses** will be given more air time.

The station, which has an 80/20 dance/rock format, already broadcasts the specialist programme "Rock News," two 10-minute slots during the regular Saturday evening programming between 17.00-20.00, plus its own Top 15 rock singles charts aired on Saturdays at 20.00 and Sundays at 24.00.

"We will even provide some

space for rock music in our morning programmes, which is a new move for us," says Uselli. "But its not just about spinning records. We aim to give more information on rock acts to our audience. With a dance artist like **Crystal Waters**, you can play her record, but what can you say about her? An act such as **Motley Crue** seems to have been around for 100 years and has a real story to tell."

Uselli says that listener requests for rock are increasing sharply, sweet music to the ears of record company **CGD** promotions manager **Luciano Linzi**. His firm markets the **Atlantic** catalogue and he believes its already strong roster of rock acts will grow quickly, whether it be rock, heavy metal or trash metal. "If one of the major networks is giving more airtime to

rock and getting increased interest from listeners, it's certainly welcome," he says.

Linzi confirms that **CGD** placed an ad campaign with **Radio DeeJay** for the latest **Skid Row** album, *Slave To The Grind*. The station gave exclusive pre-release airplay to it and a DJ travelled to London to interview the band at the expense of **CGD**.

Linzi agrees with Uselli that more information on rock acts is needed. "Nine times out of 10 they are not just a band, but more of a sociological phenomenon," he says.

But, as pleased as he may be with the latest initiatives by **Radio DeeJay**, Linzi is keen to see an all-rock station nationally. He remains convinced that there would be an existing audience for such a venture.



SAY CHEESE — Confused about which camera to look at, **Gino Paoli** and manager **Pino Longobardi** receive platinum discs for the sale of 200,000 units of his debut album, "Matto Come Un Gatto" (WEA). Paoli has sold more than 270,000 units. From l-r: Longobardi, WEA Italiana A&R director **Fabrizio Giannini**, Paoli, Warner Music Italy president **Marco A. Bignotti**, WEA Italiana MD **Massimo Giuliano** and WEA Italiana sales manager **Dino Panareo**.

Geffen Furnishes 5,000 GN'R Fans With Freebies

The first 5,000 buyers of the two albums *Use Your Illusion 1 and 2* by **Guns N' Roses** will each receive a free bandanna, manufactured by official merchandising company **Brockum** (UK). The giveaway is part of a special marketing/promotions campaign undertaken by **Geffen Records**, which is distributed by **BMG** locally.

Five thousand stand-up displays were distributed to news kiosks nationally and 300 were supplied to retail outlets.

Geffen/MCA marketing manager **Marco Cestoni** confirms that each *Use Your Illusion* album secured pre-sales figures of 100,000 units. The combined total beats the overall sales figures of 150,000 for the group's previous album *Appetite For Destruction*.

Cestoni says that 24-hour music channel **Videomusic** first broke the band nationally with its commitment to *Appetite*. The station later premiered the video for *You Could Be Mine*, the single from the *Terminator 2* movie. This was preceded by ads to announce its screening, plus a Geffen-backed advertising campaign in daily newspapers.

The attention given to *You Could Be Mine* by **Videomusic** prompted private radio to re-think its commitment to airplay, according to Cestoni. He comments, "All the major stations played it on the day of its release, but many dropped it, claiming it was too long and too heavy. But it was being rotated five to seven times daily on **Videomusic** and that, plus the press campaign, resulted in stations getting calls from listeners requesting it."

Two stations to support the single from the beginning were **Radio DeeJay** and pubcaster **Stereo RAI**.

Says **Radio DeeJay** head of music **Dario Uselli**, "Dance music accounts for about 80% of our rock music. It's not widely accepted, but rock music has a great following nationally, even if it doesn't reach the charts. We made *You Could Be Mine* a 'Disco Clock' record (played on the hour, every hour for a day) and more recently, did the same with *Don't Cry*."

You Could Be Mine peaked at no. 2 in the official **RAI** singles chart. Station DJ **Luciana Biondi** backs up Uselli's claims of a market for rock music and adds, "Groups like **Guns N' Roses** satisfy the needs of youngsters to rebel against society, but in a positive, not negative, way. No other genre of music can have this effect. The band also has a quality of melody which is often missing in the music of other heavy rock acts."

Despite the melody, *Don't Cry* will not receive heavy rotation at **RAI**. Biondi says that it is much too slow and diverse compared to the band's previous single.

Rete 105 PD Alex Peroni disagrees with Biondi and Uselli on the merits of rock music. His station played *You Could Be Mine* as a new record, but dropped it on the introduction of the summer music format. He doesn't envisage giving much airplay to *Don't Cry* and says, "We were the one and only station to push rock music a couple of years ago with the daily programme 'Johnny Rocket.' But it didn't work. There's not much of a market for rock, and you can't change attitudes that have existed for many years. We play some rock tracks, but they are not a great priority. We've only given limited airspace for **Bryan Adams**'s (*Everything I Do*) *I Do It For You*, for example." DS

30% BUDGET BOOST

Peter Flowers Reformats

Radio Peter Flowers/Milan has relaunched with the introduction of a new logo, plus new programmes and listener services. According to the station's marketing consultant **Andrea Rivetta**, "The immediate challenge is to raise our audience figures to 200,000."

A promotional campaign for the station has also been launched, including TV advertising on the regional stations **Odeon** and **Telelombardia**, as well as press adverts, posters, 200,000 stickers, plus an FM card which lists the frequencies of major stations in Milan.

The annual budget for the station has now been raised by 30% to L1.5 billion (app. US\$1.1 million). This includes all operating costs, plus promotion and advertising. The music format now consists of a strict 50:50 AC/local product and international/national gold music. This is targeted at the 20-45 age group.

Radio Peter Flowers FM was first launched on May 28, 1979. It has since developed into a regional station which broadcasts to a major part of Lombardy. It also reaches parts of the Liguria and Piedmonte regions and has an average daily audience of 148,000, according to **Datamedia**.

Rivetta says in 1981 **Radio Peter Flowers** was the second most popu-



lar station in Milan, behind **Rete 105**. However, he adds, "There was no evolution, no real creation of a style and we paid for this."

Programmes such as "Linea Rock," voted as best radio programme by the specialist magazine *Metal Shock*, has been retained. This is presented by station artistic director **Marco Garavelli**, Mon-

days-Fridays 20.00-20.50. "Diretta **Rolling Stone**" is a new rock programme which will be broadcast live on alternate Saturday's from Milan's **Rolling Stone** club. The show will be hosted by **Garavelli**, who says the music content will range from heavy metal to **R.E.M.**

News and sport has a high priority at the station. A total of 30 news flashes will be broadcast daily, and the station is boasting an exclusive with the introduction of "Taxi & Traffico." This traffic information service has been launched in collaboration with the taxi firm **Radiotaxi 8585**, which will provide live news on the latest traffic conditions in Milan as and when required.

Says Rivetta, "We believe we've found the key to be a leading regional station with the new logo and image. Our slogans are 'A World Of Music', 'A World of News' and 'A World Of Sport'." DS

Media Expands To Reach UK Talent

Media, the independent dance music specialist company, is poised to open offices in New York and London. Media president **Gianfranco Bortolotti** has also revealed plans to launch a recording studio in London in order to capitalise on the potential of UK talent.

Says Bortolotti, "There's a whole cult thing surrounding dance music in the UK. I intend not only to discover singers, but also to fuse the Italian and UK cultures together."

Media is claiming sales

exceeding 600,000 for 12" remixed-singles nationally over the last 12 months, and five million worldwide through licence deals. The company owns six labels—**Media**, **Inside**, **Underground**, **Bala Degli Angeli**, **FGB** and **Whole Records**. It says such acts and artists as the **49ers**, **Antico**, **SSR**, **Cappella**, **Zappala** and **Clubhouse** are some of the major sellers on the local and international markets and is claiming an Italian record for having the remixed-singles

Deep in My Heart by **Clubhouse** and *Touch Me* and *Don't You Love Me* by the **49ers**, each reaching the no. 1 slot in the **Billboard Club Play Charts**.

Bortolotti predicts that sales of remixed-singles locally will increase to one million over the next 12 months. He says radio airplay is vital for success, but adds, "No other station can touch **Radio DeeJay** for results. It's perfect. Its target audience of 12-20 year-olds matches our own perfectly, and all aspiring DJs listen to the station." DS

Bolland & Bolland Bow In B&B Dance Label

by Machgijel Bakker

Dutch producers **Bolland & Bolland** have launched a new label called **B&B Records**, aimed at covering dance product. The label is yet another division in the expanding recording/publishing activities of the two Dutch brothers.

Renowned for their work with **Falco**, **Suzi Quatro**, **Status Quo** and **Sam Fox**, **Rob Bolland** and **Ferdi Bolland** have signed a distribution/marketing deal for the label with **Sony Music** in Holland.

According to Ferdi, the new label intends to conquer the European market. "We will be concentrating on dance material that has

crossover appeal, with no hardcore or street-level stuff.

"We are going to be very aggressive and we will need the support of radio for that. It is possible to tackle Europe."

Says Sony MD **Richard Denekamp**, "We wanted to have a new and young label under our belt. Rob and Ferdi can boast big experience and have the gift to combine creative talent with business acumen—something that is rare."

The first (October) release on B&B Records is the trio **Academy Of Modern Dance** with the album *Groove Cum Laude* and the first single *What Is A World*

Without Love (see review, page 10).

The Bolland & Bolland organization now encompasses four divisions. Apart from the new label, these include the production company **Le Disque Holland BV**, the publishing activities (**Le Disque Music Publishing**, **Bolland Music**, **B&B Music Publishing**) and the **Bolland Studios**.

Bolland & Bolland are also preparing a new album for release on the Hamburg-based **East West** label.

In addition, they have also recently delivered the concept album *Darwin—The Evolution*, featuring vocalists such as **Colin Blunstone**, **Ian Gillan** and **Falco**.



SMILE, PLEASE — Sony MD Richard Denekamp (centre) has his hands tied after the signing of Rob Bolland's (left) and Ferdi Bolland's (right) new dance label, B&B Records (See main story, right).

Veronica: 'Young, Fast And Wild' TV Promo

by Chris White

The success of **Veronica Radio's** advertising campaign to promote the Holland station and its programmes is now being extended to include a similar seven-month promotion for Veronica's TV channel. Starting on September 24, it will include nightly 10-second spots on the channel.

Veronica Radio deputy MD **Hans Van Der Veen** says, "The commercials will promote the station's winter schedule on TV, and will also include billboard advertising throughout the country. The promotion campaign for Veronica Radio was even more successful than expected, so it was natural to include a similar campaign for Veronica's TV channel, which will use the logo, 'Young, Fast And Wild (That's What You Want)'."

Van der Veen adds, "The radio campaign, Veronica—The Heart Of Dutch Radio, was the biggest ever for a Dutch radio station and the results have been good. We were trying to attract attention to radio because in Holland, it is

very much TV, TV, TV, and we now have a lot of people talking about radio."

The radio campaign, which began in March at the instigation of Veronica Radio MD **Lex Harding**, has included major advertising in six cities: Amsterdam, Rotterdam, Utrecht, The Hague, Groningen and Nijmegen. Ads have appeared on public transport and there have also been promotional stickers, T-shirts, badges, sweaters and jeans.

Veronica also has a touring truck complete with a stage podium with PAs, a promotional inflatable balloon depicting an old radio set, and a promotional CD entitled *Turn Your Radio On*.

According to Veronica Radio head of PR **Steven Gelder**, "The aim of the campaign was never just to boost ratings. We wanted the public to know that radio is a great medium and that Veronica is producing good programmes.

The TV campaign is now focussing attention on the TV channel's activities, and will run through to next spring."

Sony Captures De Stip Award

Sony Music (Holland) has won the "De Stip" award for its innovative marketing plan for **Toto's** compilation album, *Past To Present 1977-1990*. The campaign was a Dutch initiative and resulted in sales of 330,000 units.

The award is organised by local trade magazine *Muziek en Beeld Info* and was held for the third time. TV merchandising

company **Arcade** won two earlier competitions. The award was presented to Sony during the 10-year anniversary of the national association for the promotion of soundcarriers, **CPG**.

Based on 37 nominations, Dutch retailers did select a preliminary top five of the best Dutch marketing campaigns. The final winners were chosen by a jury. **MB**

Philips Bolsters Super Club

by Marc Maes

In efforts to counter a possible bankruptcy of **Super Club**, **Philips** is investing another Bfr7.5 billion (app. US\$200 million). This investment will be made at the Dutch **Super Club International BV** with the issue of 232 million shares at Fl 2.73 each. Some 49% of this package will be offered to non-Philips shareholders.

According to Super Club CEO **Jaap van Wezendonck**, "The company is to become a visual home entertainment group. It will concentrate on sales and rental of videotapes, music sales, consumer CDI, laser disc and computer-games. We also want to invest in film productions, but the plan is to sell or shut down other operations."

During 1990, Super Club achieved a turnover of Bfr16.3

billion, an actual loss of Bfr14.8 billion compared to the same period a year ago. Reasons given for this loss are the **Mister Video** units, **Super Club North America** (Bfr952 million), the Super Club stores (Bfr922 million) and "other activities, accounting for Bfr1.07 billion," adds van Wezendonck.

He understands the company's position was caused by an actual spend in 1990 of Bfr9.6 billion, compared to Bfr3.6 billion in 1989.

A first reorganization is planned for the Mister Video units, which account for losses of Bfr1 billion. The new units will be placed in a 10-15 km radius near the Super Club shops, and serviced from these shops. The current 816 Mister Video units will be reduced to 578 worldwide.

September 15 marked the

closing date of approximately 31 shops in Belgium.

However, another 12 are expected to be added in the near future, ending in a total of 111 shops in Belgium. In the US, 13 shops will close, but another 32 will be added to the company's operation, bringing the total number of shops worldwide to 592 units.

Super Club has also sold its share in **Motion Picture Group** to **CNR**, and the company is currently negotiating the sale of the two multiplexes in Antwerp and Leuven. One of the interested parties is said to be the **Kinepolis Group**, owners of the Decascoop multiplex in Ghent and the Kinepolis multiplex in Brussels.

Super Club's staff in Europe is expected to drop from 1,046 down to 706. Van Wezendonck denies rumours that Super Club will become a subsidiary of **PolyGram**.

Diamond Awards Uncertain

The 1991 Diamond Awards festival and TV shows, originally scheduled for October 14-19, have been threatened by recent actions within the **City 7** group—organizers of the festival and majority shareholders in several projects, including the Antwerp 20,000-seater Sportpaleis and the tennis-gear manufacturing company **Snaauwaert**.

Snaauwaert's Bfr700 million loss (app. US\$19 million) has become one of the main problems for the **City 7** group after financiers and banks decided not to raise capital to secure Snaauwaert's and perhaps **City 7's** future.

To counter these problems, the **City 7** group is searching for a party interested in the recently renewed Sportpaleis in Antwerp. Insiders claim **City 7** is also facing

a Bfr450 million debt for the Sportpaleis and another Bfr500 million for events like the Diamond Awards festival and the European Community Tennis championships.

Credicom, a real-estate company (owned 70% by the French group **Immobilière Hotellière** with a working capital of Bfr5.25 billion), has reportedly made a takeover bid for the Sportpaleis of Bfr400 million. At press time, neither **City 7** nor **Credicom** were willing to give further details.

FPC MD Jan Florizoone, who handles the artistic side of the Diamond Awards festival, says, "The event, except for **Liza Minnelli's** opening show on October 14, has been put back to mid-November."

Florizoone had to put all negoti-

ations on hold due to the uncertain situation with **City 7**.

Says **BRTN** producer **Frank Symoens**, who has been producing the TV awards nights, "As far as we are concerned, the Diamond Awards festival will not take place, not in October, not in November. And due to the fact that recent Flemish government legislation explicitly forbids Flemish TV to have 'label-shots' of sponsoring companies, accounting for some Bfr30 million of the Bfr75 million artistic budget, I reckon it will become very hard for the festival to gather sufficient sponsors for the event. We are only allowed to show company logos in the trailers and just before or after the show. It would take us until the middle of 1992 to raise that amount." **MM**

Line-Up Grows As Guitar Legends Festival Nears

by Anne Marie de la Fuente

Guitar Legends festival executive producer **Tony Hollingsworth** of **Tribute Productions** and music consultant **Phil Manzanera**, formerly of **Roxy Music**, were in Madrid September 17 to confirm the addition of nine top artists to the already impressive line-up (see **M&M**, September 7).

The nine new additions include vocalists **Joe Cocker** and **Miguel Bosé** and guitarists **Vicente Amigo**, **Nuno Bettencourt**, **Robbie Robertson**, **Richard Thompson**, **Steve Vai**, **Joe Walsh** and **Roger Waters**.

Four more names will be revealed at a later date to complete the offer of 25 guitar legends and five vocalists, set to perform October 15-19 in Seville's open-air La Cartuja auditorium. Considered one of the largest in the world, the auditorium, a cen-

trepiece of the Expo '92 World Fair, seats 5,400.

Hollingsworth reports that already 20 radio territories have finalised their deals with "Rock Over London," which is syndicating the five-night event worldwide. "Negotiations are still underway with another 20 from countries further afield," says the producer of "The Wall" and the **Nelson Mandela** concerts. He adds that most of the radio networks were interested in airing the production live, while some TV networks differed. A number of them are opting to record the event, while others prefer to transmit it live.

There are also tentative plans for producer **Phil Ramos** to record the concerts for a later release on CD, vinyl and other configurations. And a video recording is not being ruled out.

According to Hollingsworth,

the "frightening" sum of US\$8 million has been allotted to finance the entire project. "The idea actually came to me five years ago when I thought of organising one in London. Then Seville became a more appealing venue and the idea eventually grew to its present proportions," he relates.

He also underlined the difference between the Guitar Legends festival and earlier Tribute productions, saying, "This is neither a political nor a charity event. Guitar Legends is simply based on top production quality for top guitarists."

Manzanera, who is directing the third night, which he loosely labels an "experimental music night," will also be performing. "It'll be an honour for me to play," he says. His predilection for Spanish artists has led him to sign flamenco guitarists **Paco de Lucia** and **Vicente Amigo**.

and in Madrid, Caballé is accompanied by the **English Chamber Orchestra** and the **London Philharmonic Orchestra**.

This crossover project follows a trend among opera greats, especially **Pavarotti** and

Plácido Domingo, who have collaborated with pop stars and performed in stadiums and parks in a bid to win over the general public.

Caballé and Meco band member **Jose Maria Cano**, both

signed to **BMG Ariola**, have also pledged to collaborate on an album based entirely on Cano's compositions. According to a spokesperson at **BMG Ariola**, "This could be released by Christmas." *AMdIF*



PLATINUM PLEASURE — Opera diva **Montserrat Caballé** (in black), whose announcement of her impending cover version of Meco hit *Hijo de la Luna*, took everyone by surprise, is seen here presenting Spain's Meco with platinum discs for their latest album "Ai Dalai." Pictured from l-r: Nacho Cano, Caballé, Ana Torroja and Jose Maria Cano (See story below).

Opera Meets Pop On Caballé Album

World-renowned Spanish soprano **Montserrat Caballé**, whose 1987 duet with **Queen** leader **Freddie Mercury** caught the attention of both opera and rock fans, announced the inclusion of **Meco** song *Hijo de la Luna* in her latest project, a greatest hits compilation.

The double-album, titled *The Eternal Caballé*, will feature

highlights of her 25-year career and include two or three folklore compositions, as well as ballad singer **Joan Manuel Serrat's Palabras de Amor**.

Hijo de la Luna will be the first single from the more than 30-track album, scheduled for worldwide launch mid- or late-October.

Presently recording in London

SCANDINAVIA



IN THE PUBLIC EAR —The public service radio panel at the recent Copenhagen Music Seminar focussed on Scandinavia's rapidly changing national radio developments. Shown l-r: Sveriges Riksradio's **Lars-Göran Nilsson**, Danmarks Radio's **Erik Moseholm**, YLE2/Radiomafia's **Jukka Harma**, moderator/Sveriges Riksradio's **Janeric Sundqvist**, Sveriges Riksradio's **Mia Gerdin**, NRK Sørlandet's **Sigbjørn Nedland**, and Sveriges Riksradio's **Lisa Söderberg**.



GETTING AIRPLAY — The second of two panels relating to radio at the CMS featured five industry execs discussing various ways to promote Scandinavian product to radio. Shown l-r: **Bengt Eriksson** from Radio Malmöhus, **Soulpower Productions' Niclas Anker**, moderator/*The Voice's* **Lars Kjær**, **Jesper Bæhrenz** and **Medley's Jesper Mardahl**.

Swedish Deregulation Likely As Government Falls

by David Rowley

The demise of the Swedish government's Social Democrats during the September 15 election is likely to mean free commercial radio by the middle of next year.

It was unclear which of the country's centre-right parties would eventually make up a coalition government. All five main contenders—Moderaterna, Folkepartiet, Centerpartiet, New Democracy and the Christian Democrats—had voiced their whole-hearted support for deregulated radio in the months leading up to the election.

Currently, it is completely illegal for stations in Sweden to broadcast advertising. National radio is state-owned and run, as are so-called "local" stations.

Community or "nærradio," which is theoretically an outlet for local interest groups, is developing into a potential commercial radio base. Local groups currently underwrite station costs in return for on-

air information slots about the group's individual aims.

However, the majority of the larger nærradio have obviously been gearing themselves up for the expected deregulation, as many have formats which strongly resemble gold/Top 40 stations.

Radio Nova MD Claes Nydahl thinks the change in government will speed things up in terms of deregulation, and predicts that many stations will take the government change as a signal to begin advertising.

Says Nydahl, "Station **P4/Lund** is already broadcasting ads and I think other stations will follow." Exactly how deregulation will come about is unclear. However, the leading contenders for the new communication minister's position—**Ander Björk** of the Moderaterna and **Jan Erik Wikström** of the Folkepartiet—have both mapped out plans which would include allowing nærradio, and in the case of Moderaterna, also the current state-owned local

radio stations, to apply for commercial licences.

Anne Chaabane, PR director of state-run local radio, says, "From our point of view, we're in favour of financing via advertising, rather than just from a licence fee. In fact, Moderaterna has raised the idea of selling off the local stations to the staff, thus allowing them to run on a commercial basis. But, it comes down to how many commercial stations a country the size of Sweden can sustain. I don't think there will be any change in our status, but you never know."

JKL Communications MD Christer Baldhogan, the parent company of leading nærradio stations **SAF Radio/Stockholm** and **City 103/Gothenburg**, says he expects the new government to completely deregulate radio.

"I think it will become nearly as free as it is in the US, which will be a complete turn-around for Sweden. I think anybody who has a company which wants to broadcast will be given the opportunity."

SINGLES

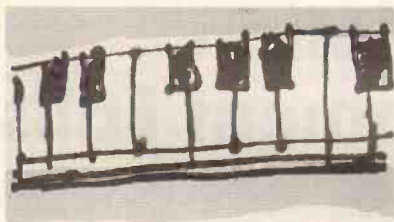
ACADEMY OF MODERN DANCE
What Is A World Without Love - B&B/Sony Music **EHR/D**
 PRODUCER: Bolland & Bolland
 This is the first single on the new B&B label, run by Dutch top songwriters/producers, the brothers Bolland (of *Falco* fame). Taken from the album *Groove Cum Laude*, the trained female vocalist and the aggressive male rapper make a dream combination.

CLAUDIO BAGLIONI
Vivi - Columbia **EHR**
 PRODUCER: Claudio Baglioni
 Italian stars are steadily spreading their wings over Europe. This track, selected from his Italian 1990 no. 1 hit album *Oltre*, boasts a good melody in a transparent production. The interesting change of tempo—slow verse, quicker chorus—accentuate the deep emotions.

THE BLESSING
Hurricane Room - MCA **EHR**
 PRODUCER: Neil Dorfsman
 You don't hear soulful pop of such high calibre everyday. It's high time the majestic voice of **William Topley**—somewhere between Van Morrison and Roland Gift of Fine Young Cannibals—should grace the airwaves of EHR.

DR. ROBERT
I've Learnt To Live Without You - Regal/EMI **EHR**
 PRODUCER: Dr. Robert/Hector
 Talking about learning to live without somebody! Dr. Robert of the **Blow Monkeys** now operates from his own private practice. Enhanced with tropical rhythms and African guitars, this solo effort is reminiscent of Ray Baretto's soul standard *A Deeper Sade of Soul*.

EVERYTHING BUT THE GIRL



everything but the girl ★ old friends

Old Friends - Blanco Y Negro **AC/EHR**
 PRODUCER: Everything But The Girl
 This UK duo does what nobody else seems to risk: they dare to be vulnerable. This new single is so delicate that it could be a lullaby. The harpsichord sounds out of **Ben Watt's** digital piano complement **Tracy Thorn's** fragile voice magnificently.

FOREIGNER
I'll Fight For You - Atlantic **R/EHR/AC**
 PRODUCER: Terry Thomas/Mick Jones
 In the days when **Lou Gramm** was still with them, they built up a big name in power rock ballads. New lead singer **Johnny Edwards** does the band's reputation no wrong. This single is at least as

good as 1984's *I Want To Know What Love Is*.

CHESNEY HAWKES
Secrets Of The Heart - Chrysalis **EHR**
 PRODUCER: Alan Shacklock
 Right in the intro, you think of listening to Madonna's *Live To Tell*, but then suddenly Hawkes starts singing. Backed by an acoustic guitar, he demonstrates he can also tackle the more tender song material.

THE MOCK TURTLES
Strings And Flowers - Siren **A/EHR**
 PRODUCER: Pete Smith/Martin Coogan
 The row of young, UK guitar-orientated bands adding dance rhythms to their music seems endless. Only a few of them are really gifted. This band falls in that category by setting melody against mediocrity.

NAUGHTY BY NATURE
O.P.P. - Tommy Boy **D/EHR**
 PRODUCER: Naughty By Nature
 This song is now topping the **Billboard Hot Rap Singles**. It's further proof of the new direction in rap heading more towards a normal pop song. The combination of the piano hook and the female backup makes this funky rhyme memorable.

NED'S ATOMIC DUSTBIN
Trust - Furtive/Soho Square **A**
 PRODUCER: J. Corcoran/Ned's Atomic Dustbin
 This young, promising UK band in the "noise" section—the melodic, fuzz guitar wall of sound—are honoured to be the first release on **Muff Winwood's** Soho Square label. Programmers tuned into **Dynosaur Jr.** should check this out.

PRINCE & THE NEW POWER GENERATION
Cream - Paisley Park **EHR/D**
 PRODUCER: Prince & The New Power Generation
 Could this second single from the new album *Diamonds And Pearls* be a leftover composition of the never-realised Prince/Bonnie Raitt collaboration? This basic R&B song is definitely his best single since 1989's *Alphabet Street*.

BETTY BOOP
Salam À Lékoum - Boucherie (LP) (France)
 PRODUCER: X. Mesa/D. Le Marchand
Caroline, Zohra, Marie, Ariane and Anne Boop—they form a rock 'n' roll band you could write a comic book about. But most of all, they knock you out. Because of their punky enthusiasm, they are closer to the Slits and the Raincoats than they are to the Bangles or GoGo's. Except for the **Clash** cover *White Riot*, they wrote all the songs themselves. Tel: (+33) 1.4797 9517.

CAVALIERE
Tirati Su - Keep On Music (Italy)
 PRODUCER: Ruggero Penazzo
 Innovations in dance are established by crossing the borders of various genres. Young Italian **Ruggero Cavaliere** came up with a very interesting arrangement for this dance track. The acoustic guitar and the harmonica give it a folksy feel, while the

PHIL CARMEN
Drive - Metronome **AC/EHR**
 PRODUCER: Phil Carmen
 Carmen's soft pop/rock sets the perfect mood for the upcoming "Indian summer". It's the kind of music that makes the sun shine on a rainy day. He has the talent to make a significant impact on the AC format. Tracks like *Do you Surrender* and *Never Ending Nights* could easily have been written by Phil Collins. The country-styled title track will relieve the pain for your listeners stuck in a traffic jam. The man is incredibly popular in the G/A/S territories, but hopefully the first single *Borderline Down* will help this UK singer to cross over to some more territories.

GUNS N' ROSES
Use Your Illusion I & II - Geffen **R/M/EHR**
 PRODUCER: Mike Clink
 It's a good year for the Roses. Finally they released their twin follow-up to 1987's debut album *Appetite For Destruction*. Save yourself the trouble finding out which is best, because that's impossible. You'll find two fully loaded six-shooters: sleazy rock 'n' roll songs, some ballads and two covers: **Paul and Linda McCartney's** *Live And Let Die* on part I and **Dylan's** *Knocking On Heaven's Door* on part II. Both volumes are 76 minutes long. They have retained their destructive attitude, confirming their position as the Sex Pistols of the '90s. The contribution of "godfather of demolition" **Alice Cooper** on the track *The Garden* (on part I) can only strengthen this image. With *Get In The Ring* (on part II) rebellious singer **Axl Rose** challenges press who see him as public enemy no. 1. Hard rock programmers shouldn't waste their ammunition on gossip. Fire your guns!

JOHN LEE HOOKER
Mr. Lucky - Silvertone **EHR/R/AC**
 PRODUCER: Roy Rogers
 For his second Silvertone release, Hooker is virtually backed by the Who's Who in blues: **Johnny Winter, Albert Collins,**

Keith Richards and Robert Cray. The results are both joyful and infectious. From the atmospheric *I Cover The Waterfront* (featuring **Van Morrison**)—a great track for late-night play—and the intense *Susie* (with Winter on guitar) to the rolling *I Want To Hug You* and the compassionate title track, this album has multi-format appeal.

RUSH
Roll The Bones - Atlantic **R**
 PRODUCER: Rupert Hine/Rush
 Seventeen years after Rush's debut, the band still sounds as if every album is their first, more because of the quality and originality of their music than anything else. Masters of their instruments, Rush thankfully manage to stay clear of any self-indulgence. Tasteful use of synthesizers blended with rock's more orthodox instrumentation has always been Rush's forte. Produced with the help of Rupert Hine (**Robert Palmer, Chris De Burgh, Tina Turner**), *Roll The Bones* is a fine album by one of rock's more intelligently outspoken bands.

BOB SEGER & THE SILVER BULLET BAND
The Fire Inside - Capitol **R/EHR**
 PRODUCER: Don Was//B. Seger/B. Beckett/Punch
 After a five-year absence, the strong-as-a-horse rocker and prolific songwriter Seger returns in excellent shape with this 12-track album featuring nine new compositions and three covers. Crème de la crème musicians lend their abilities to it. On the two **Tom Waits** songs, the barstool ballad *New Coat Of Paint* and the country tune *Blind Love*, he is helped out by **Little Feat's** **Richie Hayward** (drums) and **Bill Payne** (piano). The five exclusively Don Was-produced tracks, featuring (rhythm) guitarist **Waddy Wachtel** and **John Cougar Mellencamp's** drummer **Kenny Aronoff**, show the Michigan rocker at his best. *Sightseeing* is an inspirational uptempo folk tune, graced by **Bruce Hornsby's** accordion. The solid rockers *Take A Chance* and *Which Way*—the type of songs Huey Lewis could be jealous of—prove Seger is still closer to the flame than the Statue of Liberty.

THE SMITHEREENS
Blow Up - Capitol **R/EHR**
 PRODUCER: Ed Stasium
 The Smithereens and R.E.M. have a lot in common. In their early days they shared producer **Don Dixon**. Also, **Pat DiNizio's** songs have the same pop sensibility. But if it comes to popularity, that's where their ways diverge. *Tell Me When Did Things Go So Wrong* and *Top Of The Pops*, the three-chord lead single off this top-rate pop album, must end all the chart injustice against them throughout the years. Together with **Diane Warren**, DiNizio wrote *Get A Hold Of My Heart*, which should be the new *Nights In White Satin*. The strings-dominated track *If You Want The Sun To Shine* marks the first effort of new songwriter duo DiNizio/**Julian Lennon**. It's brilliant.

NEW TALENT

female backing vocals are unmistakably gospel-framed. Singer **Cavaliere** himself has the same kind of diction as **George Michael**, his sighs included. Contact **Elisa Betta Galletta**, tel: (+39) 2.2611 2230; fax: 2.2611 2240.

SONJA KRISTINA
Songs From The Acid Folk - Fruithouse (LP) (UK)
 PRODUCER: Greame Holdaway/Sonja Kristina/Ty-lor
 "New Talent" is not exactly the right terminology here; "New Career" is probably a better option. This beautiful folk album marks the welcome return of ex-**Curved Air** lead singer Kristina as a recording artist. On her first outing in 10 years, she called in the help of Ty-lor (the brothers **Tim and Simon Whitaker**) and some more friends. The result is pure acoustic, "green" folk, as intense as any **Sandy Denny** record. Contact **Marijke Bergkamp**, tel: (+44) 71.383 7714; fax: 71.387 3059.

Singles and albums featured in New Releases are listed alphabetically. Each record is recommended for format or programme suitability. Abbreviations used include: EHR, AC, R (Rock), D (Dance), C (Country), J (Jazz), EZ (Easy Listening), NAC (New Adult Contemporary), A (Alternative) and M (Metal). Records mentioned in New Talent are by acts signed to independent labels for which license and/or publishing rights are available, except as noted. Please send your samples to Robbert Tilli/Machgiel Bakker, PO Box 9027, 1006 AA Amsterdam, Holland.

URBAN DANCE SQUAD

GROUP : URBAN DANCE SQUAD TITLE : LIFE 'N PERSPECTIVES OF A GENUINE CROSSOVER



COMPACT DISC * ALBUM * CASSETTE

LIFE'N PERSPECTIVES OF A GENUINE CROSSOVER

"A record that's so unconventional and daring -
it will make your head spin!"

NAB RADIO 1991

Radio executives from nearly every western European country attended the NAB Radio 1991 convention held in San Francisco September 11-14. Also making the trip were nearly 50 Europeans which took part in a special tour organized by German radio consulting firm Broadcast Consulting International, NAB, American Express and M&M. Those delegates toured seven radio stations in Los Angeles, as well as a side trip to Universal Studios in Hollywood.



PREVIEWS OF COMING ATTRACTIONS — Robert Marking, NAB European Affairs representative, gives European radio executives a preview of coming attractions at the Moscone Convention Center. International attendance at the convention was up 10% to 622 people.



UP CLOSE & PERSONAL — BCI European Tour participants watch KIIS-FM/LA DJ Bruce Vidal during his afternoon show at the station. Pictured (l-r) are KIIS-FM human resource manager Cindy Peterson, Radio Tango/Oslo US project manager Paal Fergestad, Radio Tango/Oslo vice president Sverre Bjørnsen, BCI's Alexander Zeitelhack, TIP Medienpraxis consultant Bernd Roller (back to camera) and Convents & Piller project manager Oliver Straube.



THE INSIDE SCOOP — KLSX-FM/LA GM Jim Freeman gives Europeans a tour of the studio. Pictured (l-r) are US broadcast consultant Earl Trout, Freeman, BCI MD Zeitelhack, Radio Tango/Oslo vp Bjørnsen, Radio Tango/Oslo project manager Fergestad and Antenne Niedersachsen production director Jens Kraus.



ON THE CONVENTION FLOOR — Some 175 companies displayed their latest products to the 7,063 registered delegates.



INFORMING THE AMERICANS — Europe 1 GM Martin Brisac outlines his plans for a European version of NAB. Brisac spoke before a special European managers meeting sponsored by the NAB on the first day of the convention.



A PROGRAMMING PRIMER — Jeff Pollack, chairman/CEO of Pollack Media Group, moderates a panel on "Effectively Programming For Ratings." Pictured (l-r) are Pollack, Alan Burns of Alan Burns & Associates, Bill Livek of Birch-Scarborough Research and Russ Mottla of WIYY/Baltimore.



FOCUS ON RESEARCH — Rick Sklar, of Sklar Communications, moderates a panel on "What Does Your Audience Want To Hear?" Pictured (l-r) are Roger Wimmer of Paragon Research, Bill Moyes of The Research Group, Kurt Hanson, president of Strategic Radio Research, and Sklar.



GIMME THAT CAMERA — Radio Clyde MD Jimmy Gordon jokingly demands something in return for his unofficial endorsement for M&M and NAB Radio Montreux 1992 at a pre-game baseball party sponsored by NAB, American Express and M&M.



WHAT ARE THE RULES? — Antenne Bayern DJs Tommi Ohrner (left) and Stephan Lehmann (right) and BCI junior consultant Carolin Hoppner clown around at a San Francisco Giants baseball game.



JUST DROPPING BY — Jean Paul Baudecroux (right), president of French FM net NRJ, stops by the M&M booth. Pictured with Baudecroux are Veronica TV magazine editor Robert Briel (centre) and Radio 10/Holland MD Jeroen Soer.



KICKING THE TIRES — CBSI representative Linda Pierson shows off the company's latest products to Park Media/Sweden's Ulf Tjerneld, Daniel Akerman and Bjørn Mohr.



TRY THIS ON FOR SIZE — Antenne Niedersachsen production director Jens Kraus (right) takes control of the board in the studio of KIIS-FM DJ Rick Dees. With Kraus is Dees' producer Paul Joseph.



WE'RE READY FOR MONTREUX! — Pictured (l-r) are NAB senior vice president/science and technology Michael Rau, BCI MD Alexander Zeitelhack and NAB executive vice president John Abel.

OCTOBER 1991

- 1ST: BARCELONA
- 4TH: MONTPELLIER
- 6TH: PARIS
- 7TH: BRUSSELS
- 8TH: LILLE
- 9TH: THE HAGUE
- 11TH: TOULOUSE
- 12TH: BORDEAUX

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INTERNATIONAL



EUROPE . . .

CANNINO

TOUR
1991



Station reports include all new additions to the playlist, indicated by the abbreviation "AD." Reports from certain stations will also include a "Power Play" (PP), a track which receives special emphasis for the week, as well as featured new CD's and LP's indicated by the designation "AL." All playlists must be received by Tuesday at 1 o'clock.

UNITED KINGDOM

BBC RADIO 1/London
Paul Robinson - Prog Dir

A List:
AD Deacon Blue: Closing Time
Scorpions: Wind Of Change

B List:
AD Brand New Heavies: Never Stop
Cher: Save Up All Your
Color Me Badd: I Adore
Huey Lewis: Couple Days Off
Slade: Radio Wall
Stevie Wonder: Fun Day
Thompson Twins: Come Inside
Tom Petty: Into The Great
Whitney Houston: I Belong To You
Young Disciples: Get Yourself

CAPITAL FM/London
Richard Park - Prog Contr

A List:
AD Adeva: It Should've Been
Color Me Badd: I Adore
Dannii Minogue: Baby Love
Deacon Blue: Closing Time
Kirsty MacColl: All I Ever Wanted
Lisa Stansfield: Change
Paul Young: Don't Dream
Slade: Radio Wall
Stevie Wonder: Fun Day
Union: Swing Low

B List:
AD Afrika Bambaataa: Just Get Up
Cola Boy: He Is Cola

DJH: Move Your Love
Naughty By Nature: O.P.P.
Young Disciples: Get Yourself

METRO RADIO GROUP/Newcastle
Liz Elliott - Music Organiser

B List:
AD 2 In A Room: Do What You
Alison Limerick: Come Back
Bizarre Inc: Such A Feeling
Cher: Save Up All Your
Color Me Badd: I Adore
Cola Boy: He Is Cola
Deacon Blue: Closing Time
Holland/Brown: Together
Kirsty MacColl: All I Ever Wanted
Level 42: Overtime
Mariah Carey: Emotions
Morrissey: My Love Lies
Stevie Wonder: Fun Day
Sydney Youngblood: Wherever
T'Pau: Soul Destruction

PICCADILLY RADIO/Manchester
Keith Pringle - Head Of Music

A List:
AD 2 In A Room: Do What You
Adeva: It Should've Been
Alice Cooper: Love's A Loaded
Alison Moyet: This House
Beverly Craven: Woman To
Brothers In Rhythm: Such A Good
Deacon Blue: Closing Time
Gloria Estefan: Live For Loving
Marc Almond: Jocky
Mariah Carey: Emotions
R.E.M.: The One I Love
Slade: Radio Wall
Tina Turner: Nutbush City Limits

B List:
AD Cher: Save Up All Your
Level 42: Overtime
Voice Of The Beehive: I Think

RADIO CLYDE/Glasgow
Alex Dickson - Prog Dir

A List:
AD Brothers In Rhythm: Such A Good
Julian Lennon: Saltwater
Oceanic: Insonity
Scorpions: Wind Of Change

RADIO CITY/Liverpool
Tony McKenzie - Head Of Music
B List:
AD Bros: Try

Cher: Save Up All Your
Gloria Estefan: Live For Loving
Huey Lewis: Couple Days Off
Kenny Thomas: Best Of You
Prince: Cream
R.E.M.: The One I Love
Roxette: The Big L

RADIO TRENT/Nottingham
Len Groat - Dep Prog Dir

A List:
AD Belinda Carlisle: Live Your Life
Cher: Save Up All Your
Jesus Loves You: After The Love
Kenny Thomas: Best Of You
Rozalla: Everybody's Free

B List:
AD BEF: I Don't Know
Cathy Dennis: Too Many Walls
Kit Clark: Loren
Lenny Kravitz: Stand By My
Mari Wilson: The Rhythm
Scorpions: Wind Of Change
Van Morrison: Why Must I
Whinney Houston: I Belong To You

DOWNTOWN RADIO/Belfast
John Rosborough - Head Of Programmes

A List:
AD Bob Seger: The Real Love
Cher: Save Up All Your
Erasure: Love To Hate You
John O'Kane: Dance Goes On
Kiri Te Kanawa: World In Union
Oleta Adams: Don't Let The Sun
Scorpions: Wind Of Change
Tom Petty: Into The Great

CHILTERN NETWORK
Dunstable/Northampton/Gloucester
Clive Dickens - Head Of Music

A List:
AD Level 42: Overtime
Scorpions: Wind Of Change
Stevie Wonder: Fun Day

B List:
AD Deacon Blue: Closing Time
John O'Kane: Dance Goes On
Marc Cohn: Walking In Memphis
Mariah Carey: Emotions
T'Pau: Soul Destruction

GWR FM/Bristol/Swindon
Andy Westgate - Head Of Music

A List:
AD Beatmasters: Boulevard
Pete Dinklage: Long Tall Sally

RADIO FORTH/Edinburgh
Colin Sommerville - Head Of Music

A List:
AD Brothers In Rhythm: Such A Good
Cathy Dennis: Too Many Walls
Chesney Hawkes: Secrets
Cher: Save Up All Your
Dan Reed Network: Baby Now I
Erasure: Love To Hate You
Huey Lewis: Couple Days Off
John Mellancamp: Get A Leg Up
Julian Lennon: Saltwater
PJB: Bridge Over Troubled
Prince: Cream
Young Disciples: Get Yourself

RED ROSE RADIO/Preston/Blackpool
Kenny James - Head Of Music

B List:
AD Alice Cooper: Love's A Loaded
Guns N' Roses: Don't Cry
Hi-Five: I Can't Wait
Incognito: Crazy For You
Kenny Thomas: Best Of You
Scorpions: Wind Of Change

ATLANTIC 252/County Meath
Paul Kavanagh - Head Of Music

A List:
AD Erasure: Love To Hate You
Firehouse: Love Of A Lifetime
Prince: Cream
R.E.M.: The One I Love
Simply Red: Something
Tina Turner: Nutbush City Limits

RADIO BROADLAND/Norwich
Dave Brown - Head Of Music

A List:
AD ABC: Say It
BEF: I Don't Know
Beverly Craven: Woman To
Cher: Save Up All Your
Hi-Five: I Can't Wait
Kenny Thomas: Best Of You
Mariah Carey: Emotions

FOX FM/Oxford
Steve Ellis - Prog Contr

A List:
AD Beverly Craven: Woman To Woman
Candy Skins: Submarine
Cher: Save Up All Your
Cliff Richard: More To Life
Erasure: Love To Hate You

Gloria Estefan: Live For Loving
Kenny Thomas: Best Of You
Marillion: Dry Land
OMD: Then You Turn Away
Prince: Cream
R.E.M.: The One I Love
Spandau Ballet: True
Van Morrison: Why Must I
Wet Wet Wet: Make It Tonight

RADIO LUXEMBOURG/London
Jeff Graham - Prog Dir

Power Play:
AD Mariah Carey: Emotions
Senseless Things: Got It
Stevie Wonder: Fun Day
Subsonic 2: Addicted

A List:
AD Beverley Craven: Woman To
Color Me Badd: I Adore

NEWS

* **BONFIRE:** After visiting the German Media cities, BONFIRE's vocalist Claus Lessmann has to go on the road again. Promo days in Copenhagen, Helsinki, Stockholm, Amsterdam, Zürich, Athens, Madrid, Paris and London are scheduled from Sept. 30 onwards.

* **DIETHER KREBS** ist weiterhin an der Spitze der deutschen Single-Charts. Eine neue Single ist bereits in Vorbereitung.

* After entering the hot KERRANG single charts with their debut single "Hot Like Fire" on position # 12, CRASH N'BURN's new album "Fever" entered the album charts of this magazine as well.

* **MEZZOFORTE's** new single "A Better Love" is getting good airplay in Scandinavia. The band's new LP "Fortissimos" is due for release on September 30.

* Do you remember the hit single "The Invisible Man"? **DANCE WITH A STRANGER's** new single in Germany is entitled "Living In The Future" and was released a couple of days ago.

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R.E.M.: The One I Love

B List:
AD Jesus Loves You: After The Love
Marillion: Dry Land
Pete Dinklage: Long Tall Sally

SWANSEA SOUND/Wales
Rob Rendry - Head Of Music

B List:
AD Cher: Save Up All Your
Kenny Thomas: Best Of You
Marc Almond: Jocky
Marillion: Dry Land
Maxi Priest: Just A Little
Paris Angels: Fade
Scorpions: Send Me An Angel

RED DRAGON FM/Cardiff
John Dash - Head Of Music

Power Play:
Erasure: Love To Hate You
Prince: Cream
Rozalla: Everybody's Free
Simply Red: Something

A List:
AD Cathy Dennis: Too Many Walls
Cher: Save Up All Your
Marc Almond: Jocky
Nomad: Something Special
Oleta Adams: Don't Let The Sun
R.E.M.: The One I Love
Tina Turner: Nutbush City Limits

B List:
AD An Emotional Fish: Celebrate
Bizarre Inc: Such A Feeling
Dan Reed Network: Baby Now I
Foreigner: I'll Fight For You
Marillion: Dry Land

A List:
AD Color Me Badd: I Adore
Mariah Carey: Emotions
Moodsings: Spiritual
Subsonic 2: Addicted

B List:
AD Cola Boy: He Is Cola
Galliano: Jus' Reach

KISS FM/London
Gordon McNamee - Prog Dir

A List:
AD Thompson Twins: Come Inside

SUNSET RADIO/Manchester
Duncan Smith - Prog Dir

A List:
AD Latin Alliance: Low Rider
Lisa Stansfield: Change
Luther Vandross: Don't Wanna
Sabrina Johnston: Peace
Simply Red: Something

FRANCE

NRJ NETWORK/Paris
Max Guazzini - Dir

A List:
AD Incognito: Always There
Paul Young: Don't Dream
Prince: Cream
Tom Petty: Learning To Fly

FUN RADIO/Paris
Bruno Witeck - Prog Dir

A List:
AD Francis Cabrel: Petit Marie
Jean-Jacques Goldman: C'Est Pas
Jon Bon Jovi: Dyin' Ain't Much
Paul Young: Don't Dream
Prince: Cream
R.E.M.: Shiny Happy People
Simply Red: Something
Stephan Eicher: Dejeuner En
Sting: Why Should I Cry
Zucchero: Mama

SCOOP/Lyon
Alain Liberty - Prog Dir

Power Play:
Beverly Craven: Holding On
Francois Feldman: Magic
Lisa Lisa: Let The Beat Hit 'Em
Luc De La Rocheliere: Cash

A List:
AD Dana Dawson: Open Heart
Paul Young: Don't Dream
Tom Petty: Learning To Fly

B List:
AD Dave Stewart: Crown Of
E.M.F.: Unbelievable
Huey Lewis: It Hit Me
Inconnus: Bouleversifant
Liane Foly: Va Savoir
Lloyd Cole: She's A Girl
Simply Red: Something
Stevie Wonder: Fun Day
Sting: Why Should I Cry

RADIO VIBRATION/Orleans
Jean-Francois Vilette - Prog Dir

A List:
AD Anna Christiansen: Isolate
Beverly Craven: Holding On
George Michael: Waiting For
Huey Lewis: It Hit Me
INXS: Bitter Tears
Jimmy Somerville: Run From
Jon Bon Jovi: Dyin' Ain't Much
Michael Bolton: Love Is A
Paul Young: Don't Dream
Phil Barney: Il Est Parti
Prince: Cream
R.E.M.: Shiny Happy People
Roch Voisine: Waiting
Sting: Why Should I Cry

RTL/Paris
Monique Marcis - Head Of Programmes

A List:
AD Charles Aznavour: Napoli
Lamont Dozier: The Quiet
Patrick Bruel: Qui A Le Droit
Paul Young: Don't Dream
Tina Turner: Nutbush City Limits

EUROPE 2 NETWORK/Paris
Christian Savigny - Prog Dir

A List:
AD Jean-Louis Murat: Cal De La Croix
Londonbeat: A Better Love
Simply Red: Something
Zucchero: Mama

toreo!



a z u c a r
m o r e n o

NEW SMASH SINGLE



RADIO NANTES/Nantes
Philippe Nossent - Prog Dir
Power Play:
AD Lamont Dozier- The Quiet
A List:
AD Guns N' Roses- Don't Cry
Level 42- Guaranteed
Marc Lavoine- Paris
Mariah Carey- Emotions
Simply Red- Something

RMC COTE D'AZUR/Monte Carlo
A List:
AD Londonbeat- A Better Love
Niagara- La Vie Est Peut Etre
Pet Shop Boys- Where The
Roachford- Get Ready

RADIO SERVICE/Marseille
Christian Vichi - Prog Dir

A List:
AD Banderas- May This Be
Bryan Adams- Can't Stop
Erasure- Love To Hate You
Jesus Loves You- Generations
Prince- Gett Off
Prince- Cream
Sabrina Johnston- Peace
Splash- Joy And Pain
Thompson Twins- Come Inside

B List:
AD Army Of Lovers- Crucified
Belinda Carlisle- Live Your Life
Blessing- Hurricane Room
Botany 5- Only One
Cher- Save Up All Your
Guns N' Roses- Don't Cry
Incognito- Crazy For You
Jethro Tull- Still Loving You
Marky Mark- Good Vibrations

HUNDERT 6/Berlin
Fred Schoenagel - Head Of Music
Power Play:
AD Paul Young- Don't Dream
Phil Carmen- Borderline
Viktor Lazlo- Love Insane
A List:
AD Gypsy Vagabonds- Boxeador
Michael Holm- Elektrisiert
Ruth McCartney- I Will Always

RTL GERMANY/Luxembourg
Stephan Halfpap - Head Of Music
B List:
AD Aaron Neville- Somewhere
Cathy Dennis- Too Many Walls
Peter Maffay- Ich Will Bei
Simply Red- Something

RADIO GONG/Nuremberg
Peter "Marc" Stringl - Head Of Music
Power Play:
AD Kim Appleby- If You Cared
Simple Minds- Stand By Love
A List:
AD Belinda Carlisle- Live Your Life
Canan Brown- By My Side
Jason Donovan- Happy Together
Level 42- Guaranteed
Roxette- The Big L
Scorpions- Send Me An Angel
Simply Red- Something
ZIS- Liebeslexier

STAR * SAT RADIO/Gruenwald
Jo Lueders - Prog Dir
B List:
AD Stevie Wonder- Make Shure
Tom Jones- Do I Ever
Trisha Yearwood- A Brokeback
Winans- I'll Take You
Ziggy Marley- Good Time

RADIO REGENBOGEN/Mannheim
Rolf Bolschbach - Music Dir
A List:
AD Cher- Save Up All Your
Paul Young- Don't Dream
B List:
AD Blessing- Highway 5
Cliff Richard- More To Life
Erasure- Love To Hate You
Midge Ure- Cold Cold Heart
Rembrandts- Save Me

RADIO SALU/Saarbruecken
Adam Hahne - Prog Dir
A List:
AD Omar- There's Nothing Like
Ten Sharp- You
B List:
AD A.G.A.- Good Emotions
Aretha Franklin- Everyday
Dannii Minogue- Jump To The Beat
Joe Jackson- Hit Single
Marc Cohn- Walking In Memphis
Michael Bolton- Time Love &
OMD- Pandora's Box
Pur- Leno
River Boys- Flying Horses
Roxette- The Big L
T'Pau- Walk On Air
Thomas Baroque- Ticket Toulouse
Zucchero- Wonderful World

RADIO N 1/Nuremberg
Cetin Yaman - Prog Dir
Power Play:
AD Mariah Carey- Emotions
A List:
AD Crystal Waters- Makin' Happy
Stereo MC's- Elevate My

RADIO XANADU/Munich
Benny Schnier - Head Of Music
A List:
38 Special- The Sound Of
Firehouse- Love Of A Lifetime
Marillion- Cover My Eyes
Moody Blues- Say It With Love
Notorious- This Night
Tom Petty- Learning To Fly
AD Darby Mills- The Sound Of
Honeymoon Suite- Still Lovin'
Nils Lofgren- Walkin' Nerve
Roachford- Stone City

RADIO FFH/Frankfurt
Sabine Neu - Head Of Music
B List:
AD Beats International- Let's Have A

RADIO GONG 2000/Munich
Fredy Kogel - Music Dir
Power Play:
Cher- Love & Understanding
Dire Straits- Calling Elvis
Heavy D & The Boyz- Now That

A List:
AD Level 42- Guaranteed
Scorpions- Send Me An Angel
B List:
AD Glenn Frey- Part Of Me Part
SCHWARZWALD RADIO/Freiburg
Pete Traynor - Head Of Music

A List:
AD Amy Grant- Every Heartbeat
Father Father- Love Life And
Peter Maffay- Ich Will Bei
Simply Red- Something
Ten Sharp- You
Udo Lindenberg- Club Der
ZIS- Liebeslexier

RADIO F/Nuremberg
Ziggie Hoga - Prog Dir
A List:
AD Bellamy Brothers- Fly Me To
G-Race- Blue Tambourine
Gloria Estefan- Nayib's Song
Inspiration- Mr. Tambourine Man
Michael Holm- Elektrisiert
River Boys- Still Loving You
Undercover- Sound Of A
Valerie's Garten- Sanfte

DT64/Berlin
Wolfgang Martin - Head Of Music
A List:
AD Cher- Love & Understanding
Clash- London Calling
Dannii Minogue- Jump To The Beat
Roxette- The Big L

RADIO RT 4/Reutlingen
Dorothee Seyer - Prog Dir
A List:
AD Belinda Carlisle- Live Your Life
Cher- Save Up All Your
Gloria Estefan- Nayib's Song
Peter Maffay- Ich Will Bei
Phil Carmen- Borderline
Rebel Pebbles- How Do You
River Boys- Flying Horses

RADIO NRW/Oberhausen
Jeff Gelder - Head Of Music
A List:
AD Hape Kerkeling- Das Ganze Leben
Juliane Werding- Avalon
Mariah Carey- Emotions
Rainhard Fendrich- Wie Tag Und
Viktor Lazlo- Love Insane

RADIO DOWN-TOWN/Erlangen
Markus Kavka - Head Of Music
A List:
AD Bob Seger- The Real Love
Bonfire- The Stroke
Die Prinzen- Gabi Und
Europe- Prisoners In Paradise
Fixx- Crucified
Nelson- Only Time Will Tell
Paul Young- Don't Dream
Robbie Nevil- Just Like You
Roxette- The Big L
Scorpions- Send Me An Angel
Simply Red- Something
Stevie Nicks- Sometimes It's
Texas- Why Believe In You
The Cross- New Dark Ages
Tin Machine- You Belong In
Zucchero- Wonderful World

ITALY

RETE 105 NETWORK/Milan
Alex Peroni - Head Of Music
B List:
AD Guns N' Roses- Don't Cry
Incognito- Crazy For You
Sabrina Johnston- Peace

RAI STEREOUNO/Rome
Elio Molinari - Prog Dir
Power Play:
Antonello Venditti- Benvenuti
Dire Straits- Calling Elvis
Guns N' Roses- Don't Cry
Maritika- Love Thy Will
AD Simply Red- Something
A List:
AD ABC- Say It
Alberto Fortis- La Neno
Bad English- Straight To Your
Europe- Prisoners In Paradise
Lenny Kravitz- Stand By My
Oleta Adams- Don't Let The Sun
Tina Turner- Nutbush City Limits
Vanessa Williams- Running Back
Al Paul Young

RADIO DIMENSIONE SUONO/Rome
Carlo Mancinie - Music Dir
Power Play:
James Brown- She Got Soul
Paul Young- Don't Dream
Prince- Cream
Simply Red- Something
A List:
AD ABC- Say It
Lisa Stansfield- Change
Rozalla- Everybody's Free
Spagna- Love At First Sight

RADIO PETER FLOWERS/Milan (MI)
Marco Garavelli - Producer
Power Play:
AD Dr. Robert- I've Learnt
A List:
AD Dire Straits- Calling Elvis

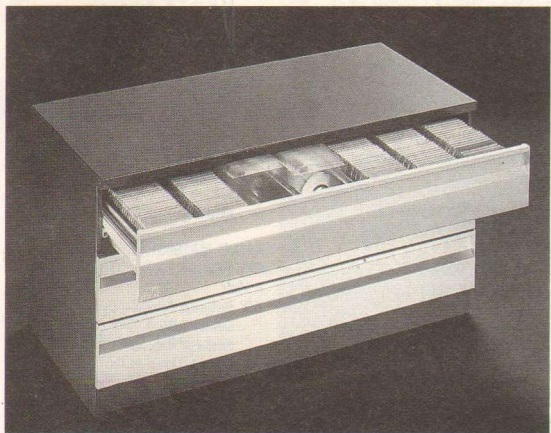
Europe- Prisoners In Paradise
Maritika- Love Thy Will
Mariah Carey- Emotions
Prince- Cream

Marillion- No One Can
Matt Bianco- Macumbo
Seal- Future Love
Spagna- Only Words

RADIO BABBOLEO/Genoa
Lenny Rattona - Prog Dir
Power Play:
AD Belinda Carlisle- Live Your Life
A List:
Bryan Adams- Everything I Do
Cher- Love & Understanding
Color Me Badd- I Wanna Sex
Gipsy Kings- Baila Me
Huey Lewis- It Hit Me
Kirsty MacColl- Walking Down
R.E.M.- Shiny Happy People
Scorpions- Wind Of Change
Simple Minds- See The Lights
B List:
Aaron Neville- Everybody
Joe Cocker- Night Calls
Joy Salinas- Rockin' Romance

RTL 102.5 - HIT RADIO/Bergamo
Grant Benson - Head Of Music
A List:
AD Antonello Venditti- Benvenuti
Bros- Try
Dannii Minogue- Jump To The Beat
Julian Lennon- Saltwater
Ligabue- Libera Nos A Malo
Marc Cohn- Walking In Memphis
Sergio Caputo- Appeso Ad
B List:
AD Gino Paoli- Un Soriso
Karyn White- Romantic
Kylie Minogue- Word Is Out
Marky Mark- Good Vibrations
Sabrina Johnston- Peace

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A List:
AD Inconnus- Boulevardifiant
Phil Barney- Il Est Parti
Prince- Cream
Rod Stewart- The Motown Song
Yasmin- Wanna Dance

Michelle Law- Never Sleep
Niagara- La Vie Est Peut Etre
Paula Abdul- The Promise Of A
Peacock Palace- Like A Snake
Queen Latifah- Fly Girl
Rebel Pebbles- How Do You
Red Hot Chili Peppers- Give
Rembrandts- Save Me
Salt-N-Pepa- Let's Talk About
Uno- Right Or Wrong
Utah Saints- What Can You Do
Whitney Houston- I Belong To You

RIAS 2/Berlin
Henry Gross - Head Of Music
A List:
AD Cher- Save Up All Your
Erasure- Love To Hate You
J.T. Taylor- Long Hot Summer
Lavine Hudson- A Little
Mariah Carey- Emotions
Simply Red- Something
Whitney Houston- I Belong To You

RSH/Kiel
Martin Schwebel - Head Of Music
Power Play:
AD Paul Young- Don't Dream
A List:
AD Prince- Cream
Simply Red- Something
B List:
AD Blue System- Deja Vu

GERMANY

SDR 3/Stuttgart
Hans Thomas - Producer
Power Play:
AD Rod Stewart- Broken Arrow
Al Bob Seger

WDR 1 Pop Session/Cologne
Hans Holger Knocke - Producer
A List:
Patti LaBelle- You Can't Judge
Rausch- Eternity
John Lee Hooker- I Cover
Galactic Cowboys- I'm Not
Robert Wyatt- Worship
Mavis Staples- Since I Fell
Mica Paris- Young Soul Rebels
Culture- Old Tattoo
Tin Machine- Baby Universal
Prince- Horny Pony

SFB 2/Berlin
Bernd Albrecht - Head Of Music

Where do I find all the info I need about the European radio industry in one compact reference book?

Just call or fax Music & Media for more details on the Eurofile Radio Industry Directory. tel (+31)20 669.1961 fax (+31)20 669.1941

RADIO VENARIA 1/Turin Paolo Lauri - Head Of Music Power Play: AD Pride N' Politics - Hold On A List:

AD Johnny Gill - I'm Still Lalah Hathaway - Family Affair Marky Mark - Good Vibrations Simply Red - Something B List: AD Bizarre Inc - Such A Feeling Mimmo Mix & Valerie - All Your

RAI STEREO DUE/Rome Maurizio Riganti - Dir A List:

Donna Summer - When Love Cries Joe Cocker - Night Calls Prince - Cream Simply Red - Something Tin Machine - You Belong In Tina Turner - Nubush City Limits AD Bad English - Straight To Your Jovanotti - Una Tribu Martika - Love Thy Will Vanessa Williams - Running Back

ANTENNA DELLO STRETTO/Messina Filippo Pedeli - DJ Power Play:

AD Jovanotti - Muoviti Muoviti A List: AD Antonello Venditti - Benvenuti Naughty By Nature - O.P.P. Neon Light Honda Rea - Keep On PM Dawn - Set Adrift Prince - Cream Rosario Di Bella - Figlio Tin Machine - One Shot

RADIO STAR/Vicenza Maurizio Maressi - Prog Dir Power Play:

AD Dr. Robert - I've Learnt A List: AD Bras - Try Everything But The Girl - Friends Mariah Carey - Emotions Paul Young - Don't Dream Sabrina Johnston - Peace

RADIO CLUB 91/Naples Franco Russo Mory - Prog Dir A List:

AD Bryan Adams - Everything I Do Dave Stewart - Crown Of Diana Ross - The Force

Guns N' Roses - Don't Cry Julian Lennon - Saltwater Nikolay Steen - Angel PM Dawn - Set Adrift Tin Machine - You Belong In

HOLLAND

VERONICA/Hilversum Hans Van Der Veen - Prog Dir Power Play:

AD Julian Lennon - Saltwater

NOS/Hilversum Tom Blomberg - Dj/Producer A List:

AD Brenda Frans - Gettin' Buddy Guy - Mustang Sally Garland Jeffries - Hail Hail Henk Wijngaard - Ik Moet Nog Luv' - He's My Guy Poppy Factory - Fabulous Beat Salt-N-Pepa - Let's Talk About Tom Petty - Into The Great AL Harry Jekkers Simply Red

AVRO/Hilversum Jan Steenman - Head Of Music Power Play:

AD Black Crowes - Hard To Handle Stef Bos - Wat Een

TROS RADIO 3/Hilversum Ferry Maat - Head Of Music Power Play:

AD Salt-N-Pepa - Let's Talk About A List: AD Andre Hazes - Leef Nu Maar Bad Examples - Not Dead Yet Blessing - Hurricane Room Foreigner - I'll Fight For You Gorky - Lieve Kleine Joe Cocker - Night Calls John Lee Hooker - Mr. Lucky Margriet Markerink - Boterbriefje Roachford - Get Ready Robbie Robertson - What About Salt-N-Pepa - Let's Talk About Tom Petty - Into The Great

KRO/Hilversum Paul Van Der Lugt - Head Of Music Power Play:

Simply Red - Something

A List: AD Garland Jeffries - Hail Hail Joe Cocker - Night Calls Roch Voisine - On The Outside

HIT RADIO/Bussum Koen Van Tijn - Prog Dir Power Play:

Bryan Adams - Everything I Do AD Club House - Deep In My Heart B List: AD Bad English - Straight To Your Belinda Carlisle - Live Your Life Crystal Waters - Makin' Happy Guns N' Roses - Don't Cry L.A. Style - James Brown Is Dead Prince - Cream Vanessa Williams - Running Back

VARA/Hilversum Rolf Kroes - Head Of Music Power Play:

AD Bad Examples - Not Dead Yet

SKY RADIO/Bussum Tom Lathouwers - Operations Mgr Power Play:

Bryan Adams - Everything I Do Dire Straits - Calling Elvis Incognito - Always There A List: AD Cathy Dennis - Too Many Walls Neil Diamond - If There Were Roch Voisine - On The Outside Simply Red - Something

RADIO NOORD-HOLLAND/Haarlem Pieter Buijs - Head Of Music A List:

AD Bad Examples - Not Dead Yet Blessing - Hurricane Room Foreigner - I'll Fight For You Gorky - Lieve Kleine Joe Cocker - Night Calls John Lee Hooker - Mr. Lucky Margriet Markerink - Boterbriefje Roachford - Get Ready Robbie Robertson - What About Salt-N-Pepa - Let's Talk About Tom Petty - Into The Great

CFNB/Brunssum Lou Rowland - Head Of Music A List:

AD Fish - Internal Exile Heart - You're The Voice Marc Almond - Jocky Ratcat - Don't Go Now AL Voice Of The Beehive

BELGIUM

BRT STUDIO BRUSSELS/Brussels Jan Hautekiet - Producer A List:

AD BC/Basic Boom - Your Hair De Kreuners - Help Me Elvin Bishop - Fooled Around Garland Jeffries - Hail Hail Joe Cocker - Night Calls Lane/Adamson - These Boots Lisa Stansfield - Change Prince - Cream R.E.M. - First We Take Robbie Nevil - Just Like You Robbie Robertson - What About St. Etienne - Only Love Can Tom Petty - Into The Great Utah Saints - What Can You Do Ziggy Marley - Good Time Zoe - Sunshine On A Rainy

RADIO CONTACT F/Brussels Jean Lou Bertin - Prog Dir B List:

AD Dana Dawson - Open Heart

Fortuna - O Fortuna Guns N' Roses - Don't Cry Marc Almond - Jocky Michel Delpech - Les Voix Nomad - Something Special Rozalla - Everybody's Free Simply Red - Something Stars On 45 - Stars On

RADIO CONTACT N/Brussels Danny De Bruin - Prog Dir B List:

AD Bart Vandebosche - Ga Met Me Dannii Minogue - Jump To The Beat Marc Almond - Jocky Mariah Carey - Emotions MC Baker - Don't Mess N.K.O.T.B. - Baby Patrick Bruel - Decole Prince - Cream Samantha Fox - Another Woman Simply Red - Something

RADIO EXPRES/Antwerp Marc Dhollander - Head Of Music B List:

AD Dana Winner - Adios Jesus Loves You - Generations Jo Vally - Aan Het Luc Steeno - Niets Is Mij Patrick Bruel - Decole R.E.M. - Near Wild Heaven Rod Stewart - Broken Arrow Simply Red - Something

RADIO ANTIGOON/Antwerp Piet Keizer - Dir B List:

AD Azucar Moreno - Mombo BB Jerome/Bong Gang - Havin' A Deb'orah & Roy - Twice My Age Dennis Jones - Heart Of Gold Jason Donovan - Happy Together Jesus Loves You - Generations Julian Lennon - Saltwater Marky Mark - Good Vibrations Mariah Carey - Emotions Paula Abdul - The Promise Of A Prince - Cream Roxette - The Big L Yasmine - Vraag Me Niet Young Disciples - Apparently Nahin'

RADIO ROYAAL/Hamont-Achel Tom Holland - Prog Dir B List:

AD Arthur Baker - Let There Be Banda Blanca - Sopa Beats International - The Sun Conquest - Just Do It Maureen - Thinking Of You Prince - Cream Salt-N-Pepa - Let's Talk About Simply Red - Something

BRT RADIO 2-EAST FLANDERS/Ghent Rudi Sinia - Producer A List:

AD Army Of Lovers - Crucified Bryan Adams - Can't Stop Culture Beat - No Deeper Dana Winner - Adios Gipsy Kings - Baila Me Guns N' Roses - Don't Cry M.N.O. - God Of Abraham Martika - Love Thy Will Paul Severs - Zeg 'Ns Right Said Fred - I'm Too Sexy Unity Mixers - Electro Zucchero - Wonderful World

RTBF RADIO 2/Hainaut Philippe Jauniaux - Music Dir A List:

AD Dire Straits - Calling Elvis Heavy D & The Boyz - Now That

SPAIN

RADIO MADRID/Madrid Rafael Revert - Music Mgr A List:

AD Arabia - Bienvenido Ciudad Jardin - En La Lengua Donza Invisible - La Deuda DNA/Waldo Bromo Musical Laquillo - Simpatia Mariah Carey - Emotions Mecano - Naturaleza Muerta Sin Recurso - En Mi Mano Technotronic - Work Zucchero - Wonderful World

TOP 97.2/Madrid Raul Marchant - Music Mgr A List:

AD Chesney Hawkes - I'm A Man Ciudad Jardin - En La Lengua Guns N' Roses - Don't Cry La Guardia - No Se Donde Estoy Tennessee - Un Dos Tres Sexy Texas - Why Believe In You

COPE/Madrid Carlos Finaly - Music Dir Power Play:

AD La Guardia - No Se Donde Estoy Simply Red - Something

A List: AD Chesney Hawkes - I'm A Man El Golpe - Nos Queda La Noche

CANAL SUR RADIO/Seville Paco Sanchez - Music Mgr A List:

AD Bell Biv DeVoe - Word To The Mutha Gladys Knight - Superwoman St. Etienne - Only Love Can Tin Machine - One Shot

RADIO 16/Madrid Jorge Anton - Prog Dir A List:

AD Antonio Vega - Hablame A Los Laquillo - Simpatia Paula Abdul - The Promise Of A Zucchero - Wonderful World

SWEDEN

CITY 103/Gothenburg Lars Bodin - Music Dir A List:

AD Anders Glenmark - Greyhound Bus Cross - New Dark Ages Marc Cohn - Walking In Memphis Sonya Roche - Love Itch Vinnie James - Black Money AL Vinnie James

RADIO P4/Lund Camilla Mellnert - Music Dir Power Play:

AD Paris Red - Good Friends Salt-N-Pepa - Let's Talk About

A List: AD Alice Cooper - Love's A Loaded Edin-Adahl - Jag Lever Limbo - Uppe Pa Tappen Sabrina Johnston - Peace AL Irma

RADIO OREBRO/Orebro Arne Holmberg - Music Dir Power Play:

AD Roxette - The Big L

A List: AD Limbo - Uppe Pa Tappen Mariah Carey - Emotions Tina Turner - Nubush City Limits

RADIO STOCKHOLM/Stockholm Ulo Maasing - Dj/Producer A List:

AD Anders Glenmark - Greyhound Bus Block Machine - How Gee Enya - Caribbean Blue Jamestown - She Got Soul Joy Salinas - Rockin' Romance Kelly Charles - Fallin' Lenny Kravitz - Stand By My Lovekings - No Go Nation Marc Almond - Jocky Mariah Carey - Emotions Prince - Cream Rhythm Syndicate - P.A.S.S.I.O.N.

HIT FM/Stockholm Johan B. Bring - Prog Dir A List:

AD Belinda Carlisle - Live Your Life Color Me Badd - All 4 Love E.M.F. - Lies Edin-Adahl - Jag Lever Erika - Wake Me Up Harpo - Down At The Club Jim Jidhed - Smart Kommer Leila K - Magic Ball Marc Almond - Jocky Paul Young - Don't Dream Thompson Twins - Come Inside

CLUB FM/Gothenburg Klas Anding - Prog Dir A List:

AD Black Box - Open Your Eyes Color Me Badd - All 4 Love Just D - Hallihopremix Outlander - Vamp Reese Project - Direct Me

RIKSRADIO P3/KLANG & CO./Stockholm Pontus Enhornig - Producer A List:

AD Matia Bazar - Lungo Il Po Stonecake - Tuesday Afternoon AL Procal Harum

RIKSRADION P3/TRACKSLUSTAN/Stockholm Kaj Kindvall - Producer A List:

AD Color Me Badd - All 4 Love Europe - Prisoners In Paradise Eva Dahlgren - Vem Tander Julian Lennon - Saltwater N.K.O.T.B. - Baby

RADIO GOTEBORG/Gothenburg Leif Wivatt - Head Of Music A List:

AD Belinda Carlisle - Live Your Life Karl Keaton - Remember Mariah Carey - Emotions AL Bob Seger Dire Straits Jethro Tull Martika

RADIO MALMHUS/Malmo Olle Nilsson - Head Of Music A List:

AD Belinda Carlisle - Live Your Life Deacon Blue - Twist And Shout Farbror Bla - Sa Kan Det Ga Harpo - Down At The Club John Lee Hooker - Mr. Lucky Loud Sugar - Change The Von Morrison - Why Must I Vinnie James - Freedom Cried

RADIO VSD/Gothenburg Bosse Hansson - Prog Dir A List:

AD Sonya Roche - Love Itch Vienna Parade - Wonderland

RADIO HUDDINGE/Stockholm Robert Sehlberg - Prog Dir Power Play:

AD Aretha Franklin - Ever Changing Lenny Kravitz - Stand By My AL Irma

NORWAY

RADIO 1/Ankertorget, Oslo 1 Bjorn Faarlund - Dj/Producer A List:

AD Anders Wyller - Bring Back Dire Straits - Ticket To Heaven

B List: AD Belinda Carlisle - Live Your Life Cathy Dennis - Too Many Walls Guns N' Roses - Don't Cry Gutta - Det Finnes Engler Heavy D & The Boyz - Is It Incognito - Always There Neil Diamond - If There Were Robbie Nevil - Just Like You Robert Palmer - Every Kinda' People

RADIO OSLO/Oslo S.E. Sutterud - Prog Dir A List:

AD Avolanche - Young Guns Lonnie Gordon - Gonna Catch You Off-Shore - I Got A Little Song Procal Harum - The Hand That Rebel Pebbles - Girls Talk Soupdragons - Electric Blues

B List: AD Belinda Carlisle - Live Your Life Julian Lennon - Get A Life Oleta Adams - Don't Let The Sun Salt-N-Pepa - Let's Talk About

RADIO 102/Haugesund Egil Houeland - Head Of Music A List:

AD Lynni Treekrem - Veit Et Sted Simply Red - Something AL Stage Dolls

RADIO NORD/Harstad Tom Berg - Head Of Music A List:

AD Anders Wyller - Bring Bock Julian Lennon - Saltwater Lynni Treekrem - Te Solo Rinn Oleta Adams - Don't Let The Sun Paul Young - Don't Dream

AL Bryan Adams

NRK-REPORT 1/Oslo Vidar Lonn-Arneson - Producer A List:

"Tirelli's compositions are Tailor-made for EHR...The reggae-inspired tune Tutto da Solo is not to be missed..." (M&M issue n° 34) LA QUARTA' NUOVA GUA was a producer of C. Amicotti e' digno nono rectorum vry voor licencing / publishing. DON'T MISS IT ON NEXT WEEK'S MUSIC MONITOR CD!

STATION REPORTS

AD Alice Cooper- Feed My
Bryan Adams- Can't Stop
Cathy Dennis- Too Many Walls
Guns N' Roses- Don't Cry
Martika- Love Thy Will

NRK-REPORT 2/Oslo

Jan Rustad - Producer

A List:
AD Anders Wyller- Bring Back Europe- Prisoners In Paradise
Europe- I'll Cry
Lynni Treakrem- Flo I Hjertet
Shabba Ranks- Housecall
Southern Sons- Heart In Danger
Status Quo- Can't Give You
Texas- Why Believe In You

STUDENTRADIOEN/Tromsø

Rune Hagen - Head Of Music

Power Play:
AD Bob Seger- The Real Love
Oleta Adams- Don't Let The Sun
Pogues- Rainy Night

A List:
AD Hungry John- Feel So Young
Texas- Why Believe In You

DENMARK

THE VOICE/Copenhagen

Lars Kjær - Prog Dir

A List:
AD Alberte- Lyse Nætter
Bryan Adams- Can't Stop
DJ Jazzy Jeff- Summertime
Right Said Fred- I'm Too Sexy
Simply Red- Something

RADIO VIBORG/Viborg

Paul Faged - Head Of Music

A List:
AD Barton/Petersen- Carry Your Heart
Eg & Alice- Indian
Fiordaliso- I Love You
Paul Young- Don't Dream
Paul Krebs- Betty Blue
Rebel Pebbles- How Do You
Sebastian- Ronja
Status Quo- Can't Give You

B List:
AD Crystal Waters- Makin' Happy
Doors- Riders On The Storm
Traggs- Wild Thing

ARHUS NAERRADIO/Århus

Jesper Schovsen - Head Of Music

A List:
AD Breathe- Say A Prayer
Karl Keaton- Remember
Paul Young- Don't Dream
Rebel Pebbles- How Do You
Status Quo- Can't Give You
Thompson Twins- Come Inside

DANMARKS RADIO/Copenhagen

Leif Wivelsted - Head Of Program-

mes
A List:
Amy Grant- Baby Baby
Bryan Adams- Everything I Do
Dire Straits- Calling Elvis
Guns N' Roses- You Could Be
Scorpions- Wind Of Change

RADIO HORSENS/Horsens

Jan Boogaloo - Head Of Music

A List:
AD Guns N' Roses- Don't Cry
Level 42- My Father's Shoes
Mariah Carey- Emotions
Michael Learns To Rock- I Still
Prince- Cream
Tomas Ledin- Hello I Love You

RADIO ABC/Randers

Stig Hartvig Nielsen - Prog Contr

A List:
AD Color Me Badd- I Adore
B List:
AD Ankie Bagger- Fire And Rain
Jerry Williams- If You See Her
Kim Appleby- If You Cared
Prince- Cream
Rocky Tops- Maria
Sebastian- Ronja
Ten Sharp- When The Spirit
Tina Turner- Nutbush City Limits

FINLAND

RADIO 1/91.1 FM/Helsinki

Joke Linnamaa - Prog Dir

A List:
AD Dire Straits- The Bug
E.M.F.- Lies
Guns N' Roses- So Fine
Mariah Carey- Emotions
Scorpions- Send Me An Angel
Simply Red- Something
Voya Bee- Hey Joe

DISCOPRESS/Tampere

Tuija Lindell - Co-Ord

A List:
Bryan Adams- Everything I Do
C&C Music Factory- Things That
Crystal Waters- Gypsy Woman
De La Soul- Ring Ring Ring
KLF- Last Train To Transcentral

RADIO 100+/Tampere

Pentti Teravainen - Music Dir

A List:
AD Guns N' Roses- Don't Cry
Kosonen- Miks' Tule!
Rembrandts- Save Me
Rhythm Syndicate- Hey Danna
Simply Red- Something



JOHN LEE HOOKER - MR. LUCKY

Already shipped 200.000 units in Europe. Follow up to the hugely successful "THE HEALER" album. Features Albert Collins, Robert Cray, Van Morrison, Carlos Santana, Johnny Winter and many others.

BUDDY GUY with JEFF BECK - MUSTANG SALLY

The brilliant new version out now on 7"/5" CD. Check out the great new album "DAMN RIGHT I'VE GOT THE BLUES". Tour to follow in November/December '91.

BRENDAN CROKER - THE GREAT INDOORS

New album produced by Barry Beckett, featuring the first single "Nothing But Time". Extensive promo trip throughout Europe in September/ October.

A TRIBE CALLED QUEST - THE LOW END THEORY

The long awaited 2nd album. Features 1st single "CHECK THE RHIME". Lots of European press after their Wembley Hall shows with De La Soul.

HI-FIVE - JUST ANOTHER GIRLFRIEND

Coming soon on 7"/5"CD, the third single from their US platinum debut album "Hi-Five". Follow-up to their hits "I Just Can't Handle It" & "I Can't Wait Another Minute".

Zomba Europe B.V.

Hoefloot 24, 1251 EB Laren (N.H.) - Holland

Telephone: (31)(0)2153 - 16314

Fax: (31)(0)2153 - 16785

Distributed by

BMG

AUSTRIA

ANTENNE AUSTRIA/Vienna

Mario Weitzl - Head Of Music

B List:
AD Clannad- Both Sides Now
Jason Donovan- Happy Together

CD INTERNATIONAL/Vienna

Peter Lossack - Head Of Music

Power Play:
Bryan Adams- Everything I Do
B List:
AD Crystal Waters- Makin' Happy
Dire Straits- Calling Elvis
James Brown- Move On
Jimmy Somerville- Run From
Julee Cruise- Falling

B List:

AD Amy Grant- Every Heartbeat
Roxette- The Big L
T'Pau- Walk On Air
The Project- A Day Without

RADIO FOERDERBAND/Bern

Res Hassenstein - Head Of Music

Power Play:
Cher- Love & Understanding

A List:
AD Aaron Neville- La Vie
Los Manolos- All My Loving
Roxette- The Big L
Sniff N' The Tears- Driver's Seat

RADIO SUISSE ROMANDE/Lausanne

Catherine Colombara - Prog Dir

AL Dire Straits
Henri Des
Inconnus
Metallica

SWITZERLAND

RADIO BASILISK/Basel

Nick Schulz - Co-Ord

A List:
AD Bob Seger- The Real Love
Bonnie Raitt- Something To Talk
Chris Thompson- Tower Of
Dire Straits- Calling Elvis
Extreme- More Than Words
Joe Cocker- Night Calls
Mariah Carey- Emotions
Matthias Reim- Ich Hob' Mich
Mike Linney- You Saved Me
Prince- Gett Off
Sting- Why Should I Cry

DRS 3/Basel

Christoph Alispach - Music Co-Ord

A List:
AD Biz Markie- Romeo And
John Lee Hooker- Mr. Lucky
Van Morrison- Why Must I
AL Leo Kottke

COULEUR 3/Lausanne

Gerard Saudan - Head Of Music

Power Play:
AD Origin- Set Sails Free
A List:
AD Cranes- Tomorrow's Tears
Dubrovniks- She Lies
G.W.McLennan- sally's
Julian Dawson- How Can I Sleep
Macka B- Roots Ragga
Northside- Practice Makes
Paris Angels- Fade
PM Dawn- For The Love
Prayer Boat- Oceanic
Queen Latifah- Fly Girl
Smitherens- Anywhere
Soupdragons- Uncarthed
Thompson Twins- Come Inside
Wonderstuff- Sleep Alone
Young Disciples- Apparently Nothin'

RETE 3/Lugano

Giorgio Passera - Head Of Music

Power Play:
AD Doves- Affinity
Latin Alliance- Latinos
A List:
AD Blur- There's No Other Way
Definition Of Sound- Dream Girl
Enzo Jannacci- Songo
Lloyd Cole- She's A Girl
Love & Money- Cheap Pearls
Manhattan Transfer- 10 Minutes
Nadieh- Eyes On The
Ruben Blades- Caminando
Texas- Why Believe In You
Timoria- La Nave

IRELAND

CENTURY RADIO/Dublin

Graeme Moreland - Dep Prog Contr

A List:
AD Belinda Carlisle- Live Your Life
Beverly Craven- Woman To
Bob Seger- The Real Love
Cher- Love Hurts
Commitments- Try A Little
Extreme- More Than Words
Mariah Carey- Emotions
Oleta Adams- Don't Let The Sun
OMD- Then You Turn Away
PJB- Bridge Over Troubled
R.E.M.- The One I Love
Saw Doctors- Hay Wrap

B List:

AD Cher- Save Up All Your
Paul Young- Don't Dream
Roxette- The Big L
Van Morrison- Why Must I

YUGOSLAVIA

STUDIO D/RADIO NOVO MESTO

Rasto Bozic - Dj/Producer

A List:
AD Extreme- Hole Hearted
Paula Abdul- The Promise Of A

GREECE

POP 92.4 FM/Athens

Isaac "Easy" Coutiyel - Prog Dir

A List:
AD Cher- Love Hurts
Dana Dawson- Romantic World
Europe- Prisoners In Paradise
Simply Red- Something
Sniff N' The Tears- Driver's Seat
Thomas Anders- Can't Give You

B List:

AD After 7- Nights Like This
Billy Falcon- Power Windows
Crowded House- Fall At Your
Desmond Child- Love On A Roof
Extreme- Hole Hearted
Rick Astley- Wonderful
Tom Petty- Learning To Fly

ANTENNA 97.1 FM STEREO/Athens

Elias Xinopoulos - Prog Dir

A List:
AD Bryan Adams- Can't Stop
Color Me Badd- I Adore
Donna Summer- When Love Cries
Jason Donovan- Happy Together
Level 42- Guaranteed
Mica Paris- Young Soul Rebels
Sonia- Be Young Be Foolish

POLAND

POLSKIE RADIO 3/Warsaw

Marek Niedzwiecki - Producer

Power Play:
AD Bryan Adams- Can't Stop
A List:
AD Diana Ross- Change Of Heart
Foreigner- I'll Fight For You
Guns N' Roses- Don't Cry
Julian Lennon- Saltwater
Prince- Cream
Texas- Why Believe In You
The Cult- Wild Hearted Son

EUROPE

VOICE OF AMERICA/Europe

June Brown - Dir

B List:
AD Extreme- Hole Hearted
Natural Selection- Do Anything

Station Reporters!

Help us provide precise and timely airplay information.

Please be sure to mark all additions to the playlist clearly, and if possible include those songs dropped from airplay. This is very important for the accuracy of Music & Media's music charts.

Music & Media's FAX number for reporting playlists is:
(+31) 20-669-1951.

For information about joining the M&M reporting team, call TERRY BERNE
(+31) 20-669-1961.



MTV EUROPE/London

Brian Diamond - Prog Dir

Heavy Rotation

Bryan Adams- Everything I Do
Dire Straits- Calling Elvis
Guns N' Roses- You Could Be
Heavy D & The Boyz- Now That
Metallica- Enter Sandman
OMD- Pandora's Box
Prince- Gett Off

Active Rotation

C&C Music Factory- Things That
Color Me Badd- All 4 Love
DJ Jazzy Jeff- Summertime
Incognito- Always There
Lenny Kravitz- Stand By My
Marc Cohn- Walking In Memphis
Omar- There's Nothing Like
Paula Abdul- The Promise Of A
PM Dawn- Set Adrift
Roxette- The Big L
Shamen- Move Any Mountain
Tom Petty- Learning To Fly

Buzz Bin

Army Of Lovers- Crucified
Jesus Jones- Real Real Real
Latin Alliance- Low Rider
Niagara- Lo Vie Est Peut Etre
Nine Inch Nails- Head Like

Medium Rotation

Cher- Love & Understanding
Color Me Badd- I Wanna Sex
Extreme- More Than Words
Gipsy Kings- Baila Me
Paula Abdul- Rush Rush

R.E.M.- Shiny Happy People

Break Out

Deacon Blue- Twist And Shout
Electronic- Feel Every Beat
Erasure- Love To Hate You
Europe- Prisoners In Paradise
Gianna Nannini- Soridi
Level 42- Guaranteed
Marky Mark- Good Vibrations
Ned's Atomic Dustbin- Trust
Nina Hagen- In My
Paul Young- Don't Dream
Prince- Cream
Richie Sambora- Ballad Of Youth
Rolling Stones- Sex Drive
Simple Minds- Stand By Love
Simply Red- Something
Skid Row- Slave To The
Stephan Eicher- Dejeuner En
Temper Temper- Like We Used To
Texas- Why Believe In You
The Cult- Wild Hearted Son
Wet Wet Wet- Make It Tonight

Prime Break Out

Kylie Minogue- Word Is Out
Martika- Love Thy Will
MC Skat Kat- Skat Strut
Right Said Fred- I'm Too Sexy
Salt-N-Pepa- Let's Talk About
Shabba Ranks- Housecall
Zoe- Sunshine On A Rainy



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MUSIC MONITOR CD!

MARKET LEADER POINTERS

Finding A Format Niche: In-House And Outside Music Research

by Scott Lockwood

Early in September, I had the pleasure of speaking at the IFA Berlin Congress on the topic of finding a programming market niche for private stations. My seminar focused on research as the most reliable tool for program problem solving, with an emphasis on music research as the logical first step toward developing a solid and dependable format.

For those who were not in attendance at the forum, I would like to share the same information in written form with hopes that it will enlighten you on the tremendous benefits music research provides, and how it can help your station become or remain a market leader.

Successful stations around the world don't become so by accident. It is normally the result of painstaking analysis and planning. Music research, in simple terms, provides an analysis of what listeners expect and want to hear from your station.

There are several different methods of music research, some of which are at your disposal inside your station. Other techniques should take place outside your station and require an investment of planning time to execute. Generally speaking, the planned and prepared techniques will serve you better in the long run. A discussion of the various techniques and the pros and cons of each will help you reach the same conclusion.

In-House Music Research

1. The request telephone. This is by far the oldest and least expensive method of finding out what songs listeners would like to hear. As presenters speak with listeners, they inquire about which song they are most interested in hearing. These requests are taken in written form, turned in to the music department and later tabulated.

While requests can serve as an indicator, basing your playlist on these results can be dangerous. People who call the request line tend to be among the most active of listeners, while passive listeners never think of contacting the station. Your actives may still love a particular song that the passive listeners are long since tired of—and vice versa. Active listeners represent a small minority, perhaps only one percent of the total audience. Pleas-

ing one percent at the expense of the 99% majority makes little business sense.

Another reason the request line is so dangerous is because the participants are self-selecting. Try as hard as you can, you will never get a proper sample of typical listeners to contact you. Even if you could, the results will still be suspicious because phone callers may not tell you the exact truth about their feelings.

The request telephone is best utilised in the station as a means of allowing the listener who is interested in reaching out and touching you to stay close or at least know they could if they wanted to.

2. Sales Charts. While fun to read and useful as a guide, sales charts can steer you in the wrong direction even when they're absolutely correct.

People who buy recorded music generally spend less time listening to the radio, and in some cases, are almost impossible to reach. They make songs number one in sales, but aren't available to hear it on your station. These individuals prefer to personally program their own music on their CD player at home, or through recorded cassettes for their car, etc.

Heavy users of radio, on the other hand, tend to purchase less recorded music. They rely on broadcasters like you and me to present their favourite songs. It's quite possible that their favourite is at number 64 on the Top 100, as their opinion doesn't show up in the sales charts.

Worse, sales charts do not show who likes a song. Are the interested listeners young men, middle-aged women, or teenagers? You could really miss your target with a few wrong songs in a power rotation without this vital information.

Auditorium Testing (AMT)

This method involves a group of people who assemble together, perhaps 100 or more, who fit into your station's target group. They participate by testing several hundred songs in one sitting and rate each on familiarity, likability, and burnout factors. Generally speaking, they conduct the test without the knowledge of whom they are making it for, or why.

The auditorium test (known as an AMT), while not 100% perfect, presents a clearer and more

accurate picture of what songs should be included or dropped from your playlist. An AMT, as opposed to the request line, for example, has a controlled sample of participants. Your station, through a reliable third party, selects them instead of the other way around. This produces a less biased result that can be used as a programming tool with more confidence.

Properly selected individuals will not only tell you their musical choices song by song, but will also give you insight on their music tastes in general. It may be that you discover that rhythm-emphasised songs are always rejected, while softer, more melodic songs are their music of choice. Perhaps the opposite occurs. In either case, you will be able to programme more accurately.

An AMT is not, however, without drawbacks. These are time-consuming tests, requiring several hundred man-hours of preparation. Every step along the way to the test must be correct: the right song segments, right people, right questions, etc. One miscalculating step will invalidate the entire process, wasting your time and money. An AMT should be done only periodically, to be primarily used to test the older songs in your archive. Unfortunately, an AMT says little or nothing about current songs. These are more appropriately tested by using a slightly different means.

Callout Research

This form of research is most suited to telling you which current songs are performing well. It is, in a sense, the exact opposite of the telephone request line. Like a good AMT, phone participants usually are unaware of who they're conducting the research for.

A brief interview is made with each person on the phone before the test. Once qualified as a listener or prospective listener of the station, the participant then hears short sections of current songs and is asked to rate them in similar fashion as in the AMT.

For programming purposes, call-out research allows quick access to information concerning currents. As an on-going process, it allows you to track the status of new songs with a minimum of effort. Not all songs rise and fall in popularity at the same rate. By tracking listeners' attitudes and

opinions of new songs, you will more accurately add, delete and power songs in your rotation. These are great advantages, but disadvantages still exist.

Call-out research requires a new department at your radio station or company as it must be done on a consistent basis, week to week. This requires employees, a department head, and a budget. If your existing budget is pressed, it may be a luxury you must forego at present.

Due to the sheer numbers of older songs in your archive, call-out is an unsuitable means of testing these songs. A call-out budget should be spent exclusively for currents and certain recurrences.

[Editor's note: For additional information on call-out research and AMTs, see *M&M Station Operations*, September 20.]

Things That Can Go Wrong

As wonderful as formal music research is, it is not without risks and dangers. There are many things that can go awry and you should try to avoid these dangers. The most common failures made in research are the following:

1. Using the wrong people as participants. Many stations, particularly successful ones, make this error on their first test. Because the station is successful, they form the opinion that they must not test their own listeners. Instead, they wish to discover the tastes of other stations' listeners in hopes of increasing their total audience. As a result, they test only the competitors' listeners.

This technique sounds logical at first, but has been proven unsuccessful. Should you change your music drastically to potentially destroy a competitor, you run the risk of disappointing your already-loyal fan. You will lose listeners faster than finding new ones, so stick to your own listeners. They are not likely to switch stations anyway.

2. Testing the wrong songs. This occurs when a station owner or manager is of the opinion that they should play only a certain style of music. You may think the audience is interested only in love songs, but the truth may be that they like dance music, too. Should you not include dance music in the test, you have no chance of knowing which would be most

accepted by your audience.

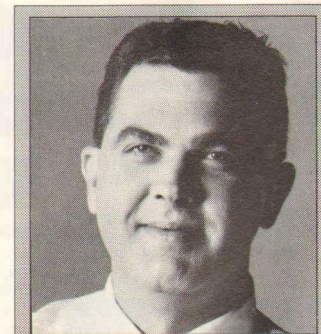
It pays to test everything that you think is possible for your audience. But remember that listeners cannot evaluate a song they haven't heard, or better yet, aren't familiar with.

3. Testing wrong portions of songs. Care must be taken to test the most familiar part of each song. Using introductions are generally best avoided, as the participants may not recognise the song immediately. Find the hook of the song that everyone is likely to know, and avoid unusual sections of songs. **Bill Wither's** *Lovely Day* might not test well if you use the portion where he holds "daaaaaay" for 15 seconds.

4. Participants are improperly instructed. You need to make clear to each individual that they are rating each song according to how they feel about it personally and how they react to it. When instructions aren't clearly stated, participants may think they need to rate the song in general. In this case, they'll tell you that *Hey Jude* is a classic (because it is), but will tell you nothing about whether they still like the song.

In conclusion, music research will not reveal to you everything about your format, nor will it ever be 100% perfect. It will, however, help you get to know and understand your listeners and how best to serve them.

Working together with a reputable research firm/consultant will enable you to minimise failures and increase your chances for success.



Scott Lockwood is president of Scott Lockwood Enterprises, an international programming consulting firm whose radio station clients include Radio Charivari/Nuremberg, and Hitradio NI/Nuremberg. Lockwood can be reached in Germany at Tel: (+49) 911. 238 727

UNITED KINGDOM

- Singles**
- Bryan Adams** - I Do It For You (A&M)
 - Salt-N-Pepa** - Let's Talk About Sex (London)
 - Erasure** - Love To Hate You (Mute)
 - Right Said Fred** - I'm Too Sexy (Tug/BMG)
 - Oceanic** - Insanity (Dead Dead Good)
 - Sabrina Johnston** - Peace (East West)
 - Guns N' Roses** - Don't Cry (MCA)
 - Zoe** - Sunshine On A Rainy Day (PolyGram)
 - Razalla** - Everybody's Free (Pulse 8)
 - B.Adams** - Can't Stop This Thing.. (A&M)

- Albums**
- Guns N' Roses** - Use Your Illusion I (MCA)
 - Guns N' Roses** - Use Your Illusion II (MCA)
 - Dire Straits** - On Every Street (Phonogram)
 - John Lee Hooker** - Mr. Lucky (Jive)
 - Paul Young** - From Time To Time (Columbia)
 - Van Morrison** - Hymns To The Silence (Polydor)
 - Jason Donovan** - The Greatest Hits (PWL)
 - R.E.M.** - Out Of Time (WEA)
 - The Specials** - The Singles (2 Tone)
 - A.L.Webber** - Joseph & The Amazing.. (Polydor)

SPAIN

- Singles**
- Chino Bayo** - Asi Me Gusta (Area)
 - Guns N' Roses** - You Could Be Mine (RCA)
 - Dire Straits** - Calling Elvis (PolyGram)
 - Antico** - We Need Freedom (Max)
 - Bryan Adams** - I Do It For You (PolyGram)
 - Heavy D\Boyz** - Now That We Found Love (RCA)
 - Anon** - Nothing Like Your Love (EMI)
 - Crystal Waters** - Gypsy Woman (PolyGram)
 - Los Manolos** - All My Loving (RCA)
 - Terry Ronald** - Calm The Rage (Ariola)

- Albums**
- Dire Straits** - On Every Street (PolyGram)
 - Mecano** - Aidalai (Ariola)
 - R.E.M.** - Out Of Time (Warner Music)
 - J.L.Guerra/4.40** - Bachata Rosa (RCA)
 - Los Manolos** - Pasion Con Dal (RCA)
 - J.L.Guerra/4.40** - Ojala Que Lleva Cafe (RCA)
 - Sergio Dalma** - Sintiendo La Piel (Horus)
 - Soundtrack** - Grease (PolyGram)
 - Soundtrack** - Robin Hood: Prince Of Thieves (PolyGram)
 - Metallica** - Metallica (PolyGram)

DENMARK

- Singles**
- Bryan Adams** - I Do It For You (PolyGram)
 - B.Adams** - Can't Stop This Thing.. (PolyGram)
 - Dire Straits** - Calling Elvis (PolyGram)
 - Heavy D\Boyz** - Now That We Found Love (BMG)
 - Guns N' Roses** - Don't Cry (BMG)
 - Zucchero/P.Young** - Senza Una Donna (PolyGram)
 - Prince/The N.P.G.** - Gett Off (Warner Music)
 - Scorpions** - Wind Of Change (PolyGram)
 - Wisdom N' Motion** - Head To Toe (Mega)
 - Guns N' Roses** - You Could Be Mine (BMG)

- Albums**
- Dire Straits** - On Every Street (PolyGram)
 - Gnags** - Lygtemænds Sang (Genlyd)
 - J.Mogensen** - Der Er Noget Galt I Danmark (PM Music)
 - Lars Lilholt Band** - Med Natten Mod Vest (PolyGram)
 - Guns N' Roses** - Use Your Illusion I (BMG)
 - Guns N' Roses** - Use Your Illusion II (BMG)
 - Metallica** - Metallica (PolyGram)
 - Miss B. Haven** - Mellem Hjertet Og Spar (Medley)
 - R.Whittaker** - The Very Best Of (PolyGram)
 - Mariah Carey** - Emotions (Sony Music)

SWITZERLAND

- Singles**
- Bryan Adams** - I Do It For You (PolyGram)
 - Kate Yanai** - Bacardi Feeling (Warner Music)
 - Dire Straits** - Calling Elvis (PolyGram)
 - Guns N' Roses** - You Could Be Mine (BMG)
 - Heavy D\Boyz** - Now That We Found Love (BMG)
 - Prince/The N.P.G.** - Gett Off (Warner Music)
 - Extreme** - More Than Words (PolyGram)
 - Cher** - The Shoop Shoop Song (BMG)
 - Zucchero/P.Young** - Senza Una Donna (PolyGram)
 - Scorpions** - Wind Of Change (PolyGram)

- Albums**
- Dire Straits** - On Every Street (PolyGram)
 - Gipsy Kings** - Este Mundo (Sony Music)
 - Cher** - Love Hurts (BMG)
 - Metallica** - Metallica (PolyGram)
 - Roxette** - Joyride (EMI)
 - Stephan Eicher** - Engelberg (PolyGram)
 - R.E.M.** - Out Of Time (Warner Music)
 - Scorpions** - Crazy World (PolyGram)
 - Zucchero Fornaciari** - Zucchero (PolyGram)
 - Extreme** - Extreme II Pornografiti (PolyGram)

GERMANY

- Singles**
- Kate Yanai** - Bacardi Feeling (WEA)
 - Bryan Adams** - I Do It For You (Polydor)
 - D.Krebs/Gundula** - Ich Bin Der Martin, Ne (Ariola)
 - Heavy D\Boyz** - Now That We Found Love (MCA)
 - Scorpions** - Wind Of Change (Phonogram)
 - Achim Reichel** - Aloha Heja He (WEA)
 - Guns N' Roses** - You Could Be Mine (MCA)
 - M.Reim** - Ich Hab' Mich So Auf Dich Gefreut (Polydor)
 - Dire Straits** - Calling Elvis (Phonogram)
 - PM Dawn** - Set Adrift On Memory Bliss (Island)

- Albums**
- Dire Straits** - On Every Street (Phonogram)
 - Guns N' Roses** - Use Your Illusion II (MCA)
 - Metallica** - Metallica (Phonogram)
 - Guns N' Roses** - Use Your Illusion I (MCA)
 - Scorpions** - Crazy World (Phonogram)
 - Gipsy Kings** - Este Mundo (Sony Music)
 - R.E.M.** - Out Of Time (WEA)
 - BAP** - Affrocke (Electrola)
 - Tony Christie** - Welcome To My Music (Ariola)
 - Roxette** - Joyride (EMI)

HOLLAND

- Singles**
- Bryan Adams** - I Do It For You (Polydor)
 - Army Of Lovers** - Crucified (Dureco)
 - Dire Straits** - Calling Elvis (Phonogram)
 - Color Me Badd** - All 4 Love (Warner Music)
 - Mannenkoor Karrespoor** - Lekker Op De Trekker (Indisc)
 - Prince/The N.P.G.** - Gett Off (Warner Music)
 - Culture Beat** - No Deeper Meaning (Sony Music)
 - BZN** - It Happened 25 Years Ago (Phonogram)
 - Incognito/Jocelyn Brown** - Always There (Phonogram)
 - Guns N' Roses** - Don't Cry (RCA)

- Albums**
- Dire Straits** - On Every Street (Phonogram)
 - Metallica** - Metallica (Phonogram)
 - Gipsy Kings** - Este Mundo (Sony Music)
 - Color Me Badd** - C.M.B. (Warner Music)
 - Level 42** - Guaranteed (RCA)
 - Juan Luis Guerra & 4.40** - Bachata Rosa (Ariola)
 - Julio Iglesias** - The 24 Greatest Songs (Sony Music)
 - Clouseau** - Live '91 (CNR)
 - K.Alberts** - Zolang Je Van Geluk Kunt.. (CNR)
 - Seal** - Seal (Warner Music)

NORWAY

- Singles**
- Bryan Adams** - I Do It For You (PolyGram)
 - Guns N' Roses** - Don't Cry (BMG)
 - Guns N' Roses** - You Could Be Mine (BMG)
 - Metallica** - Enter Sandman (PolyGram)
 - Stage Dolls** - Love Don't Bother Me (PolyGram)
 - Heavy D\Boyz** - Now That We Found Love (BMG)
 - Prince/The N.P.G.** - Gett Off (Warner Music)
 - Dire Straits** - Calling Elvis (PolyGram)
 - Extreme** - More Than Words (PolyGram)
 - Right Said Fred** - I'm Too Sexy (BMG)

- Albums**
- Metallica** - Metallica (PolyGram)
 - Cher** - Love Hurts (BMG)
 - Paul Young** - From Time To Time (Sony Music)
 - R.E.M.** - Out Of Time (Warner Music)
 - Roxette** - Joyride (EMI)
 - B.Seger/Silver Bullet Band** - The Fire Inside (EMI)
 - Zucchero Fornaciari** - Zucchero (PolyGram)
 - Nathalie Cole** - Unforgettable (Warner Music)
 - Amy Grant** - Heart In Motion (PolyGram)
 - September When** - Mother I've Been Kissed (Warner Music)

AUSTRIA

- Singles**
- Kate Yanai** - Bacardi Feeling (Warner Music)
 - Bryan Adams** - I Do It For You (PolyGram)
 - David Hasselhoff** - Do The Limbo Dance (BMG)
 - Scorpions** - Wind Of Change (PolyGram)
 - Jason Donovan** - Any Dream Will Do (PolyGram)
 - Cher** - Love And Understanding (BMG)
 - R.E.M.** - Losing My Religion (Warner Music)
 - Dire Straits** - Calling Elvis (PolyGram)
 - Prince/The N.P.G.** - Gett Off (Warner Music)
 - O.M.D.** - Soiling On The Seven Seas (BMG)

- Albums**
- Dire Straits** - On Every Street (PolyGram)
 - R.E.M.** - Out Of Time (Warner Music)
 - Scorpions** - Crazy World (PolyGram)
 - Bilgeri** - Lonely Fighter (Warner Music)
 - Gipsy Kings** - Este Mundo (Sony Music)
 - Cher** - Love Hurts (BMG)
 - Roxette** - Joyride (EMI)
 - Metallica** - Metallica (PolyGram)
 - Die Hektiker** - Endlich (BMG)
 - Mini Bydlinski** - WM - Journal (BMG)

FRANCE

- Singles**
- Lagaf** - La Zoubida (Flarenasch)
 - Zucchero/P.Young** - Senza Una Donna (PolyGram)
 - M.Farmer/J.L.Murat** - Regrets (Polydor)
 - Kaoma** - Danca Tago Mago (Sony Music)
 - R.E.M.** - Losing My Religion (Warner Music)
 - Dana Dawson** - Tell Me Bonita (Sony Music)
 - Les Inconnus** - Auteuil, Neuilly, Passy (Lederman)
 - Stephan Eicher** - Dejeuner En Paix (Barclay)
 - Benny B** - Dis Moi Bébé (Sony Music)
 - Pleasure Game** - Le Dormeur (PolyGram)

- Albums**
- Mylene Farmer** - L'Autre (Polydor)
 - R.E.M.** - Out Of Time (Warner Music)
 - Patrick Bruel** - Alors Regarde (RCA)
 - Fredericks/Goldman/Jones** - Fredericks, Goldman, Jones (Sony Music)
 - Stephan Eicher** - Engelberg (Barclay)
 - Zucchero Fornaciari** - Zucchero (PolyGram)
 - UB40** - Labour Of Love II (Virgin)
 - Thierry Hazard** - Pop Music (Sony Music)
 - Elmer Food Beat** - Je Vais Encore Dormir.. (OTT/Polydor)
 - Francois Feldman** - Magic' Boul'vard (Phonogram)

BELGIUM

- Singles**
- Bryan Adams** - I Do It For You (PolyGram)
 - LA Style** - James Brown Is Dead (Decadance/Hi-Tension)
 - Human Resource** - Dominator (MMI)
 - D.J.P.C.** - Inssmniak (CNR)
 - J.L.Guerra/4.40** - Burbujas De Amor (BMG)
 - Plaza** - Samba (USA)
 - B B Jerome/Bang Gang** - Havin' A Ball Y'All (Creastars)
 - Kaoma** - Danca Tago Mago (Sony Music)
 - Pleasure Game** - Le Dormeur (MMI)
 - Heavy D\Boyz** - Now That We Found Love (BMG)

- Albums**
- Dire Straits** - On Every Street (PolyGram)
 - Clouseau** - Live '91 (CNR)
 - Gert En Samson** - Gert En Samson (CNR)
 - Guns N' Roses** - Use Your Illusion I (BMG)
 - Guns N' Roses** - Use Your Illusion II (BMG)
 - Metallica** - Metallica (PolyGram)
 - Bryan Adams** - Waking Up The Neighbours (PolyGram)
 - Paul Young** - From Time To Time (Sony Music)
 - Stef Bos** - Is Dit Nu Later (CNR)
 - Jo Vally** - In Een Droom (Indisc)

FINLAND

- Singles**
- Guns N' Roses** - You Could Be Mine (BMG)
 - Metallica** - Enter Sandman (PolyGram)
 - Dire Straits** - Calling Elvis (PolyGram)
 - Bryan Adams** - I Do It For You (PolyGram)
 - Prince/The N.P.G.** - Gett Off (Warner Music)
 - Shamen** - Move My Mountain - Progen 91 (EMI)
 - Eppu Normaali** - Lensin Matalalla (Poko)
 - Raptor** - Tyyrin Tyllerö (Megamania)
 - Extreme** - More Than Words (PolyGram)
 - Bomb The Bass** - Winter In July (Sony Music)

- Albums**
- Bad Boys Blue** - The Best Of (BMG)
 - Metallica** - Metallica (PolyGram)
 - Arja Koriseva** - Me Kaksi Vain (Audiovox)
 - Juice Leskinen Grand Slam** - Taiwan Kappaleita (Sony Music)
 - Värtinä** - Oi Dai (Sonet)
 - Mikko Kuustonen** - Musta Jalokivi (Sony Music)
 - Eri Esittäjiä** - Tenevätähti 91 (Finnlevy)
 - Eri Esittäjiä** - Powerdance (EMI)
 - Raptor** - Tulevat Tänne Sotkemaan (Sony Music)
 - Suurlähettiläät** - Omituisten Otusten Kerho (EMI)

GREECE

- Singles**
- Bryan Adams** - I Do It For You (PolyGram)
 - Dr. Alban** - Stop The Pollution (BMG)
 - De La Soul** - "Saturdays" (Warner Music)
 - Quadrophonia** - Quadrophonia (Sony Music)
 - Heavy D\Boyz** - Now That We Found Love (BMG)
 - Guns N' Roses** - You Could Be Mine (BMG)
 - De La Soul** - Ring Ring Ring (Warner Music)
 - KLF** - Last Train To Trancentral (KLF)
 - Right Said Fred** - I'm Too Sexy (BMG)
 - Bomb The Bass** - Winter In July (Sony Music)

- Albums**
- Dire Straits** - On Every Street (PolyGram)
 - Cher** - Love Hurts (BMG)
 - Ten Sharp** - Under The Waterline (Sony Music)
 - R.E.M.** - Out Of Time (Warner Music)
 - Soundtrack** - Robin Hood: Prince Of Thieves (PolyGram)
 - Dr. Alban** - Hello Afrika (BMG)
 - Metallica** - Metallica (PolyGram)
 - Gipsy Kings** - Este Mundo (Sony Music)
 - De La Soul** - De La Soul Is Dead (Warner Music)
 - KLF** - The White Room (KLF)

ITALY

- Singles**
- Claudio Bisio** - Rapput (Senza Fiato) (Sony Music)
 - Crystal Waters** - Makin' Happy (Polydor)
 - Crystal Waters** - Gypsy Woman (Polydor)
 - Guns N' Roses** - You Could Be Mine (BMG)
 - FPI Project** - Let's Go (Energy)
 - Sciapi** - A...Amare (BMG)
 - Raf** - Siamo Soli Nell'Immenso Vuoto Che C'E' (CGD)
 - Gino Paoli** - Quattro Amici (WEA)
 - Bryan Adams** - I Do It For You (Polydor)
 - Dire Straits** - Calling Elvis (Phonogram)

- Albums**
- Dire Straits** - On Every Street (Phonogram)
 - R.E.M.** - Out Of Time (WEA)
 - Guns N' Roses** - Use Your Illusion I (BMG)
 - Guns N' Roses** - Use Your Illusion II (BMG)
 - A.Venditti** - Benvenuti In Paradiso (Ricordi)
 - Gino Paoli** - Matto Come Un Gatto (WEA)
 - Marco Masini** - Malinconia (Ricordi)
 - Gianna Nannini** - Giannissima (Ricordi)
 - A.Celentano** - Il Re Degli Ignoranti (CGD)
 - Spagna** - No Way Out (Sony Music)

SWEDEN

- Singles**
- Bryan Adams** - I Do It For You (PolyGram)
 - Heavy D\Boyz** - Now That We Found Love (BMG)
 - Guns N' Roses** - You Could Be Mine (BMG)
 - Extreme** - More Than Words (PolyGram)
 - Army Of Lovers** - Obsession (Sonet)
 - Dire Straits** - Calling Elvis (PolyGram)
 - O.M.D.** - Pandora's Box (Virgin)
 - B.Adams** - Can't Stop This Thing.. (PolyGram)
 - PM Dawn** - Set Adrift On Memory Bliss (BMG)
 - Roxette** - The Big L (EMI)

- Albums**
- Dire Straits** - On Every Street (PolyGram)
 - Guns N' Roses** - Use Your Illusion I (BMG)
 - Guns N' Roses** - Use Your Illusion II (BMG)
 - Eva Dahlgren** - En Blekt Blondins Hjärta (Record Station)
 - P.Lemarc** - Sängen Dom Spelar När.. (MNV)
 - Rod Stewart** - Vagabond Heart (Warner Music)
 - Metallica** - Metallica (PolyGram)
 - Cher** - Love Hurts (BMG)
 - T.Petty/Heartbreakers** - Into The Great.. (BMG)
 - Army Of Lovers** - Massive Luxury Overdose (Sonet)

IRELAND

- Singles**
- Guns N' Roses** - Don't Cry (BMG)
 - Saw Doctors** - Hay Wrap (Solid)
 - Bryan Adams** - I Do It For You (PolyGram)
 - Right Said Fred** - I'm Too Sexy (BMG)
 - Erasure** - Love To Hate You (Solid)
 - B.Adams** - Can't Stop This Thing.. (PolyGram)
 - Prince/The N.P.G.** - Cream (Warner Music)
 - Salt-N-Pepa** - Let's Talk About Sex (PolyGram)
 - PM Dawn** - Set Adrift On Memory Bliss (PolyGram)
 - Simply Red** - Something Got Me Started (Warner Music)

- Albums**
- Dire Straits** - On Every Street (PolyGram)
 - C.Moore** - Christy Moore Collection 81-91 (Warner Music)
 - Guns N' Roses** - Use Your Illusion I (BMG)
 - Guns N' Roses** - Use Your Illusion II (BMG)
 - Van Morrison** - Hymns To The Silence (PolyGram)
 - Jason Donovan** - The Greatest Hits (K-Tel)
 - Christy Moore** - Snake & Strong Whiskey (Newberry)
 - Paul Young** - From Time To Time (Sony Music)
 - Stevie Nicks** - Timespace (EMI)
 - Saw Doctors** - If This Is Rock & Roll (Solid)

PORTUGAL

- Singles**
- Bryan Adams** - I Do It For You (PolyGram)
 - Dire Straits** - Calling Elvis (PolyGram)
 - Marco Paulo** - Taras E Manias (EMI)
 - Ban** - Mundo De Aventuras (EMI)
 - Marco Paulo** - Maravilhoso Coração (EMI)
 - Rui Veloso** - Logo Que Passe A Monção (EMI)
 - Crystal Waters** - Gypsy Woman (PolyGram)
 - Prince/The N.P.G.** - Gett Off (Warner Music)
 - Prinzzezz** - Everything I Do (EMI)
 - Kaoma** - Danca Tago Mago (Sony Music)

- Albums**
- J.L.Guerra/4.40** - Bachata Rosa (BMG)
 - Dire Straits** - On Every Street (PolyGram)
 - Joanna** - O Que É Que Eu Faço (BMG)
 - Marco Paulo** - Maravilhoso Coração (EMI)
 - Beach Boys** - The Collection (EMI)
 - Gipsy Kings** - Este Mundo (Sony Music)
 - Santana** - The Very Best Of Santana (Sony Music)
 - R.E.M.** - Out Of Time (Warner Music)
 - Metallica** - Metallica (PolyGram)
 - M.Bolton** - Time, Love & Tenderness (Sony Music)

Based on the national sales charts from 16 European markets. Information supplied by MRIB (UK); Bundesverband Der Phonographischen Wirtschaft/Media Control/Musikmarkt (West Germany); Europe 1/Canal Plus/Tele7Jours (France); RAI Stereo Due/Musica E Dischi/Mario De Luigi (Italy); Stichting Nederlandse Top 40 (Holland); SABAM/IFPI (Belgium); GLF/IFPI (Sweden); IFPI/Johan Schlueter (Denmark); VG (Norway); Gallup/AFVYE (Spain); Seura/IFPI (Finland); IFPI (Ireland); AFP (Portugal); Austria Top 30 (Austria); Media Control/Musikmarkt (Switzerland); IFPI (Greece).

EUROPEAN AIRPLAY TOP 50

THIS WEEK	LAST WEEK	WKS on CHARTS	ARTIST	TITLE	ORIGINAL LABEL (PUBLISHER)	THIS WEEK	LAST WEEK	WKS on CHARTS	ARTIST	TITLE	ORIGINAL LABEL (PUBLISHER)	THIS WEEK	LAST WEEK	WKS on CHARTS	ARTIST	TITLE	ORIGINAL LABEL (PUBLISHER)
1	13		Bryan Adams - A&M	(Everything I Do) I Do It For You	(MCA/Rondor/Zomba)	18	7	17	Lenny Kravitz - Virgin America	It Ain't Over 'Til It's Over	(Miss Bessie Music)	35	43	2	Kylie Minogue - PWL	Word Is Out	(All Boys Music)
2	6		Dire Straits - Vertigo	Calling Elvis	(Chariscourt/Rondor)	19	17	12	Cher - Geffen	Love And Understanding	(EMI)	36	NE		Cream	Princess & The New Power Generation	(Paisley Park/Warner Chappell)
3	13		Roxette - EMI	The Big L	(EMI/Jimmy Fun)	20	22	6	Stephan Eicher - Barclay	Dejeuner En Paix	(Electric Unicorn)	37	36	17	Paula Abdul - Virgin America	Rush Rush	(EMI Songs)
4	18		Simply Red - East West	Something Got Me Started	(EMI/So What)	21	19	13	Gipsy Kings - P.E.M./Columbia	Baila Me	(PEM)	38	NE		Guns N' Roses - Geffen	Don't Cry	(Warner Chappell)
5	4		Amy Grant - A&M	Every Heartbeat	(Various)	22	27	6	Mylene Farmer & Jean-Louis Murat - Polydor	Regrets	(Requiem Publishing)	39	49	2	Marc Bolan & T-Rex - Marc On Wax	20th Century Boy	(Wizard)
6	5		Kate Yanai - WEA	Bacardi Feeling (Summer Dreaming)	(La Frette Music Paris)	23	29	3	Sonia - I.Q.	Be Young, Be Foolish, Be Happy	(Lowery/BMG)	40	20	23	Zucchero Fornaciari & Paul Young - London	Senza Una Donna (Without A Woman)	(WC/PolyGram/EMI)
7	8		Martika - Columbia	Love...Thy Will Be Done	(Warner Chappell)	24	23	6	Midge Ure - Arista	Cold, Cold Heart	(Mood/Warner Chappell)	41	37	8	Michael Bolton - Columbia	Time, Love & Tenderness	(EMI)
8	3	10	Extreme - A&M	More Than Words	(Rondor)	25	24	10	Huey Lewis & The News - Chrysalis	It Hit Me Like A Hammer	(Zomba/Chrysalis)	42	40	19	Roxette - EMI	Fading Like A Flower (Every Time You Leave)	(EMI)
9	11	7	Color Me Badd - Giant	All 4 Love	(Rondor)	26	25	13	Patrick Bruel - RCA	Décale	(14 Productions)	43	NE		Mike & The Mechanics - Virgin	Everybody Get's A Second Chance	(M.Rutherford)
10	6	5	PM Dawn - Gee Street	Set Adrift On Memory Bliss	(MCA/Reformation)	27	31	4	Zoe - W.A.U./Mr Moda/M&G	Sunshine On A Rainy Day	(EG/BMG/Copyright Control)	44	NE		Glenn Frey - MCA	Part Of Me, Part Of You	(Paite)
11	28	2	Mariah Carey - Columbia	Emotions	(M.Carey/Virgin/Cole/Clivilles)	28	14	5	Prince And The New Power Generation - Paisley Park	Gett Off	(Warner Chappell)	45	42	16	Color Me Badd - Giant	I Wanna Sex You Up	(Hip Hop/Hifrost)
12	44	2	Bryan Adams - A&M	Can't Stop This Thing We Started	(Adams/Almo/Zomba)	29	16	7	Level 42 - RCA	Guaranteed	(Findhoven/WC/Island/BMG)	46	NE		Sabrina Johnston - East West	Peace	(MCA)
13	9	11	Tom Petty & The Heartbreakers - MCA	Learning To Fly	(MCA/EMI)	30	12	18	Crystal Waters - A&M	Gypsy Woman (La Da Dee La Da Da)	(BMG Music/Basement Boys)	47	NE		Peter Maffay - Teldec	Ich Will Bei Dir Sein	(Red Rooster)
14	10	37	Scorpions - Mercury	Wind Of Change	(PolyGram Music)	31	33	27	Cher - Epic	The Shoop Shoop Song (It's In His Kiss)	(Alley/Hudson Bay)	48	50	2	Achim Reichel - WEA	Aloha Heja He	(Gorilla Musik)
15	26	2	Right Said Fred - Tug	I'm Too Sexy	(Hit & Run)	32	35	3	Sarah Mandiano - Polydor	J'Ai Des Doutes	(Kondo Music)	49	NE		Fredericks, Goldman & Jones - Epic	C'Est Pas D'Amour	(IRG/Marc Lombroso)
16	NE		Julian Lennon - Virgin	Saltwater	(Various)	33	21	16	R.E.M. - Warner Brothers	Losing My Religion	(Warner Chappell)	50	NE		Cliff Richard - EMI	More To Life	(Virgin/Silhouette/Wait)
17	15	10	O.M.D. - Virgin	Pandora's Box	(Virgin)	34	NE		Bob Seger & The Silver Bullet Band - Capitol	The Real Love	(Gear)	The European Airplay Top 50 is compiled from the individual national airplay charts below. Circled songs indicate increased or maintained airplay is expected for the following week.					

NATIONAL AIRPLAY

National product is highlighted in red

UNITED KINGDOM

Most played records on BBC stations and major independents.

- (1) Martika - Love...Thy Will Be Done
- (18) B.Adams - Can't Stop This Thing We Started
- (2) Roxette - The Big L
- (3) Bryan Adams - I Do It For You
- (20) Julian Lennon - Saltwater
- (6) Zoe - Sunshine On A Rainy Day
- (12) Simply Red - Something Got Me Started
- (4) Sonia - Be Young, Be Foolish, Be Happy
- (-) Color Me Badd - All 4 Love
- (7) Kylie Minogue - Word Is Out
- (19) Sabrina Johnston - Peace
- (-) Cliff Richard - More To Life
- (-) Wet Wet Wet - Make It Tonight
- (-) O.M.D. - Then You Turn Away
- (-) Crystal Waters - Makin' Happy
- (11) Marc Bolan/T-Rex - 20th Century Boy
- (-) Cathy Dennis - Too Many Walls
- (5) Midge Ure - Cold, Cold Heart
- (-) Beinda Carlisle - Live Your Life, Be Free
- (-) Erasure - Love To Hate You

GERMANY

Most played records on the ARD stations and major privates. Compiled by Media Control/Baden Baden.

- (2) Bryan Adams - I Do It For You
- (1) Kate Yanai - Bacardi Feeling
- (9) Dire Straits - Calling Elvis
- (7) Gipsy Kings - Baila Me
- (3) Amy Grant - Every Heartbeat
- (4) T.Petty/Heartbreakers - Learning To Fly
- (5) Cher - Love And Understanding
- (17) Roxette - The Big L
- (13) Mike/Mechanics - Everybody Gets A Second.
- (11) O.M.D. - Pandora's Box
- (-) Peter Maffay - Ich Will Bei Dir Sein
- (-) Color Me Badd - All 4 Love
- (6) Extreme - More Than Words
- (-) B.Seger/Silver Bullet Band - The Real Love
- (15) Pe Werner - Kribbeln Im Bauch
- (-) M.Reim - Ich Hab' Mich So Auf Dich Gefreud
- (18) Glenn Frey - Part Of Me, Part Of You
- (8) L.Kravitz - It Ain't Over 'Til It's Over
- (20) Sailor - La Cumbia
- (16) Scorpions - Wind Of Change

FRANCE AM

Most played records on AM stations. Compiled by Media Control/Strasbourg.

- (-) Fredericks/Goldman/Jones - C'Est Pas D'Amour
- (1) Stephan Eicher - Dejeuner En Paix
- (-) Jean-Louis Murat - Col De La Croix Morand
- (3) Dire Straits - Calling Elvis
- (8) Sarah Mandiano - J'Ai Des Doutes
- (9) M.Farmer/J.L.Murat - Regrets
- (20) Catherine Lara - Les Romantiques
- (-) Liane Foly - Va Savoir
- (10) Texas - Alone With You
- (5) Patrick Bruel - Décale
- (-) Simply Red - Something Got Me Started
- (-) Zouk Machine - Sake Cho
- (-) Francois Feldman - Magic' Boul'vard
- (-) MC Solaar - Bouge De La
- (-) Marc Lavoine - Paris
- (16) Kaoma - Danca Tago Mago
- (19) L'Affair Louis Trio - Nous On A Tout Ca
- (3) R.E.M. - Losing My Religion
- (7) Pauline Ester - Une Fenetre Ouverte
- (-) Rembrandts - Just The Way It Is, Baby

FRANCE FM

Most played records on FM stations. Compiled by Media Control/Strasbourg.

- (17) Bryan Adams - I Do It For You
- (2) UB40 - Here I Am
- (9) Stephan Eicher - Dejeuner En Paix
- (-) Color Me Badd - I Wanna Sex U Up
- (11) L.Kravitz - It Ain't Over 'Til It's Over
- (8) M.Farmer/J.L.Murat - Regrets
- (10) Rembrandts - Just The Way It Is, Baby
- (11) Patrick Bruel - Décale
- (3) R.E.M. - Losing My Religion
- (12) Cher - The Shoop Shoop Song
- (15) Dire Straits - Calling Elvis
- (7) Paula Abdul - Rush Rush
- (-) Seal - Future Love Paradise
- (16) Sydney Youngblood - Hooked On You
- (-) Roachford - Get Ready
- (-) Simple Minds - See The Light
- (19) De La Soul - Ring Ring Ring
- (-) Extreme - More Than Words
- (-) Les Inconnus - Rap Tout
- (13) Sarah Mandiano - J'Ai Des Doutes

NORWAY

Most played records on 40 Norwegian stations. Compiled by Radio Topp 20/Scaneco, Young & Rubican.

- (2) Dire Straits - Calling Elvis
- (1) Bryan Adams - I Do It For You
- (3) Right Said Fred - I'm Too Sexy
- (4) Stage Dolls - Love Don't Bother Me
- (5) Amy Grant - Every Heartbeat
- (10) Mariah Carey - Emotions
- (8) Paul Young - Don't Dream It's Over
- (7) Guns N' Roses - Don't Cry
- (-) PM Dawn - Set Adrift On Memory Bliss
- (-) Dance With A Stranger - Let Go
- (17) Prince/The N.P.G. - Gett Off
- (-) Bryan Adams - Can't Stop This Thing..
- (-) Prince/The N.P.G. - Cream
- (9) Martika - Love...Thy Will Be Done
- (11) Lynn Treakrem - Te Sola Rinn
- (-) Van Morrison - Why Must I Explain
- (-) Glenn Frey - Part Of Me, Part Of You
- (18) Julian Lennon - Saltwater
- (12) Lyle Lovett - Guaranteed
- (-) Avalanche - Young Guns

SPAIN

Most played records on Cuarenta Principales, covering the major stations.

- (4) R.E.M. - Shiny Happy People
- (7) Guns N' Roses - You Could Be Mine
- (2) Crystal Waters - Gypsy Woman
- (1) Loquillo Y Los Trogloditas - Hombres
- (6) Michael Bolton - Time, Love & Tenderness
- (9) Terapia Nacional - ¿Que Quieres Ser?
- (8) Transvision Vamp - If Looks Could Kill
- (10) C&C Music Factory - Things That Make..
- (11) Alejandro Sanz - Pisando Fuerte
- (-) Mecano - El Peon Del Rey De Negras
- (13) Status Quo - Burning Bridges
- (16) Sergio Dalma - Galicia
- (14) Beverley Craven - Promise Me
- (17) Oil - Despues De Haber Pensado En Ti
- (19) La Unión - Si Tu Quisieras
- (-) Seal - The Beginning
- (20) Bros - Are You Mine?
- (-) The Simpsons - Schoolday
- (-) Bryan Adams - I Do It For You
- (-) Los Locos - Dime Lo Que Debo Hacer

HOLLAND

Most played records on national stations Radio 2 and Radio 3. Compiled by Stichting Nederlandse Top 40.

- (1) Simply Red - Something Got Me Started
- (-) Bryan Adams - Can't Stop This Thing
- (-) H.Wijngaard - Ik Moet Nog Wat Jaren Mee
- (4) Army Of Lovers - Crucified
- (-) Guns N' Roses - Don't Cry
- (2) Dire Straits - Calling Elvis
- (-) Julian Lennon - Saltwater
- (13) Rob De Nijs - Huis In De Zon
- (-) Prince/The N.P.G. - Cream
- (-) T.Petty/Heartbreakers - Into The Great..
- (-) Jesus Loves You - Generations Of Love
- (-) Bad Examples - Not Dead Yet
- (3) Bryan Adams - I Do It For You
- (7) Mariah Carey - Emotions
- (9) Color Me Badd - All 4 Love
- (16) Michael Bolton - Time, Love & Tenderness
- (15) BZN - It Happened 25 Years Ago
- (17) PM Dawn - Set Adrift On Memory Bliss
- (-) B.Seger/Silver Bullet Band - The Real Love
- (-) Roxette - The Big L

AUSTRIA

Most played records on national pop station Ö3.

- (1) Bingoboy - No Woman, No Cry
- (2) Dire Straits - Calling Elvis
- (3) Amy Grant - Every Heartbeat
- (4) Bryan Adams - I Do It For You
- (5) H.Lewis/News - It Hit Me Like A Hammer
- (6) Jason Donovan - Any Dream Will Do
- (7) Eita Scolio - Chi Ha Ucciso
- (8) Scorpions - Wind Of Change
- (9) Kate Yanai - Bacardi Feeling
- (10) Bilgeri - Keep Your Love Alive
- (11) Paula Abdul - Rush Rush
- (12) Mylene Farmer - Désenchantée
- (13) T.Petty/Heartbreakers - Learning To Fly
- (14) O.M.D. - Sailing On The Seven Seas
- (15) Zucchero/P.Young - Senza Una Donna
- (16) Michael Bolton - Time, Love & Tenderness
- (17) Erasure - Chorus
- (18) Londonboys - Sweet Soul Music
- (19) Cher - Love And Understanding
- (20) Roxette - Fading Like A Flower

SWITZERLAND

Most played records on the national station DRS 3 and major privates. Compiled by Media Control/Basel.

- (1) Bryan Adams - I Do It For You
- (3) Kate Yanai - Bacardi Feeling
- (4) Dire Straits - Calling Elvis
- (16) Roxette - The Big L
- (5) Extreme - More Than Words
- (10) Bonnie Raitt - Something To Talk About
- (-) Glass Tiger - My Town
- (7) Color Me Badd - I Wanna Sex U Up
- (13) Marillion - No One Can
- (11) Heavy D/Boyz - Now That We Found Love
- (-) Betty Legler - Scarlet
- (12) Prince/The N.P.G. - Gett Off
- (-) Julian Lennon - Saltwater
- (13) Crystal Waters - Gypsy Woman
- (-) Pur - Lena
- (-) Mariah Carey - Emotions
- (-) Cher - The Shoop Shoop Song
- (-) Scorpions - Wind Of Change
- (-) De La Soul - "Saturdays"
- (20) Midge Ure - Cold, Cold Heart

SWEDEN

Most played records on Swedish national and local stations. Compiled by Airplay Sweden.

- (1) Army Of Lovers - Obsession
- (2) Irma - Precis Som Du
- (5) Roxette - The Big L
- (4) Bryan Adams - I Do It For You
- (-) Simply Red - Something Got Me Started
- (13) Eva Dahlgren - Vem Tänder Stjärnorna
- (7) Dire Straits - Calling Elvis
- (18) Lloyd Cole - She's A Girl I'd And I'm A Man
- (12) PM Dawn - Set Adrift On Memory Bless
- (10) O.M.D. - Pandora's Box
- (8) Peter Lemarc - Sängen De Spelar När Filmen..
- (-) Europe - Prisoners In Paradise
- (14) Right Said Fred - I'm Too Sexy
- (16) Mariah Carey - Emotions
- (11) Martika - Love...Thy Will Be Done
- (16) Angel - Sommaren I City
- (10) Heavy D/Boyz - Now That We Found Love
- (-) Robbie Nevil - Just Like You
- (-) Paula Abdul - The Promise Of A New Day
- (-) Stevie Nicks - Sometimes It's A Bitch



EUROCHART HOT 100 SINGLES



THIS WEEK LAST WEEK WKS ON CHARTS	TITLE ARTIST - ORIGINAL LABEL (PUBLISHER)	COUNTRIES CHARTED	THIS WEEK LAST WEEK WKS ON CHARTS	TITLE ARTIST - ORIGINAL LABEL (PUBLISHER)	COUNTRIES CHARTED	THIS WEEK LAST WEEK WKS ON CHARTS	TITLE ARTIST - ORIGINAL LABEL (PUBLISHERS)	COUNTRIES CHARTED
1	13 (Everything I Do) I Do It For You Bryan Adams - A&M (MCA/Rondor/Zomba)	UK,D,B,NL,E,A,CH,S,P,DK,IR,N,SF,GR,I	35	24 13 Tell Me Bonita Dana Dawson - Columbia (Sony)	F,GR	69	72 8 A Roller Skating Jam Named "Saturdays" De La Soul - Tommy Boy (Various)	D,B,CH,SF,GR
2	2 5 Calling Elvis Dire Straits - Vertigo (Chariscourt/Rondor)	F,D,B,NL,E,A,CH,S,P,DK,N,SF,I	36	27 24 The Shoop Shoop Song (It's In His Kiss) Cher - Epic (Alley/Trio/Hudson Boy)	D,B,A,CH,S,DK	70	98 2 Saltwater Julian Lennon - Virgin (Various)	UK,D
3	3 12 You Could Be Mine Guns N' Roses - Geffen (Warner Chappell)	D,B,NL,E,A,CH,S,P,DK,IR,N,SF,GR,I	37	44 12 Le Dormeur Pleasure Game - Touch Of Gold (Scorpio/Now Disc)	F,B	71	67 3 More To Life Cliff Richard - EMI (Virgin/Silhouette/Waif)	UK,IR
4	4 12 Now That We Found Love Heavy D & The Boyz - MCA (Warner Chappell)	UK,D,B,NL,E,A,CH,S,DK,N,GR	38	70 3 Everybody's Free (To Feel Good) Rozalla - Pulse 8 (Peer/Upfront)	UK	72	94 16 It Ain't Over 'Til It's Over Lenny Kravitz - Virgin America (Miss Bessie Music)	F,D,A
5	6 5 Gett Off Prince & The New Power Generation - Paisley Park (Warner Chappell)	UK,D,B,NL,A,CH,S,P,DK,IR,N,SF	39	41 5 What Can You Do For Me Utah Saints - frr (NTV/PolyGram/DnA/BMG)	UK,IR	73	71 13 Les Brouillards De Londres Thierry Hazard - Columbia (Sony)	F
6	10 8 Bacardi Feeling (Summer Dreaming) Kate Yanai - WEA (La Frette Music Paris)	D,A,CH	40	47 12 Love And Understanding Cher - Geffen (EMI)	D,B,NL,A,S	74	50 16 Send Me An Angel Scorpions - Mercury (PolyGram Music)	F,D,B
7	5 2 Don't Cry Guns N' Roses - Geffen (Warner Chappell)	UK,B,NL,CH,S,DK,IR,N,I	41	32 10 Do The Limbo Dance David Hasselhoff - White Records/Ariola ("Young" Musikverlag)	D,A	75	INSOMNIAC D.J.P.C. - CNR (Disco Smash)	B
8	30 2 Love To Hate You Erasure - Mute (Musical Moments-Sonet/Andy Bell)	UK,S,DK,IR	42	53 16 Auteuil, Neuilly, Passy (Rap B.C.B.G.) Les Inconnus - Productions Ledermann (Ledermann)	F,B	76	92 2 Bridge Over Troubled Water P.J.B. feat. Hannah And Her Sisters - Dance Pool (Charing Cross)	UK
9	7 9 I'm Too Sexy Right Said Fred - Tug (Hit & Run)	UK,B,NL,IR,N,GR	43	42 11 Pandora's Box O.M.D. - Virgin (Virgin)	D,B,A,S	77	86 2 Asi Me Gusta Chino Bayo - Area (Not Listed)	E
10	8 24 Senza Una Donna (Without A Woman) Zucchero Fornaciari & Paul Young - London (WC/PolyGram/EMI)	F,D,CH,S,DK	44	31 9 Baila Me Gipsy Kings - P.E.M./Columbia (PEM)	D,B,E,A,P,GR	78	56 25 Sailing On The Seven Seas O.M.D. - Virgin (Raw Unlimited/Virgin)	D,A,S
11	21 4 Let's Talk About Sex Salt-N-Pepa - frr (Next Plateau/All Boys)	UK,D,IR	45	26 6 Charly Prodigy - XL (Virgin)	UK,IR	79	62 19 Shiny Happy People R.E.M. - Warner Brothers (Warner Chappell)	D,A
12	12 36 Wind Of Change Scorpions - Mercury (PolyGram Music)	UK,D,A,CH,DK,IR	46	28 20 Baby Baby Amy Grant - A&M (Age To Age/Edward Grant/Yellow Elephant)	D,A,CH,S,DK	80	90 16 E Vado Via Felix Gray & Didier Barbelivien - Multi/Talar (Zone Musique)	F,B
13	11 20 Gypsy Woman (La Da Dee La Da Da) Crystal Waters - A&M (BMG Music/Basement Boys)	F,D,E,A,CH,P,DK,I	47	51 6 Aloha Heja He Achim Reichel - WEA (Gorilla Musik)	D	81	61 17 Saga Africa Yannick Noah - Carrere (Copyright Control)	F
14	9 15 More Than Words Extreme - A&M (Rondor)	UK,D,B,A,CH,S,DK,IR,N,SF	48	36 6 Love...Thy Will Be Done Martika - Columbia (Warner Chappell)	UK,D,IR,SF,GR	82	91 9 Né En 17 A Leidenstadt Fredericks, Goldman & Jones - Epic (JRG/Marc Lumbroso)	F
15	13 17 La Zoubida Lagaf - Flarensch (Copyright Control)	F,B	49	54 4 James Brown Is Dead LA Style - Decadance (Orfa/Hi-Tension)	B,NL	83	75 16 Bobby Brown Goes Down Frank Zappa - Reel Records (Weinberger)	D,A
16	25 3 Can't Stop This Thing We Started Bryan Adams - A&M (Adams/Almo/Zomba)	UK,B,S,DK,IR	50	63 3 Dejeuner En Paix Stephan Eicher - Barclay (Electric Unicorn)	F,B	84	INSOMNIAC Mannenkoor Karrespoor - Indisc (Indisc)	NL
17	17 3 The Big L Roxette - EMI (EMI/Jimmy Fun)	UK,D,B,NL,CH,S,DK,IR	51	95 2 Crucified Army Of Lovers - Ton Son Ton (Team Sonet)	B,NL	85	68 11 Burbujas De Amor Juan Luis Guerra & 4.40 - Karen (Karen)	B
18	18 9 Danca Tago Mago Kaoma - Columbia (Adageo/BM Productions)	F,B,P	52	34 6 20th Century Boy Marc Bolan & T-Rex - Marc On Wax (Wizard)	UK,DK,IR,SF	86	INSOMNIAC The Clash - Columbia (Nineden)	F,P
19	38 6 Regrets Mylene Farmer & Jean-Louis Murat - Polydor (Requiem Publishing)	F,B	53	INSOMNIAC Tina Turner - Capitol (Copyright Control)	UK,D,IR,I	87	77 23 Ring Ring Ring (Ha Ha Hey) De La Soul - Tommy Boy (WC/Tea Girl/Curio/Chelsea/Island/MCA)	F,CH,GR
20	29 7 Set Adrift On Memory Bliss PM Dawn - Gee Street (MCA/Reformation)	UK,D,B,NL,S,IR	54	INSOMNIAC Bizarre Inc - Vinyl Solution (Schnozza)	UK	88	80 2 Trust Ned's Atomic Dustbin - Furtive (PolyGram)	UK
21	14 8 Enter Sandman Metallica - Vertigo (Creeping Death/PolyGram)	D,NL,CH,S,N,SF,I	55	49 12 Dis Moi Bébé Benny B - PLR (PLR)	F	89	64 6 Happy Together Jason Donovan - PWL (EMI)	UK,D,B,IR
22	20 5 Insanity Oceanic - Dead Dead Good (DDGR)	UK	56	52 13 Always There Incognito feat. Jocelyn Brown - Talkin' Loud (Carlin)	D,B,NL,DK	90	INSOMNIAC Electronic - Factory (Warner Chappell)	UK
23	33 3 Peace Sabrina Johnston - East West (MCA)	UK,IR	57	43 18 Rush Rush Paula Abdul - Virgin America (EMI Songs)	F,D,B,S,GR	91	85 9 Taras E Manias Marco Paulo - EMI (EMI Songs)	P
24	15 29 Losing My Religion R.E.M. - Warner Brothers (Warner Chappell)	F,A	58	59 13 Rappat (Senza Fiato) Claudio Bisio - Epic (Aspirine/Sony)	I	92	INSOMNIAC Denis Azor - Ala Bianca (Ala Bianca/Aisho Music)	F
25	22 9 Ich Bin Der Martin, Ne Dieter Krebs & Gundula - RCA (EMI Music)	D	59	INSOMNIAC Matthias Reim - Polydor (Not Listed)	D	93	INSOMNIAC Army Of Lovers - Ton Son Ton (Team Sonet)	S
26	57 2 Cream Prince & The New Power Generation - Paisley Park (Warner Chappell)	UK,B,NL,DK,IR,I	60	65 4 Good Vibrations Marky Mark & The Funky Bunch feat. L.Holloway - Interscope (WC/EMI)	UK,NL,S	94	89 15 Any Dream Will Do Jason Donovan - Really Useful (Really Useful)	A
27	76 2 Something Got Me Started Simply Red - East West (EMI/So What)	UK,B,NL,DK,IR	61	40 16 Hijo De La Luna Mecano - RCA (Ba Ba Blaxi Music)	F	95	81 2 Hay Wrap The Saw Doctors - Solid (Not Listed)	IR
28	19 19 I Wanna Sex You Up Color Me Badd - Giant (Hip Hop/Hifrost)	F,D,A,CH,S,DK,SF	62	45 18 Bow Down Mister Jesus Loves You - More Protein (Virgin)	D,A,CH	96	INSOMNIAC Sailor - RCA (K-Works)	D,B,A
29	23 9 All 4 Love Color Me Badd - Giant (Rondor)	UK,D,B,NL,S	63	INSOMNIAC Brothers In Rhythm - 4th & B'Way (BMG/CC/Carlin)	UK	97	INSOMNIAC Marc Almond - Some Bizzare (Carlin)	UK
30	39 3 Dominator Human Resource - R&S/IMC (MCA)	UK,B,NL	64	55 8 J'Ai Des Doutes Sarah Mandiano - Polydor (Kondo Music)	F,B	98	INSOMNIAC Hape Kerkeling - Ariola (Not Listed)	D
31	35 8 Summertime DJ Jazzy Jeff & The Fresh Prince - Jive (Various)	UK,D,NL,CH,S	65	88 2 The One I Love R.E.M. - I.R.S. (Warner Chappell)	UK	99	69 9 Winter In July Bomb The Bass - Rhythm King/Epic (Rhythm King/Virgin/Copyright Control)	D,NL,SF,GR
32	16 6 Sunshine On A Rainy Day Zoe - W.A.U./Mr Modo/M&G (EG/BMG/Copyright Control)	UK,IR	66	83 6 Misery Indra - Carrere (Carrere/Orlando)	F	100	INSOMNIAC Level 42 - RCA (Findhaven/WC/Island/BMG)	D,NL,P,I
33	48 3 Makin' Happy Crystal Waters - A&M (Basement Boys/BMG/CC)	UK,DK,IR,I	67	60 26 Désenchantée Mylene Farmer - Polydor (Requiem Publishing)	F,D,A			
34	37 10 Move Any Mountain - Progen 91 The Shamen - One Little Indian (Amokshasong)	UK,B,NL,CH,S,DK,SF	68	66 12 Things That Make You Go Hmmm.... C&C Music Factory feat. Freedom Williams - Columbia (Virgin)	D,CH,S			

UK = United Kingdom, D = Germany, F = France, CH = Switzerland, A = Austria, I = Italy, E = Spain, NL = Holland, B = Belgium, IR = Ireland, S = Sweden, DK = Denmark, N = Norway, SF = Finland, P = Portugal, GR = Greece.

FAST MOVERS: (circle icon) NEW ENTRY: (red arrow icon) RE-ENTRY: (red arrow icon)

Mark & Brian Hit NBC-TV Airwaves

KLOS/Los Angeles morning men **Mark & Brian** have launched their own television series, called "The Adventures Of Mark & Brian," on the NBC network.

The first episode followed the duo as they travelled with the **Temptations**, climaxing with a night onstage singing with the group.

Media critics are having a field day pulverising the prime-time debut, though public reaction in the form of ratings are still uncertain. If the show continues to be panned and ultimately cancelled, Mark & Brian will follow other radio lumina-

Brian will follow other radio luminaries (including, but not limited to, **Rick Dees**) to the network TV graveyard.

In fact, with the exception of **Dick Clark** nearly four decades ago, no music/entertainment radio personality has successfully translated their audio acclamation into video victory.

News, sports and information radio personalities, on the other hand, have effectively converted their radio expertise into network gold, with **Walter Cronkite**, **Bob Costas** and **Larry King** being part of a much larger list.

Belgian Radio Execs Weigh Role Of US Trades

Although American trade publications are frequently checked by radio stations, artist success on those charts doesn't automatically ensure airplay in Europe. This seems to be particularly true for the two official Belgian pop stations, **Studio Brussel** and **Radio 21**.

"We only have some 20% of pure American music in our playlists," says Studio Brussel producer **Marc Coenan**, "and when you talk pure American repertoire, such as country music, we are very low. Still, we had **Jan Hautekiet** covering the **New Music Seminar**, which allowed us to spot new trends far ahead." Crossover capabilities are also

studied by Radio 21 producer **Christine Goor**. She says, "I spotted the **Righteous Brothers'** *Unchained Melody* when it was bubbling in the *Billboard* charts. I started playing the track, but it took four months to become a hit."

For Radio 21, with as many as 20 English-language records of the 30 songs played (10 of them being US-based), publications like *Billboard* play more of an informative role in Belgium rather than a trendsetting one. Adds Goor, "I prefer the real American guitar music over the black rap and funk. Because I have the 17.00-19.00 daypart, today we played a lot of **Cher**, **Natalie**

Cole and **Escape Club**." She notes that although the US charts are not really the bible for her, they give an advance preview of what will be happening.

Despite his considerable success throughout Europe, **Michael Bolton** is one example of the American artists that Goor must carefully consider, in-dependent of their US chart success. "He sounds too American for the Belgian market, and not European enough. It takes a lot more than music alone to establish a top-selling artist here."

Immigration Laws Held Back Until 1994

The European industry has expressed serious concern over the US Immigration Act of 1990, which would significantly affect performing artists (see *M&M* August 31, page 7).

However, legislation changing the more controversial aspects of the bill was introduced in the US Senate on September 17. Although the new laws would limit to 25,000 the number of visas available each year to foreign entertainers, compromises are scheduled to delay implementation of the legislation until October 1, 1994.

The USA page is edited by **Tom Kay**, **Jane Dyson** and **Lisa Nordmark** of **Main Street Marketing**. They can be reached in Minneapolis, at Tel: (+1) 612.927.4487; Fax: (+1) 612.927.6427.

SINGLES

Billboard

ALBUMS

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TW	LW	Artist/Title	Label	ECO
1	2	MARKY MARK & THE FUNKY BUNCH /Good Vibrations	Interscope	
2	1	COLOR ME BADD /I Adore Mi Amor	Giant	
3	4	MARIAH CAREY /Emotions	Columbia	
4	8	NATURAL SELECTION /Do Anything	EastWest	
5	5	FIREHOUSE /Love Of A Lifetime	Epic	
6	15	KARYN WHITE /Romantic	Warner Brothers	
7	9	BONNIE RAITT /Something To Talk About	Capitol	
8	3	BOYZ II MEN /Motownphilly	Motown	
9	16	EXTREME /Hole Hearted	A&M	
10	10	R.E.M. /Shiny Happy People	Warner Brothers	
11	13	HEAVY D. & THE BOYZ /Now That We Found Love	Uptown	
12	17	AARON NEVILLE /Everybody Plays The Fool	A&M	
13	12	BRYAN ADAMS /[Everything I Do] I Do It For You	A&M	
14	7	MICHAEL BOLTON /Time, Love And Tenderness	Columbia	
15	19	MARTIKA /Love... Thy Will Be Done	Columbia	
16	6	C&C MUSIC FACTORY /Things That Make You Go Hmm..	Columbia	
17	25	BRYAN ADAMS /Can't Stop This Thing We Started	A&M	
18	11	CATHY DENNIS /Too Many Walls	Polydor	UK
19	24	JESUS JONES /Real Real Real	SBK	UK
20	14	PAULA ABDUL /The Promise Of A New Day	Captive	
21	21	METALLICA /Enter Sandman	Elektra	
22	26	CHESNEY HAWKES /The One And Only	Chrysalis	UK
23	30	LUTHER VANDROSS /Don't Want To Be A Fool	Epic	
24	27	BOB SEGER & THE SILVER BULLET BAND /The Real Love	Capitol	
25	31	PRINCE AND THE NEW POWER GENERATION /Gett Off	Paisley Park	
26	32	VANESSA WILLIAM /Running Back To You	Wing	
27	33	SHOXSIE & THE BANSHEES /Kiss Them For Me	Geffen	UK
28	34	NAUGHTY BY NATURE /O.P.P.	Tommy Boy	
29	28	TAMI SHOW /The Truth	RCA	
30	22	SCORPIONS /Wind Of Change	Mercury	D
31	20	HI-FIVE /I Can't Wait Another Minute	Jive	
32	NE	PRINCE AND THE NEW POWER GENERATION /Cream	Paisley Park	
33	NE	GUNS N' ROSES /Don't Cry	Geffen	
34	35	RYTHM SYNDICATE /Hey Donna	Impact	
35	36	BAD COMPANY /Walk Through Fire	Atco	
36	37	TONY TERRY /With You	Epic	
37	18	ROD STEWART /The Motown Song	Warner Brothers	
38	23	SEAL /Crazy	Sire	UK
39	NE	ROBERTA FLACK WITH MAXI PRIEST /Set The Night To Music	Atlantic	
40	NE	CURTIS STIGERS /I Wonder Why	Arista	

TW	LW	Artist/Title	Label	ECO
1	NE	GARTH BROOKS /Ropin' The Wind	Capitol	
2	1	METALLICA /Metallica	Elektra	
3	2	NATALIE COLE /Unforgettable	Elektra	
4	5	COLOR ME BADD /C.M.B.	Giant	
5	4	BONNIE RAITT /Luck Of The Draw	Capitol	
6	6	BOYZ II MEN /Cooleyhighharmony	Motown	
7	10	C&C MUSIC FACTORY /Gonna Make You Sweat	Columbia	
8	9	MICHAEL BOLTON /Time, Love And Tenderness	Columbia	
9	11	R.E.M. /Out Of Time	Warner Brothers	
10	3	RUSH /Roll The Bones	Atlantic	
11	7	BOB SEGER & THE SILVER BULLET BAND /The Fire Inside	Capitol	
12	8	VAN HALEN /For Unlawful Carnal Knowledge	Warner Brothers	
13	NE	TESLA /Psychotic Supper	Geffen	
14	13	GARTH BROOKS /No Fences	Capitol	
15	NE	DIRE STRAITS /On Every Street	Warner Brothers	UK
16	12	PAULA ABDUL /Spellbound	Captive	
17	14	EXTREME /Extreme II Pornograffiti	A&M	
18	15	AMY GRANT /Heart In Motion	A&M	
19	17	NAUGHTY BY NATURE /Naughty By Nature	Tommy Boy	
20	16	SOUNDTRACK /Robin Hood: Prince Of Thieves	Morgan Creek	
21	40	SOUNDTRACK /The Commitments	MCA	
22	18	BELL BIV DEVOE /WBBD - Bootcity! The Remixes	MCA	
23	22	QUEENSRYCHE /Empire	EMI	
24	19	THE BLACK CROWES /Shake Your Money Maker	Def American	
25	25	MARIAH CAREY /Mariah Carey	Columbia	
26	20	D.J. JAZZY JEFF & THE FRESH PRINCE /Homebase Jive	Jive	
27	32	TRAVIS TRITT /It's All About To Change	Warner Brothers	
28	26	SKID ROW /Slave To The Grind	Atlantic	
29	28	TOM PETTY & THE HEARTBREAKERS /Into The Great Wide Open	MCA	
30	34	JESUS JONES /Doubt	SBK	UK
31	27	SEAL /Seal	Sire	UK
32	24	THE GETO BOYS /We Can't Be Stopped	Rap-A-Lot	
33	23	N.W.A /Efil4zaggin	Ruthless	
34	30	STEVIE NICKS /Timespace: Best Of Stevie Nicks	Modern	
35	38	EMF /Schubert Dip	EMI	UK
36	29	SCORPIONS /Crazy World	Mercury	D
37	21	SOUNDTRACK /Boyz N The Hood	Qwest	
38	33	FIREHOUSE /Firehouse	Epic	
39	31	CANDY DULFER /Saxuality	Arista	NL
40	35	LUTHER VANDROSS /Power Of Love	Epic	

Billboard

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EUROPEAN TOP 100 ALBUMS

THIS WEEK LAST WEEK WKS ON CHARTS	ARTIST TITLE - ORIGINAL LABEL	COUNTRIES CHARTED	THIS WEEK LAST WEEK WKS ON CHARTS	ARTIST TITLE - ORIGINAL LABEL	COUNTRIES CHARTED	THIS WEEK LAST WEEK WKS ON CHARTS	ARTIST TITLE - ORIGINAL LABEL	COUNTRIES CHARTED
1 2 2	Dire Straits On Every Street - Vertigo ▲2	UK.D.B.NL.E.A.CH.S.PDK.I.GR.IR	35 37 91	Patrick Bruel Alors Regarde - RCA ▲	FB	69 NE	Lloyd Cole Don't Get Weird On Me Babe - Polydor	UK.S.IR
2 1 28	R.E.M. Out Of Time - Warner Brothers	UK.F.D.B.NL.E.A.CH.S.PDK.I.N.SF.GR.IR	36 53 3	The Specials The Singles - 2 Tone	UK.IR	70 63 19	Bob Marley Legend - Island	UK.B.NL.IR
3 NE	Guns N' Roses Use Your Illusion II - Geffen	UK.D.B.NL.S.DK.I.IR	37 28 10	Amy Grant Heart In Motion - A&M	UK.D.CH.S.DK.N	71 58 29	Marco Masini Malinconia - Ricordi	I
4 NE	Guns N' Roses Use Your Illusion I - Geffen	UK.D.B.NL.S.DK.I.IR	38 18 5	Andrew Lloyd Webber Joseph & The Amazing Technicolor Dreamcoat - Really Useful	UK.DK	72 79 19	De La Soul De La Soul Is Dead - Tommy Boy	F.D.NL.A.GR
5 3 6	Metallica Metallica - Vertigo	UK.D.B.NL.E.A.CH.S.PDK.I.N.SF.GR	39 30 24	Simple Minds Real Life - Virgin	UK.F.D.E.CH.P	73 NE	David Hasselhoff David - White Records/Ariola	D.A.CH
6 4 12	Gipsy Kings Este Mundo - Columbia	F.D.B.NL.E.A.CH.S.PDK.SF.GR.I	40 24 12	Alice Cooper Hey Stoopid - Epic	D.A.CH.S.N.SF.GR	74 77 19	Sergio Dalma Sintiendonos La Piel - Horus	E
7 5 14	Cher Love Hurts - Geffen	UK.D.B.NL.A.CH.S.DK.N.SF.GR.IR	41 41 36	Fredericks, Goldman & Jones Fredericks, Goldman & Jones - Columbia ▲	FB	75 60 4	Soundtrack - 21 Jump Street II 21 Jump Street II - Control	D
8 6 45	Scorpions Crazy World - Mercury ▲	F.D.B.NL.A.CH.DK.I.N.GR	42 40 18	Beverly Craven Beverly Craven - Epic	UK.F.D.CH	76 80 16	Felix Gray & Didier Barbelivien Les Amours Cassees - Tolor	F
9 7 25	Roxette Joyride - EMI ▲	UK.D.B.NL.E.A.CH.S.DK.N.SF.GR.IR	43 NE	Billy Bragg Don't Try This At Home - Go! Discs	UK	77 86 2	Patrick Lindner Eine Handvoll Herzlichkeit - Virgin	D.A.CH
10 8 3	Paul Young From Time To Time - The Singles Collection - Columbia	UK.B.NL.S.I.N.IR	44 43 2	Peter Maffay 38317 - Teldec	D	78 57 2	Doro True At Heart - Vertigo	D.CH
11 27 2	John Lee Hooker Mr. Lucky - Silvertone	UK.D.B.NL.CH.DK.IR	45 36 3	P.M. Dawn The Utopian Experience - Gee Street	UK.IR	79 44 44	Madonna The Immaculate Collection - Sire	UK.B.NL
12 11 11	Tom Petty & The Heartbreakers Into The Great Wide Open - MCA	UK.D.NL.A.CH.S.N.SF.GR.IR	46 NE	Marc Bolan & T. Rex The Ultimate Collection - Telstar	UK.IR	80 83 5	Dana Dawson Paris, New York And Me - Columbia	F
13 22 8	Soundtrack - Robin Hood: Prince Of Thieves Robin Hood: Prince Of Thieves - Morgan Creek	D.B.NL.E.A.S.PDK.GR	47 48 30	Soundtrack - Grease Grease - Polydor ●	FE	81 64 41	Enigma MCMXC A.D. - Virgin ▲	F.P
14 13 20	O.M.D. Sugar Tax - Virgin	UK.D.A.CH.S.DK.GR	48 39 17	Paula Abdul Spellbound - Virgin America	F.D.B.NL.E.S.DK.GR	82 76 51	AC/DC The Razor's Edge - Atco	D.DK
15 9 18	Seal Seal - ZTT/WEA	UK.F.D.B.NL.CH.DK.IR	49 49 2	Pur Nichts Ohne Grund - Intercord	D	83 70 9	Meatloaf Bat Out Of Hell - Epic	UK
16 10 26	Rod Stewart Vagabond Heart - Warner Brothers	UK.F.D.CH.S.DK.N.SF.IR	50 47 3	Tin Machine Tin Machine II - London/Victory	UK.B.NL.S.DK.N.IR	84 52 13	Yello Baby - Mercury	D.A.CH
17 34 10	Natalie Cole Unforgettable - Elektra	UK.D.B.NL.S.PDK.N.GR	51 NE	Antonello Venditti Benvenuti In Paradiso - Ricordi	I	85 89 2	Mecano Descanso Dominical - Ariola	F
18 31 2	Van Morrison Hymns To The Silence - Polydor	UK.NL.S.IR	52 35 3	Rush Roll The Bones - Atlantic	UK.D.NL.S.IR	86 66 3	Christy Moore The Christy Moore Collection 81-91 - Warner Brothers	Ir
19 12 27	Eurythmics Greatest Hits - RCA ▲2	UK.D.B.NL.E.A.P.GR.IR	53 56 92	UB40 Labour Of Love II - Virgin	F	87 92 6	Spagna No Way Out - Columbia	I
20 16 25	Lenny Kravitz Mama Said - Virgin America	UK.F.D.B.NL.E.A.CH.DK.GR	54 51 26	Soundtrack - The Doors The Doors - Elektra	F.D.B.NL.E.DK.SF	88 93 10	Bad Boys Blue The Best Of - Coconut/Ariola	SF
21 21 21	Mylene Farmer L'Autre - Barclay ●	F.D.B	55 45 2	Jethro Tull Caffish Rising - Chrysalis	UK.D.S.DK	89 74 7	Bryan Adams Reckless - A&M	UK.NL.DK.IR
22 14 6	Color Me Badd C.M.B. - Giant	UK.D.NL.A.CH.S.DK.GR	56 75 3	Martika Martika's Kitchen - Columbia	UK.E.DK.GR	90 73 30	Chris Rea Auberge - East West	D.NL.SF
23 20 15	Zucchero Fornaciari Zucchero - London	F.D.B.NLCH.N.GR	57 54 7	Achim Reichel Melancholie Und Sturmflut - WEA	D	91 81 25	Rolling Stones Flashpoint - Columbia ●	F.D.NL
24 23 15	Extreme Extreme II Pornografiti - A&M	UK.D.NL.A.CH.PDK.SF.GR	58 62 4	Clouseau Live '91 - HKM	B.NL	92 85 15	Skid Row Slave To The Grind - Atlantic	D.A.S.SF.GR
25 32 3	Stevie Nicks Timespace - The Best Of Stevie Nicks - Modern	UK.D.NL.S.PDK.IR	59 65 11	Thierry Hazard Pop Music - Columbia	F	93 NE	The Shamen Progeny - One Little Indian	UK
26 NE	Jason Donovan The Greatest Hits - PWL	UK.DK.IR	60 NE	Gianna Nannini Giannissima - Ricordi/Metronome	D.DK.I	94 71 12	Fiorello Veramente Falso - Epic	I
27 19 31	Juan Luis Guerra & 4.40 Bachata Rosa - Karen	B.NL.E.P	61 59 11	Los Manolos Pasion Condal - RCA	E	95 NE	Gnags Lygtemandens Sang - Genlyd	DK
28 17 21	Michael Bolton Time, Love & Tenderness - Columbia	UK.D.E.CH.S.PDK.N.GR	62 42 7	Marc Cohn Marc Cohn - Atlantic	D.CH.S	96 95 3	Miguel Bose Directo 90 - Warner Brothers	E
29 50 3	Bob Seger & The Silver Bullet Band The Fire Inside - Capitol	UK.D.NLCH.S.DK.N.IR	63 38 29	KLF The White Room - KLF Communications	F.D.B.DK.SF.GR	97 87 14	Adriano Celentano Il Re Degli Ignoranti - Clan	I
30 26 4	BAP Affrocks - Electrola	D.CH	64 68 12	Elmer Food Beat Je Vais Encore Dormir Seul Ce Soir - Off The Track	F	98 NE	Duncan Dhu Supernova - D.R.O.	E
31 25 14	Mecano Aidalai - Ariola	FE	65 46 20	Gino Paoli Matto Come Un Gatto - WEA	I	99 96 2	The Stranglers Greatest Hits 1977-1990 - Epic	UK.IR
32 15 3	Level 42 Guaranteed - RCA	UK.B.NL.S.DK.IR	66 67 30	Juan Luis Guerra & 4.40 Ojala Que Lueva Cafe - Karen	E	100 RE	Zucchero Fornaciari Oro Incenso E Birra - Polydor	F
33 29 13	Stephan Eicher Engelberg - Barclay	F.CH	67 RE	Crystal Waters Surprise - A&M PM	D.E.A.PDK.GR			
34 33 3	Tony Christie Welcome To My Music - White/Ariola	D.A	68 72 12	Francois Feldman Magic' Boul'vard - Philips	F			

UK = United Kingdom, D = Germany, F = France, CH = Switzerland, A = Austria, I = Italy, E = Spain, NL = Holland, B = Belgium, IR = Ireland, S = Sweden, DK = Denmark, N = Norway, SF = Finland, P = Portugal, GR = Greece.
 ● = FAST MOVERS NE = NEW ENTRY RE = RE-ENTRY

RATINGS SURPRISES IN ITALY?: Off The Record hears that there could be a surprise in the new **Datamedia** ratings in Italy. Sources say that a certain music-only station is climbing up the listening ladder. Stay tuned.

MONEY IN THE BANK?: As of press time late Thursday (September 26), the word is that the UK **Radio Authority** hasn't heard anything negative from **Classic FM** about raising the necessary money to launch **INRI**. Deadline was September 31.

JAZZ FM/LONDON MUSIC MONITOR: Off The Record thought you might be a little interested in seeing some of the songs that **Jazz FM/London** aired on the first day of its new format (September 23): **Stevie Ray Vaughan's Cold Shot**, **Simply Red's Something Got Me Started**, **Chicago's 25 Or 6 To 4** and **JJ Cale's After Midnight**. The songs fit the promise of performance.

FRENCH SNIPPETS: Latest word at **SNEP** is that vice-president and general delegate **Patrice Fichet** is due to leave the music industry organisation soon. He will be replaced by economist **Bertrand Delcros**.

DELPORT SAYS OUI: **Bruno Delport**, formerly with French regional net **Vibration Orléans** and **Chérie FM**, is the new GM of Paris rock station **Oui FM**. He replaces **Pierre Raiman**, who has left the station.

NO ILLUSION: In an unprecedented move, **Guns N' Roses** have occupied both the no. 3 and 4 spot of the **European Top 100 Albums** this week with the albums *Use Your Illusion II* and *Use Your Illusion I*.

ANOTHER SCANDI CASUALTY?: **OTR** has also picked up whispers that **Electra Denmark** is in severe financial difficulty and that management is trying to sell the label to another company. At press time, no deal had yet been concluded. Also, several former **Electra** staffers, who only recently resigned, are on the verge of setting up their own label. We'll keep you posted.

MORE UK RADIO DEALS: At press time, a UK company called **Radio Investments** has bought **KCBC/Kettering** in a deal that values the station at £130,000 (app. US\$217,000). Former shareholders included **Chiltern Radio Network**, which had a majority stake in the station.

15 YEARS: Lastly, congrats to **Stuart Watson**, who will celebrate 15 years with **MCA** on October 1. Watson started in 1976 as marketing manager at **MCA**, then a licenced label of **EMI**. In 1981 he became MD of the UK company and moved to the international division in 1984. This January he was appointed senior VP **MCA International**.

ONDA CERO

(continued from page 1)

says Prieto.

Determined to carve a niche for itself, the newcomer's programming will be weighed in favour of international hits, although Spanish products with strong mass appeal are not ruled out. "That means **Mecano**, **Los Manolos**, **Juan Luis Guerra** and **Emilio Aragon** will fit perfectly," says Prieto, adding that alternative music, mostly neglected by other EHR networks, will also find its place on the playlist.

Backed by charity group **ONCE**—which has diversified its holdings to include new private TV station **Telecinco** and several newspapers—the new net could give perennial no. 1 web SER's EHR-formatted **Los 40 Principales** (118 stations) its first major competition. More importantly, however, **ONDA CERO** is

hoping the new format will revitalise ratings. Based on the **EGM** May-June findings, only 528,000 people listen to the conventional news/talk network and 126,000 to the music-format network. That's compared to Los 40's 3.75 million.

SER PD Rafael Revert, who lost one of his top DJs to **ONDA CERO MUSICA**, says the new competition "should keep us on our toes." State-run pop station **Radio 3's** head/music programming **Carlos Garrido** agrees with Revert. "Competition is good. If they handle it well, it could be a real force to reckon with."

DJ **Jôse Antonio Abellan**, who had been with **SER** for the past 13 years, will be hosting an as-yet untitled top hits programme between 10.00-14.00 on Saturdays, and a special (still untitled) programme during weekdays.

PolyGram

(continued from page 1)

this year, and most people believe the US agreement is a stepping stone in **PolyGram's** desire to handle **Motown** in Europe.

Selling **Motown's** new stable of mainly black American acts in Europe has been tough, say insiders. "The US successes have never been really translated into Europe," says one senior executive. "The big problem is, they all sound too American."

Apart from its considerable back catalogue, **Motown** has had

limited success with new artists. The big disappointment has been the delayed delivery of a new **Lionel Richie** album whose last record was the 1986 hit *Dancing On The Ceiling*. Only two **Motown** albums charted in **M&M's European Top 100 Albums** in the last four years and they were both by **Stevie Wonder**: 1988's *Characters* peaked at no. 54; and this year's *Jungle Fever* stayed in the chart for two weeks and peaked at no. 79. While in the US, **Motown** managed to breed a new generation of artists like **Boyz II Men**, **Anoth-**

er Bad Creation and **Johnny Gill**, sales impact in Europe has been low.

The new **PolyGram-Motown** agreement follows a round of legal battles between **Motown** and previous US distributor **MCA Records** (which owns 17% of the label) over **MCA's** handling of **Motown's** promotion and distribution. **Motown** was founded in 1959 by **Berry Gordy** and apart from **MCA**, other owners of the label include **Busby**, **Diana Ross** and affiliates of **Boston Ventures Management**.

Germany

(continued from page 1)

about 5% of the eastern households own CD players. This is, however, expected to rise to about

12% by the end of this year." Although showing significant increases in the sale of normal-price CD and cassette, the statistics also reveal that low-price product was able to gain ground, rising from 49.9% of total album sales in 1990 to 52.9%.

The BPW and its member companies will promote and advertise the cassette-single format at the dealer and buyer levels during the campaign, which is expected to run to the end of the year.

Says **Zombik**, "This development is the result of the rapid growth in blank cassette sales for private copying in the new states. This (almost) free self-service affects primarily new releases."

Despite a 58% increase in CD-single sales, total singles continued its downward trend. "The sin-

gle has a very important function on the market place," says **Zombik**. "It is simultaneously a training ground, a test medium and a market barometer, giving record producers a chance to introduce new artists and repertoire without the massive investments needed for the production of longplay formats. It is, of course, also of ultimate importance to radio as well as discos."

Zombik reports almost all of the **BPW** member companies will begin a joint campaign in October to establish the cassette-single on the German market, in the same way it already has been established in the US (87.4 million units) and the UK (5.4 million units).

Top 30 single tracks (extracted

from the official **Musikmarkt Top 100**) will be marketed as cassette-singles, with each cassette containing two single tracks on each side. The **BPW** and its member companies will promote and advertise the cassette-single format at the dealer and buyer levels during the campaign, which is expected to run to the end of the year, at least. **Zombik** says almost all of the major record dealers have promised their support.

Record Sales First Half 1991
(in millions of units)

	1990	1991	% chg.
Singles	13.5	12.4	-8
LPs	15.9	11.5	-28
Cassettes	23.5	33.8	+44
CDs	27.3	39.4	+44
Albums	66.7	84.7	+27
Total	146.9	181.8	+24

Source: **BPW**

Rock FM

(continued from page 1)

launch have been circulating throughout the Italian music industry, but **Dondoni's** official confirmation took some record company executives by surprise at press time.

CGD promotions manager **Luciano Linzi**, who recently talked about the need for more rock outlets (see **M&M** October 5), believes that **Rock FM** may well extend its audience reach after testing the market in Milan. **Linzi** also says that it will be vital

for the station to give more airplay to new talent. "The rock scene is dynamic and **Rock FM** will have to work seriously to keep its audience right up-to-date on who and what is new."

Polydor/A&M product manager **Giovanni Arcovito** says that the new station "may provide advertising possibilities for some of the good product we have. If you have a specialist station, there is more space to break a new act. **EHR** stations only provide this for established acts such as **Metallica** and **Guns 'N Roses**."

A formula based on colours, letters and number will be applied to regular programming hours. Some include:

- **Santiago Alcanda**, host of "Top Madrid," regional station **TeleMadrid's** daily pop programme, who will introduce all the latest Spanish music from 14.00-16.00, Mondays to Fridays;
- From 21.00-23.00 weekdays, **Jorge Albi** will host "La Conjura de las Danzas," spotlighting the Manchester sound plus new international pop hits;
- **Luis Ignacio Gonzales** will

present "A Escondidas" between 24.00-2.00, focussing on stress-relieving music.

- **Caco Senante**, a singer from the Canary Islands, will host (an-as-yet-untitled) salsa music show on weekends between 22.00-24.00.
- As of September 30, **ONDA CERO CONVENCIONAL** (news/talk) launched their biggest and most expensive catch, **Luis del Olmo**, who is presenting a magazine-style talk show entitled "Protagonistas" from 9.00-13.00 daily.

- Another top media personality, **Julia Otero**, renowned for her highly-rated talk shows on TV, has also been signed. She will host a talk show between 24.00-2.00.

ONDA CERO regulars, equally important in the local media industry, are fortifying their programmes. **Andres Aberasturi** extends his show from one to two hours, 16.00-18.00 daily, while **Luis de Benito** presents his already successful early morning programme between 6.00-9.00.

EHR TOP 40

TW	LW	WOC	Artist/Title	Label	Total	A	B	Add
1	1	13	BRYAN ADAMS /(Everything I Do) I Do It For You (A&M)	(A&M)	65	55	10	0
2	3	5	MARTIKA /Love...Thy Will Be Done (Columbia)	(Columbia)	43	35	8	0
3	2	5	DIRE STRAITS /Calling Elvis (Vertigo)	(Vertigo)	43	35	8	1
4	6	6	COLOR ME BADD /All 4 Love (Giant)	(Giant)	37	27	10	3
5	5	5	EXTREME /More Than Words (A&M)	(A&M)	39	26	13	2
6	4	12	CHER /Love & Understanding (Geffen)	(Geffen)	34	26	8	0
7	15	2	SIMPLY RED /Something Got Me Started (East West)	(East West)	34	28	6	8
8	7	3	PM DAWN /Set Adrift On Memory Bliss (Gee Street)	(Gee Street)	32	26	6	1
9	13	3	ROXETTE /The Big L (EMI)	(EMI)	34	26	8	4
10	11	4	PRINCE /Gett Off (Paisley Park)	(Paisley Park)	30	23	7	3
11	8	10	OMD /Pandora's Box (Virgin)	(Virgin)	27	19	8	0
12	9	7	HEAVY D & THE BOYZ /Now That We Found Love (MCA)	(MCA)	31	23	8	1
13	10	9	AMY GRANT /Every Heartbeat (A&M)	(A&M)	29	19	10	1
14	16	6	LEVEL 42 /Guaranteed (RCA)	(RCA)	27	17	10	1
15	34	2	GUNS N' ROSES /Don't Cry (Geffen)	(Geffen)	24	18	6	6
16	12	5	MIDGE URE /Cold Cold Heart (Arista)	(Arista)	24	18	6	1
17	18	3	JULIAN LENNON /Saltwater (Virgin)	(Virgin)	24	18	6	2
18	38	2	CRYSTAL WATERS /Makin' Happy (A&M)	(A&M)	21	13	8	2
19	NE	→	CATHY DENNIS /Too Many Walls (Polydor)	(Polydor)	22	16	6	7
20	17	3	SIMPLE MINDS /Stand By Love (Virgin)	(Virgin)	21	13	8	0
21	29	3	RIGHT SAID FRED /I'm Too Sexy (Tug/BMG)	(Tug/BMG)	23	16	7	1
22	14	9	MICHAEL BOLTON /Time Love & Tenderness (Columbia)	(Columbia)	17	15	2	1
23	NE	→	PRINCE /Cream (Paisley Park)	(Paisley Park)	19	16	3	11
24	27	3	GIPSY KINGS /Baila Me (Columbia)	(Columbia)	20	14	6	1
25	25	3	ROD STEWART /Broken Arrow (Warner Brothers)	(Warner Brothers)	19	13	6	0
26	22	15	ROD STEWART /The Motown Song (Warner Brothers)	(Warner Brothers)	18	14	4	0
27	28	10	SEAL /The Beginning (ZTT/WEA)	(ZTT/WEA)	19	16	3	0
28	NE	→	BRYAN ADAMS /Can't Stop This Thing We Started (A&M)	(A&M)	19	13	6	6
29	33	2	JASON DONOVAN /Happy Together (PWL)	(PWL)	18	10	8	2
30	20	16	LENNY KRAVITZ /It Ain't Over 'Til It's Over (Virgin America)	(Virgin America)	15	12	3	0
31	26	3	SHAMEN /Move Any Mountain (One Little Indian)	(One Little Indian)	20	9	11	0
32	NE	→	KYLIE MINOGUE /Word Is Out (PWL)	(PWL)	18	11	7	3
33	35	7	INCOGNITO FEAT. JOCELYN BROWN /Always There (Talkin' Loud)	(Talkin' Loud)	19	16	3	0
34	NE	→	ZOE /Sunshine On A Rainy Day (M&G)	(M&G)	17	16	1	0
35	30	16	PAULA ABDUL /Rush Rush (Virgin America)	(Virgin America)	16	11	5	0
36	NE	→	OMD /Then You Turn Away (Virgin)	(Virgin)	17	11	6	4
37	NE	→	MARKY MARK & THE FUNKY BUNCH /Good Vibrations (Interscope/East West America)	(Interscope/East West America)	19	10	9	1
38	23	4	BOMB THE BASS /Winter In July (Rhythm King/Epic)	(Rhythm King/Epic)	21	14	7	0
39	NE	→	SCORPIONS /Send Me An Angel (Vertigo)	(Vertigo)	16	13	3	4
40	NE	→	SABRINA JOHNSTON /Peace (East West)	(East West)	15	13	2	3

The EHR Top 25 chart is based on a weighted-scoring system. Songs score points by achieving airplay at M&M's EHR reporting stations. Unlike M&M's European Airplay Top 50, which includes reports from stations serving a general audience, these stations target 12-34 year-old listeners with contemporary music fulltime or during specific dayparts. Songs in "A" rotation airplay receive more points than those in "B" rotation or more limited airplay exposure. Stations are weighted by market size and by the number of hours per week committed to the format.

CHARTBOUND RECORDS

PAULA ABDUL /The Promise Of A New Day (Virgin America) 18/2	MARC BOLAN /20th Century Boy (Marc On Wax/East West) 13/1
DJ JAZZY JEFF & THE FRESH PRINCE /Summertime (Jive) 18/1	ELECTRONIC /Feel Every Beat (Factory/Virgin) 13/1
MARIAH CAREY /Emotions (Columbia) 17/5	UTAH SAINTS /What Can You Do For Me (frr) 13/1
STEVIE NICKS /Sometimes It's A Bitch (EMI) 17/0	GLORIA ESTEFAN /Live For Loving You* (Epic) 12/4
R.E.M. /Near Wild Heaven (Warner Brothers) 16/0	BAD ENGLISH /Straight To Your Heart* (Epic) 12/3
BELINDA CARLISLE /Live Your Life Be Free* (Virgin) 15/10	LENNY KRAVITZ /Stand By My Woman* (Virgin America) 12/3
WET WET WET /Make It Tonight (Precious/Phonogram) 15/3	TEXAS /Why Believe In You (Vertigo) 12/2
SALT-N-PEPA /Let's Talk About Sex (frr) 15/2	LLOYD COLE /She's A Girl And I'm A Man (Polydor) 12/1
DEACON BLUE /Twist And Shout (Columbia) 15/1	SAILOR /La Cumbia (RCA) 12/1
SCORPIONS /Wind Of Change* (Mercury) 14/3	KARYN WHITE /Romantic (Warner Brothers) 12/1
C&C MUSIC FACTORY /Things That Make You Go Hmmm... (Columbia) 14/0	PATRICK BRUEL /Decale (RCA) 12/0
COLOR ME BADD /I Wanna Sex You Up (Giant) 14/0	INCOGNITO /Crazy For You (Talkin' Loud) 11/4
HUEY LEWIS & THE NEWS /It Hit Me Like A Hammer (EMI USA) 14/0	CROWDED HOUSE /Fall At Your Feet* (Capitol) 11/2
ERASURE /Love To Hate You* (Mute) 13/7	ROLLING STONES /Sex Drive (Columbia) 11/0
DE LA SOUL /A Roller Skating Jam Called... (Tommy Boy) 13/3	CHESNEY HAWKES /Secrets Of The Heart* (Chrysalis) 10/7

The EHR "chartbound" chart lists the total number of EHR reporting stations playing newer songs that do not yet have enough airplay points to rank among the EHR Top 40. The second number represents how many stations reported it to M&M for the first time. Songs which have received no new airplay for two consecutive weeks will be deleted from this chart, but may reappear with new airplay. In the case of a tie, songs are listed by new adds. Asterisks indicate new entries in Chartbound.

AIRPLAY ACTION

by Machgiel Bakker

Can EHR playlists remain static over an extensive period of time? Yes, is the answer, as is proven by the continued domination of **Bryan Adams' (Everything I Do) I Do It For You**. The track has been in the charts for seven weeks at no. 1, and the competition is still not even close. While *I Do It For You* is played on 65 stations, the total number of stations playing the no. 2 song **Martika's Love... Thy Will Be Done** is only 43.

Meanwhile, the second single **Can't Stop This Thing We Started**, is entering at 28 (third best entry this week) with good reports coming from the UK and initial airplay from Sweden, Denmark and Norway.

No less than 17 UK stations (of which 15 in "A" rotation) report the Martika single, while the remaining airplay is scattered around Italy, Holland, Germany and Sweden.

Color Me Badd's first European single, *I Wanna Sex You Up*, which peaked at no. 4 during mid-July, is followed by *All 4 Love* - which also achieved the no. 4 slot. Airplay for this track is strongest in Germany, the UK and the Benelux.

The biggest climber comes from **Simply Red's** *Something Got Me Started*. As predicted in last week's column, Germany and Holland have been added as new markets to the already existing airplay base of the UK, Italy and Sweden.

Cathy Dennis has the highest debuting single at no. 19 with *Too Many Walls*. It marks her second EHR hit single, following *Touch Me (All Night Long)*, which peaked at no. 10 during the third week of June, and enjoyed a chart run of six weeks. Backed by the UK, the single gets promising airplay on the continent, especially in Germany and Italy.

Scorpions score their second EHR hit with *Send Me An Angel*, a typical "sleeper" that, almost three months after its release, is now popping up in Germany, the Benelux and Italy. A point to note is that the band's earlier ballad, the Glasnost-inspired *Wind Of Change*, is re-appearing in Chartbound due to its delayed impact in the UK (although it continues to get airplay in the G.A.S. markets as well as Denmark and Italy). In June of this year, the single topped the **Coca-Cola Eurochart Hot 100 Singles** for three consecutive weeks.

EHR NEW ADD LEADERS

PRINCE /Cream (Paisley Park) 11
BELINDA CARLISLE /Live Your Life Be Free (Virgin) 10
WHITNEY HOUSTON /I Belong To You (Arista) 8
SIMPLY RED /Something Got Me Started (East West) 8
CATHY DENNIS /Too Many Walls (Polydor) 7
ERASURE /Love To Hate You (Mute) 7
CHESNEY HAWKES /Secrets Of The Heart (Chrysalis) 7

The EHR "New Add Leaders" are those songs which received the highest number of playlist additions during the week. In the case of a tie, songs are listed alphabetically by artist.

EHR "A" ROTATION LEADERS

BRYAN ADAMS /(Everything I Do) I Do It For You (A&M) 55
DIRE STRAITS /Calling Elvis (Vertigo) 35
MARTIKA /Love...Thy Will Be Done (Columbia) 35
SIMPLY RED /Something Got Me Started (East West) 28
COLOR ME BADD /All 4 Love (Giant) 27
CHER /Love & Understanding (Geffen) 26
PM DAWN /Set Adrift On Memory Bliss (Gee Street) 26

The EHR "A" Rotation Leaders are those songs which have the highest number of stations playing them in "A" or heavy rotation during the week. Rotation definitions are set by the individual stations. In the case of a tie, songs are listed alphabetically by artist.

"A" ROTATION PERFORMANCE

Artist/Title/Label	"A" %
ZOE /Sunshine On A Rainy Day (M&G) 94	
MICHAEL BOLTON /Time Love & Tenderness (Columbia) 88	
SABRINA JOHNSTON /Peace (East West) 86	
ERASURE /Love To Hate You (Mute) 84	
INCOGNITO FEAT. JOCELYN BROWN /Always There (Talkin' Loud) 84	
PRINCE /Cream (Paisley Park) 84	
SEAL /The Beginning (ZTT/WEA) 84	

A Rotation Performance is a listing of those records who have achieved the best A rotation penetration. Records listed are those outside the EHR top 20 and with a total number of reporting stations of at least 10. Songs tied are listed alphabetically.

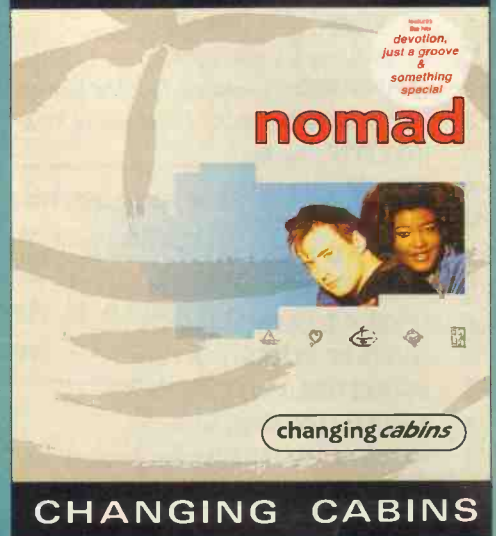
EHR TOP NEWCOMERS

	Total Stations
BELINDA CARLISLE /Live Your Life Be Free (Virgin) 15	
BAD ENGLISH /Straight To Your Heart (Epic) 12	
CROWDED HOUSE /Fall At Your Feet (Capitol) 11	

EHR Top Newcomers are those artists that have never had a Top 20 hit before. Artists are listed by total number of stations. In the case of a tie, songs are listed alphabetically by artist.

nomad

K7 - COMPACT DISC



4 5 T O U R S



LE SON DANS TOUS LES SENS.