

music week

datafile

The Information Source for the Music Industry

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CHART FOCUS

Chesney Hawkes is again chart champ with *The One And Only*, which thus becomes the first five week winner since last summer, when **Elton John's** *Sacrifice/Healing Hands* ruled the roost. But *Clay Aiken's* lead this week is slender indeed, and there is no doubt that next week's number one will be **Cher's** *The Shoop Shoop Song (It's In His Kiss)*. Many doubted the wisdom of Cher's decision to alienate her hard-won rock fans by putting out this light and poppy song, from the movie *Mermaids*, in which she stars with Bob Hoskins, and it may still be a problem as far as album sales are concerned. Number one singles usually lift their parent albums high in the chart, but not always, as Chesney Hawkes will attest. **His Buddy's Song** album is still underachieving, and dips for the second week. Its highest placing so far 18. Conversely, the **Orb** — known for their club hit *Little Fluffy Clouds* — have never had a hit single, yet their first album *The Orb's*



Adventures Beyond The Ultraworld debuts this week at a respectable number 29.

Incidentally, the Network Chart compiled by MRIB has recently taken a very different direction from the Gallup chart. MRIB's number one this week is **Madonna's** *Rescue Me*, though *The One And Only* outsells it on the Gallup panel by a margin of nearly three to two. Last week, the MRIB number one was the **Waterboys'** *The Whole Of The Moon*, and the week before *Sit Down* by **James**. None of

these records reached pole position according to Gallup. The likely cause of these consistent discrepancies is the fact that MRIB's panel consists only of independent outlets, chains like Woolworth's contributing only to the Gallup chart. Also, the MRIB chart takes account of airplay and is compiled over an earlier sales period.

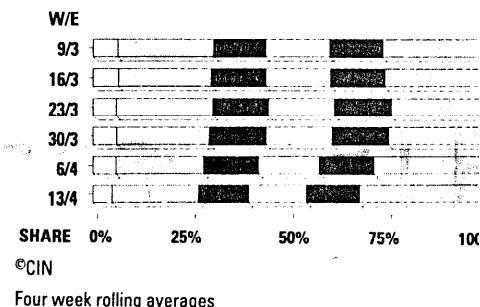
Back on the Gallup listing, the week's highest debut is *Get The Message* by **Electronic** at number 14. The previous **Electronic** single had the added attraction of **Pet Shop Boy** Neil Tennant on vocals. For this one they're down to their core of **Barney Sumner** and **Johnny Marr**, members of the two most important independent bands of the past decade — **New Order** and the **Smiths**. When the latter group broke up, few would have expected Marr to overshadow Morrissey, but that's just what is happening — Morrissey's *Sing Your Life* debuted at number 33 a fortnight ago, fell to number 50, and is no longer charting.

Alan Jones

UPDATE

SALES			
Index of unit sales. 100=weekly average in 1990	Last week	This week	% diff
Albums	75	68	-9
Singles	84	84	0
Music Video	59	60	+2

SHARE OF SINGLES MARKET BY CHART



TOP 10 BEST SELLING ALBUM

Pos	Artist	Previous chart*	Pos	Artist
1	EURYTHMICS	(-)	6	BARRINGTON
2	R.E.M.	(-)	7	DEBORAH HARRIS
3	ROXETTE	(-)	8	SIMPLE MIND
4	CHRIS REA	(1)	9	GEORGE MICHAEL
5	ROD STEWART	(-)	10	MADONNA

Compiled by ERA from Gallup data. Based on Top 200 album sales to 13 April. *18 February to 16 March.

ANALYSIS

With digital cassettes of whatever variety slow to claim their place as a fourth format, music video is staking a strong claim.

Gallup's figures for 1991's first quarter show Warner's entry into the format handsomely rewarded with a 14.6% share. Its two Madonna titles took first and third position in the quarterly chart.

The simultaneous release of *The Immaculate Collection* video and album adopted a proven strategy for mainstream product, boosting sales for both.

WMV International vice president Ray Still says: "The video is like a fourth format and it makes most sense to release them together."

The argument for simultaneous release is supported by this week's chart



to marketing, it is still rare for music video titles to impact on the main video sell through chart

the same period last year.

1990's top-selling music video was the three tenors' *In Concert*. Yet its sell through peak was at number four.

And while **New Kids On The Block** managed to top all other retail videos with *Step By Step* in April 1990, the group's success only served to highlight the exception.

Pop idols and MOR solo acts are alone in their ability to top both video and album charts. **REM's** album *Out Of Time* debuted at number one and has not moved from the Top 5. Yet the group's video, *Tourfilm*, is unable to break into video's Top 20.

Another example is provided by **The Farm**, whose album *Spartacus* is an ex-number one yet the group's video has had no impact on the retail video Top 40.

Video clearly has a wider

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Table with columns: Rank, Weeks, Title, Artist (Producer), Label/Cassette (Distributor) CD/LP. Lists top 37 albums including 'GREATEST HITS', 'REAL LIFE', 'ROYJIDE', etc.

Table with columns: Rank, Weeks, Title, Artist (Producer), Label/Cassette (Distributor) CD/LP. Lists albums from rank 38 to 74, including 'THE VERY BEST OF...', 'RAIN TREE CROW', 'INNUENDO', etc.

Table with columns: Rank, Weeks, Title, Artists. Lists albums from rank 1 to 20, including 'NOW THAT I CALL MUSIC', 'THIN ICE - THE FIRST STEP', etc.

ARTISTS

Table listing artists and their chart positions, including 808 STATE, AC/DC, ADAMS, ARMATRADING, ASTLEY, BADALAMENTI, BANDERAS, BARRY, BEE GEES, BLACK BOX, BOLTON, CARPENTERS, CHER, CLASH, COLLINS, COPE, CURE, DOORS, DYLAN, ESTEFAN, EURYTHMICS, FARM, FREE, HAPPY MONDAYS, HARRY, HAWKES, HOUSTON, INXS, ISAAC, JESUS JONES, JOHN, JONES, K.L.F., KENNEDY, KENNEDY/NIGEL/PO/TENNSTEDY, KRAVITZ, LIVING COLOUR, LOFGREN, LONDON PHILHARMONIC CHORUS/NPO.

Platinum (300,000) Gold (100,000) Silver (50,000) Panel sales increase of 50 to 99% over last week Panel sales increase 100% or more over last week