





# Music week

# datafile

The Information Source for the Music Industry

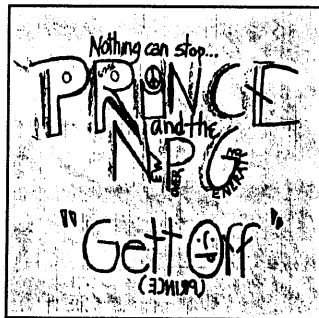
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## CHART FOCUS

**B**ryan Adams' single, (Everything I Do) I Do It For You, continues to out-distance its rivals by a considerable margin, even on its eighth week in pole position. With sales now well past 800,000, it stands a very real chance of becoming the first million selling single since Jennifer Rush's The Power Of Love in 1985.

The challenges from Right Said Fred and PM Dawn now defeated, the next threat to Adams comes from Prince, whose Gett Off is the week's highest debutant at number five. History is against Prince — he has never had a number one in 26 previous appearances on the chart. But Gett Off is only his second single ever to enter the chart in the Top 10 — Batdance debuted at number three a couple of years ago.

The import version of Gett Off — which contains nearly 45 minutes of music in its CD edition, a little less on 12-inch and maxi-cassette — continues to sell strongly, and climbs to number 33 on the



album chart.

When it entered the chart at number 17 a fortnight ago, Guaranteed looked like becoming a Top 10 smash for Level 42 but it immediately went into decline, and dips precipitously this week from number 20 to number 43. Remarkably, it's the only record on the singles chart on the RCA label which in more glorious times, once accounted for a total of four of the Top 10 singles.

As the effects of Pavarotti's Hyde Park concert fade, he loses leadership of the album chart to the original cast recording of Joseph And The

Amazing Technicolor Dreamcoat, as performed by Jason Donovan and the London cast. Dreamcoat is only the third stage cast recording ever to top the album chart, following 1987's The Phantom Of The Opera and 1989's Aspects Of Love. All three feature the music of Andrew Lloyd Webber.

Meanwhile, packed cinemas have helped Brad Fiedel's original soundtrack to the new Arnie film, Terminator 2, to a number 26 debut on the album chart, while Guns N' Roses' single, You Could Be Mine, also featured in the film — is dying much more slowly than most metal singles. Several weeks past its peak, it actually climbed from 17 to 16 a fortnight ago, and, though it drifted to number 18 last week its sales were up. This week, it slips to number 23. The spoof I'll Be Back by Arnee & The Terminators (in reality, two of Steve Wright's Afternoon Boys) soars from number 32 to an impressive number nine.

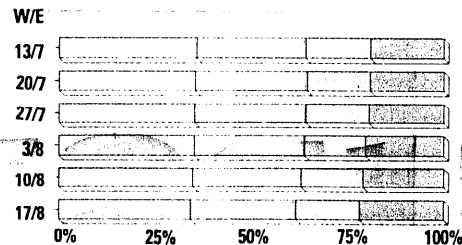
Alan Jones

## UPDATE

### SALES

Index of unit sales. 100=weekly average in 1990	Last week	This week	% diff
Albums	83	86	+ 2
Singles	101	113	+12
Music Video	62	64	+ 3

### SINGLES MARKET SHARE BY FIVE WEEKS



©CIN

Four weekly rolling averages

### ROOKIES

- |                     |                         |              |
|---------------------|-------------------------|--------------|
| 1 SEAL              | ZTT (7)                 | 6 DANNI MII  |
| 2 BEVERLEY CRAVEN   | Epic (4)                | 7 COLOR ME   |
| 3 CATHY DENNIS      | Polydor (12)            | 8 MARK COH   |
| 4 C&C MUSIC FACTORY |                         | 9 EMF        |
|                     | Columbia (15)           | 10 ENIGMA VI |
| 5 KLF               | KLF Communications (34) |              |

Best Selling debut albums from previously uncharted acts (Current by ERA from Gallup data. Sales period: 22 July to 24 August.

## ANALYSIS

**B**ootlegging of 12-inch white label dance singles is moving up a gear with pirates producing copies of a major label's unreleased track across Europe.

A pirate operation was broken up by the BPI's Anti Piracy Unit in London after 500 copies of Mass Order's Lift Every Voice — re-titled Take Me Away by the bootleggers — had been pressed.

But the entry of the track at number 40 in last week's Club Chart tipped off Columbia to a second bootlegging operation in Manchester.

Meanwhile, Columbia in the US reports pirate copies on sale in Holland made from a demo cassette which originated from England.

Previously content with pirating released tracks for remixes, such as the bootlegged version of Mariah Carey's



Ripley, marketing manager of dance for both Columbia and Epic. "It is our task to create demand for our artists."

The immediate effect of the bootlegging has been to force Columbia to bring forward the release of Lift Every Voice from January to October.

But Sony Music's official backing for an APU crackdown on 12-inch piracy by monitoring retail sales masks a more complex relationship between

was deleted, but the bootleg was a success. And the re-release on Talkin' Loud became a Top 10 track.

Some record companies have tried to tempt the bootleggers in out of the cold. "My policy is to invite them to bring their cassettes in," says Ripley. "If they're good, we'll license them and pay for it."

But with the scale of 12-inch piracy escalating, record companies are now looking to get tough with a practice which they feel is getting beyond their control.

Specialist retailers will soon receive a warning letter from the APU, which has previously concentrated on getting co-operation from pressing plants.

Columbia on both sides of the Atlantic has invested a great deal in Mass Order. By upsetting the carefully laid

## AVAILABLE

**SEAN WILSON AND HIS SINGERS**  
50 GREAT SONGS FROM IRELAND  
FIELDS OF ATHENRY  
BED OF ROSES - OLD PALS  
LOVELY LETRIM  
AMONG THE WICKLOW HILLS  
OLD LOVE LETTERS  
GYPSY WOMAN  
OLD BOG ROAD  
WILD ROVER - DRUMBLISH  
RATHLIN ISLAND  
HOME IN TYRONE  
GENTLE MOTHER  
WILD SIDE OF LIFE  
A MOTHER'S LOVE  
WEDDING BELLS  
GOODNIGHT IRENE

**GREAT PARTY SINGALONG**

**SEA WILSON**  
IRELAND'S LATEST RELEASE  
50 GREAT SONGS

SWC 1001  
SWD 1001  
VIDEO: SWTVC 10

**SUSAN McCANN**  
NEW CASSETTE AND CD SINGLE

PLA 077C  
PLA 077D

NEW ALBUM IN OCTOBER

STRING-O  
**SUSAN McCANN**  
OH!

FRANKIE SINCE  
WHAT'VE GOT IN MIND  
STAND BY YOUR MAN  
WILD WIND UP  
NEED UP THE PILLOW  
THAT YOU DREAMT ON  
RUBY GARDEN  
TAKE TIME TO HANG  
FROM MY HEART  
YOUR GARDEN  
SHEENA GO HARD  
YOUR GARDEN HEART  
BE & HUBBY MUGGER

