

music week

datafile

The Information Source for the Music Industry

30 NOVEM

CHART FOCUS

Michael Jackson's *Dangerous* is the fastest number one album of all-time, debuting in pole position on Sunday after mere three days in the shops. Sony estimate it sold more than 400,000 copies in hectic trading, enough for it to narrowly outdistance the week's (and year's) other major new album, U2's *Achtung Baby*. *Dangerous* completes a triumvirate of number ones for Jackson, matching the success of his past two albums *Bad* (1987) and *Thriller* (1982). The combined sales of *Dangerous* and *Achtung Baby* make it sound like a boom time for dealers, but their tally of less than 400,000 is well down on the combined sales of 615,000 registered by *Madonna's* *The Immaculate Collection* and *Elton John's* *The Very Best Of...* in the same week last year.

Jackson also remains top of the singles chart by a massive margin, but there's some very significant newcomers, which



could be challenging his superiority in the next fortnight. Indeed, for the first time in chart history, three singles debut inside the Top 10 — and two of them are by new acts making their first ever appearances. Leading the triumvirate is a house remake of *Christopher Cross's* very minor (number 69) 1980 hit *Ride Like The Wind*, which enters the chart at number six for Italian group *East Side Beat*. Three notches lower, US rock act *Nirvana* debut with *Smells Like Teen Spirit*, the introductory single from their highly successful first album.

The triumvirate is completed sensationally by *Diana Ross*. Veteran of more than 70 hits, including over 40 solo successes and nearly 20 as leader of the *Supremes*, Diana has the highest debut of her career with *When You Tell Me That You Love Me*. A slow, romantic ballad, it could easily land Ross her first number one since 1986's *Chain Reaction* — a track which appears as the flip of her latest smash.

With *Tina Turner's* *Way Of The World* — itself a high new entry last week — now ranked 13th, *Kiri Te Kenawa* still charting, and *Donna Summer* returning to the Top 75 with *Work That Magic*, there's four women over 40 in the chart.

Bryan Adams's (*Everything I Do*) *I Do It For You* is suddenly in steep decline, slumping from number 12 to number 36 this week. It's all rather academic of course — it has now sold THREE times as many copies as any other single in 1991.

Alan Jones

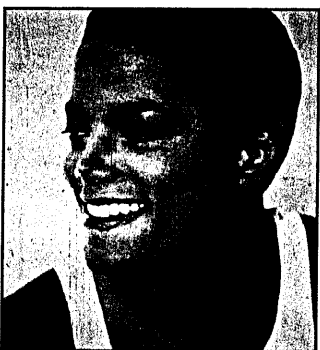
ANALYSIS

It is fitting that Michael Jackson this week becomes the first artist to retain pole position in *music Week's* month-old *Irplay* Chart.

For, while Jackson has made a huge impression with a video packed with special effects wizardry, the new chart has been utilising some advanced technology of its own.

Devised for *MW* by its sister company, Entertainment Research & Analysis, the chart has been made possible by the new generation of automatic audio schedulers. The newly-used Selector system — standard throughout the US — turns playlists into broadcasting music schedules, fitting in around ads, news bulletins and jingles.

The computer software can so produce a chart of all records played over a given



produced by Radio One's Romeo system to create a full Top 50.

By including the country's most popular station for the first time, the chart marks a big advance on *MW's* former Playlist Chart, says general manager of ERA Graham Walker.

Radio One, which after weighting makes up 45% of the chart's total input, has proven

have proven slower to pick up on new acts while holding on to them longer. The further away from London, the higher the profile of big-name favourites such as *Simply Red*, *Michael Jackson* and *Bryan Adams* and regional artists such as *Scotland's* *Deacon Blue* and *Fish*.

By drawing on the exact number of plays rather than whether a track is playlisted, the chart is more accurate than ever before. And there are plans to improve it even more.

Currently drawing on data running up to the Tuesday before publication, there are already plans to bring the deadline forward.

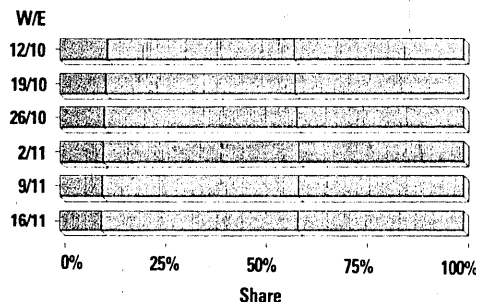
Eventually, it could even be possible to identify each radio play weighted according to number of listeners and the demographic profile at any

UPDATE

SALES

Index of unit sales. 100=weekly average in 1990	Last week	This week	% diff
Albums	118	146	+24
Singles	95	96	+1
Music Video	131	162	+24

ALBUMS MARKET SHARE BY FOR



Four week rolling averages. © CIN

TOP TEN DISTRIBUTORS

1 PolyGram	6 Pinnacle
2 EMI	7 RTM
3 BMG	8 Prism/Terry Blood
4 Warner Music	9 Pickwick
5 Sony Music	10 APT

Compiled by ERA from Gallup data. Based on Top 200 album charts

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