

14 Made to order
New Order live set among new releases

16 High 'n' dry
Wet Wet Wet single is a Top 10 hit



22 Right on
Solo's Come On enters indie chart

24 Dance-ology
Vibeology takes Abdul into dance countdown

Music week

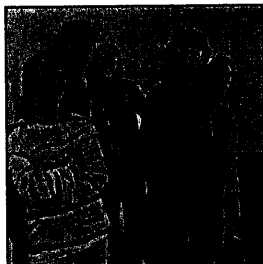
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CHART FOCUS

Less than three months ago, **Wet Wet Wet** had reached crisis point: their downwardly spiralling chart career reached a new low when **Put The Light On** peaked at number 56, just weeks after **Make It Tonight** fizzled out at number 37. The first tracks from the upcoming **Wet Wet Wet** album **High On The Happy Side** offered little evidence that the band would ever regain the magic that gave them five Top 10 hits and a near miss from their first half dozen singles. Yet **Goodnight Girl**, the third choice single from their album, moves to the top of the chart this week, to become their second number one. In many ways, it must be much more satisfying than their first, 1988's **With A Little Help From My Friends**, which was a cover of a familiar Beatles song, released to aid the **Childline** charity appeal at a time when they had few rivals in the teen heartthrob stakes. Their latest is a self-penned song with no charity angle, released long after their



teen appeal has faded. Shaping up to give the Wets a run for their money next week is **Give Me Just A Little More Time**, the latest hit from **Kylie Minogue**, which debuts at number five. It's Kylie's highest debuting single since **Better The Devil You Know** six hits ago. It's one of two singles to debut in the Top 10 this week, and both are on **PWL**, the other being Dutch duo **2 Unlimited's** **Twilight Zone**, a follow-up to their number two maiden hit **Are You Ready For This**. Despite the high-flying debuts of these singles and the

Wonder Stuff's **Welcome To The Cheap Seats**, which enters at number 11, it is actually a very quiet week for singles, with only eight new entries to the Top 75, compared with 33 a fortnight ago and 20 last week. But with many of the singles that flooded into the chart in that influx still growing, the market has expanded a little.

Finally, while applauding **Wet Wet Wet** for their latest singles success, we should mention that **Simply Red's** **Stars** is number one album for the seventh week — but neither is the best-selling music carrier of the week. That honour falls to the video of the movie **Robin Hood — Prince Of Thieves**, which outsold them both by a margin greater than four to one. Its musical content includes **Bryan Adams' (Everything I Do) I Do It For You**, which thus returns to the top of the sales pyramid via the backdoor, having topped the singles chart in its own right for 16 weeks last year.

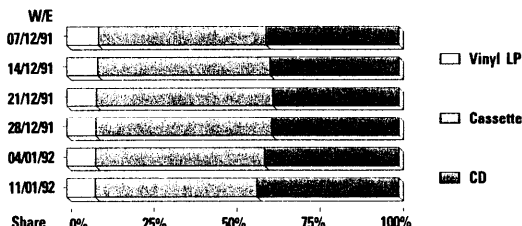
Alan Jones

UPDATE

SALES

Index of unit sales. 100=weekly average in 1990	Last week	This week	% diff	This week last year	% diff
Albums	81	74	- 9	+3	
Singles	89	93	+ 4	+7	
Music Video	85	72	-16	+9	

ALBUMS MARKET SHARE BY FORMAT



Four week rolling average. © CIN

EVERGREENS

- | | |
|-------------------------------------------------------|---------------------------------------------------------|
| 1 GREATEST HITS VOL 1
Queen Parlophone (471) | Luciano Pavarotti Decca (97) |
| 2 VERY BEST OF ELTON JOHN
Elton John Rocket (63) | 6 MCMXC AD
Enigma Virgin Int (57) |
| 3 THE IMMACULATE COLLECTION
Madonna Sire (61) | 7 WATERMARK Enya
WEA (172) |
| 4 IN CONCERT
Pavarotti/Domingo/Carreras Decca (73) | 8 LEGEND Bob Marley
Tuff Gong (301) |
| 5 THE ESSENTIAL PAVAROTTI
George Michael Epic (71) | 9 BAT OUT OF HELL
Meat Loaf Epic (453) |
| | 10 LISTEN WITHOUT PREJUDICE
George Michael Epic (71) |

Albums have appeared in the Top 200 artist chart for 52 weeks or more. Brackets denote weeks in chart. Compiled by ERA from Gallup data Nov 4 to Nov 30.

ANALYSIS

As it runs faster and faster just to stay still the UK singles market is beginning to resemble a hamster on a treadmill.

The number of new entries in 1992 has already outstripped previous peaks. By week three there had been 55 new entries and 12 debuts, way clear of 1989's previous high of 38 with nine debuts.

This furious turnover means, of course, that the chart life of individual records diminishes.

Despite **Bryan Adams'** record-breaking 25 week-run, singles in 1991 spent an average 4.39 weeks on the chart, another low. Behind **Bryan Adams** came **Chesney Hawkes** and **Right Said Fred**, whose hits of 1991 hung around for what was once an unremarkable stretch — 16 weeks.

As a consequence of shortening chart life, record companies have fewer opportunities to use singles to expose acts to a mainstream

AVERAGE CHART LIFE OF TOP 75 SINGLES

Year	Number of singles	Average life (Weeks)
1986	653	5.4
1987	650	5.13
1988	675	5.77
1989	721	5.41
1990	814	4.79
1991	888	4.39

Source: *MW* estimates

audience, let alone make a lasting impression.

"It is frightening — we must have the fastest territory in the world for singles," says **A&M** marketing director **Jason Guy**.

Guy says the faster turnover undoubtedly makes his life much harder. "It means fewer chart weeks to go round. As a result we have to fire off singles so quickly that they are a bit lost."

Hand in hand with the rising tally of new entries goes the total of chart debuts. Last year 222 acts made a first appearance — 17 more than in 1990 and another high.


Guy says companies are so desperate to break singles that the industry is unable to act together to slow down the chart.

In desperation some have suggested introducing an airplay element would lengthen chart life.


But that would undermine the UK chart's greatest strength — its accuracy. "It goes against a lot of principles," says **Guy**.

But as the wheel spins more furiously than ever something has to give. In the meantime let's hope the market is fit enough to keep pace.

Matthew Cole



SECOND SINGLE



7" PB 45257
12" Picture Disc PT 45258
Cassette with stencil PK 45257

