

8 Bible-belter
Boo Hewerdine's
album among releases

10 Wonder stuff
Carl Stigers' debut
success for Arista

16 Door men
Kick Like A Mule
tops indie chart

18 Long run
Marathon's Movin'
is a dance hit

music week

datafile

The Information Source for the Music Industry

8 FEBRUARY 1992

CHART FOCUS

Wet Wet Wet's glorious comeback continues this week. Their single Goodnight Girl remains at the top of the chart, though its lead is slashed, as fans switch allegiance to the group's album High On The Happy Side which powers its way to number one with a massive sale, more than the rest of the top five can manage between them. It's the group's second number one album, emulating their 1987 career-opener Popped In Souled Out.

One person with more reason than most to view the group's resurgence with mixed feelings must be **Kylie Minogue**. But for them, Kylie's Give Me Just A Little More Time would have been number one last week, but it's chance has gone forever, as it dips to number three this week. It's not the first time Marty and his pals have deprived Minogue of a number one single — their only previous



chart-topper With A Little Help From My Friends was all that stopped her from reaching the summit with Got To Be Certain.

Hitherto, both the **Pasadenas** and **Ian Levine** could boast that the high point of their chart careers was a number five hit, Levine as writer and producer of **Evelyn Thomas'** High Energy (1984) and the Pasadenas with their debut hit Tribute (Right On) four years later. Now, they've gone one better, as Levine's production of the group's I'm

Doing Fine Now, last week's highest new entry at number 12, sprints to number four.

Meanwhile, the highest new entry this week is **Primal Scream's** Dixie-Narco EP, which also debuts at number 12. Not only their highest debuting single, it's also their highest-charting. Of the tracks on the EP, radio favours Movin' On Up, while club action is mainly on Screamadelica. The former track features on their album, also entitled Screamadelica, from which each of their previous four hit singles have been lifted — but, despite sharing its name with the album, the latter track does *not* appear on it.

Finally, a reminder to all those surprised by the low debut of **Altern 8's** Frequency which enters the chart at number 41, 30 rungs lower than their last hit Activ 8 (Come With Me). The record is a low profile release limited to just 10,000 copies.

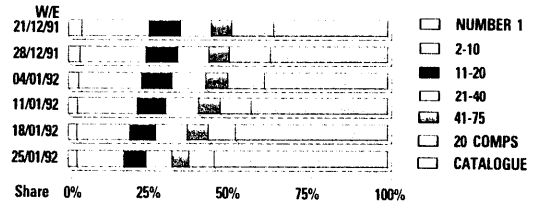
Alan Jones

UPDATE

SALES

Index of unit sales. 100=weekly average in 1991	Last week	This week	% diff	This week last year	% diff
Albums	68	78	+14	+3	
Singles	95	95	0	-6	
Music Video	64	68	+6	-6	

ALBUM MARKET SHARE BY CHART POSITION



Four week rolling averages © CIN

EVERGREENS

1 GREATEST HITS Queen Parlophone (473)	6 WATERMARK Enya WEA (174)
2 VERY BEST OF Elton John Rocket (65)	7 LEGEND Bob Marley & Wailers Tuff Gong (303)
3 IMMACULATE COLLECTION Madonna Sire (63)	8 BEST OF UB40 VOL 1 UB40 Virgin (217)
4 MCMXC AD Enigma Virgin Int (58)	9 THE JOSHUA TREE U2 Island (215)
5 IN CONCERT Carreras/Domingo/Pavarotti Decca (75)	10 THE ESSENTIAL PAVAROTTI Luciano Pavarotti Decca (98)

Albums have appeared in the Top 200 album chart for 52 weeks or more. Brackets denote weeks in chart. Compiled by ERA from Gallup data Dec 30 1991 to Jan 25 1992.

ANALYSIS

By leaping into the Top 50 without the aid of a movie, TV ad or tour tie-in, EMI's Dr Hook reissue single is an unusual success.

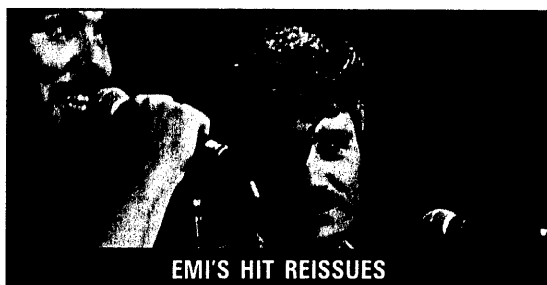
The repeat hit of When You're In Love With A Beautiful Woman is the result of EMI's Classic Tracks promotion.

Starting last summer with the Beach Boys' Do It Again, EMI's strategic marketing department is attempting to take a series of old tracks and capitalise on a consumer demand for CD singles.

Barry McCann, general manager (marketing) of the strategic marketing division, says: "We were getting feedback from our sales people saying there was a lot of demand for old singles which weren't available."

Following the Beach Boys with Rick Nelson's Hello Mary Lou and Don McLean's American Pie, the project has registered four top 75 singles.

The strategy has been to treat each single as a brand new release, promoted



EMI'S HIT REISSUES

Artist	Original release	pos'n	New release	pos'n
Beach Boys — Do It Again	July 68	1	June 91	61
Rick Nelson — Hello, Mary Lou	June 61	1	Aug 91	45
Don McLean — American Pie	Jan 72	2	Oct 91	12
Dr Hook — When You're In Love	Sept 79	1	Jan 91	44

through airplay on gold radio stations and retail counter boxes.

The promotion, intended to produce one new single every couple of months, combines the A-side with extra tracks (like Dr Hook's Angel Eyes) and even a medley to persuade fans to replace their old 45s with the digital format.

Each has also tied into a greatest hits collection to

maximise the knock-on effect of each mini-revival.

So far, the most successful of the four has been Don McLean's single, significantly the only one with the backing of the artist himself.

With McCann claiming there are "dozens" more tracks of the classic calibre for the next slot in the series, it is a promotion which has plenty of life in it yet. **Martin Talbot**

REVISED DATES FOR FORTHCOMING SUPPLEMENTS IN

music week

FEBRUARY 15
MERCHANDISING

FEBRUARY 22ND
REISSUES
AUDIO ACCESSORIES

FEBRUARY 29TH
VIDEO RETAILER
STUDIOS IN THE UK

for further details contact the
MUSIC WEEK AD TEAM

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