



**12 Tres Chic**  
Warner's Chicism among new releases

**14**  **Still alive**  
Pearl Jam's debut hangs in chart

**20 Stick up**  
Sugarcubes hit indie albums peak

**22**  **Man united**  
N-Joi's Manchester opus is a dance hit

# music week datafile

The Information Source for the Music Industry

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## CHART FOCUS

**S**hakespears Sister ease ahead at the top of the singles chart, and look set to continue to dominate for another couple of weeks — though it would probably be foolish to completely write off the chances of **Opus III's** *It's A Fine Day* (up to number five) (pictured) or the **Temptations' My Girl**, which vaults to number two.



a man who rates it as one of Motown's finest ever singles, producer **Ian Levine**, who recently cited it as a prime example of a classic track that couldn't succeed in the current climate.

Levine is delighted to be wrong, but is paying for its success by forfeiting his first ever top three hit — his production of the **Pasadenas** *I'm Doing Fine Now* is jammed at number four for a fourth week, but its sales are freefalling, and it is certain to make a major downward move next week.

**Bryan Adams** spent 16 weeks at number one with

(*Everything I Do*) *I Do It For You*, but neither of two follow-ups managed to breach the Top 10. However, **Though I'd Died And Gone To Heaven**, the fourth single from his latest album *Waking Up The Neighbours* climbs to number eight this week.

It's rare for records dropping down the Top 20 to turn around and head back up, but it happened last week with **Queen and Julia Fordham**, and this week with **Pearl Jam**, whose *Alive* debuted at number 17 a fortnight ago, then slipped to number 18. This week it rebounds to number 16. TV and movie exposure helped **Queen and Julia Fordham**, but **Pearl Jam** and a few others with similar records in recent times have less obvious catalysts — it could just be that the downturn in sales, which have taken singles to their lowest ebb since the early Seventies, makes the chart more prone to statistical blips, as sales differentials are blurred by sampling error rates.

**Alan Jones**

Having tried and failed to turn *My Girl* into a hit on several occasions, most recently in 1986, **Motown** appears to have shot itself in the foot — not by allowing **Columbia** to license it, but by simultaneously releasing the **Temps'** biggest club hit in years, **The Jones'**, which could ordinarily be expected to receive rather more radio support than it has. **The Jones'** entered the chart last week, but has already dipped out of the Top 75, and the decision not to hold it back until *My Girl* has run its course could prove costly.

Someone else with reason to rue the success of *My Girl* is

## ANALYSIS

**D**espite the newly-launched Pro Vinyl campaign to fight the demise of vinyl, rumours of the death of the seven-inch single are grossly exaggerated.

Although in decline, its 27% share of the singles market remains the most popular format.

Last week, **Wet Wet Wet's** *Goodnight Girl* single sold 41% on the "old fashioned" disc, remaining the number one seven-inch despite losing its overall top spot to **Shakespears Sister**.

With chart rules allowing a maximum of four formats, **Phonogram's** decision to go with two CD singles saw the 12-inch dropped rather than the seven-inch. Marketing director **Nick Rowe** says: "If you are looking for a crossover hit the seven-inch is still vital. Sales on the **Wet Wet Wet** single prove that."

**RCA**, meanwhile, is steering clear of 12-inch, CD and cassette formats with its monthly releases by the **Wedding Present**, which have

**LAST WEEK'S SEVEN-INCH TOP 10**

- 1 (2) **GOODNIGHT GIRL** Wet Wet Wet
- 2 (5) **MY GIRL** The Temptations
- 3 (1) **STAY** Shakespears Sister
- 4 (4) **I'M DOING FINE NOW** The Pasadenas
- 5 (3) **REMEMBER THE TIME** Michael Jackson
- 6 (6) **I WONDER WHY** Curtis Stigers
- 7 (8) **TWILIGHT ZONE** Unlimited
- 8 (9) **FOR YOUR BABIES** Smokey Robinson
- 9 (12) **GIVE ME JUST A LITTLE MORE** Kylie Minogue
- 10 (7) **I LOVE YOUR SMILE** Sting

Source: ERA © CIN  
(Chart positions for all formats)

so far secured two top 30 singles in two months.

The last single, **Go Go Dancer**, entered the seven-inch chart at number

four — reaching 20 in the overall rundown — its 10,000-copy limited edition selling out in six days.

There appears to be no pattern tying together those singles which do fare better on seven-inch, traditionally a pop format and last week's chart sheds little light on the matter.

While **Kylie's** pop single fared best on seven-inch — accounting for 43% of sales — **Shanice's** didn't — scoring only 22% of sales on the format.

Yet there is little sign that dance music is unsuited to seven-inch. While **Opus III's** number 10 finished at 23 in the seven-inch rundown with just 17% of all sales on the format, **2 Unlimited** actually improved on its overall position.

The bad news for retailers and media buyers is that the relative success of seven-inch is almost impossible to predict. But one thing is for sure: don't count it out quite yet.

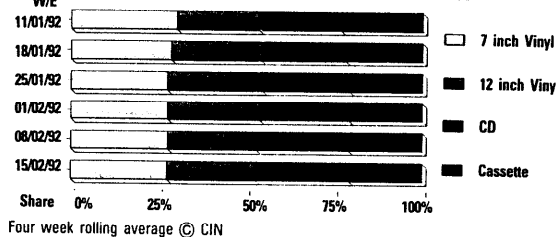
**Martin Talbot**

## UPDATE

### SALES

Index of unit sales. 100=weekly average in 1991	Last week	This week	% diff	This week last year	% diff
Albums	98	88	-10	-8	
Singles	100	90	-10	-13	
Music Video	85	66	-22	-25	

### SINGLES MARKET SHARE BY FORMAT



### ROOKIES

1 <b>SEAL Seal</b> (ZTT)	6 <b>VOICES Kenny Thomas (Cooltempo)</b>
2 <b>THE COMMITMENTS The Commitments</b> (Epic)	7 <b>SPOOKY Lush</b> (4AD)
3 <b>BEVERLY CRAVEN Beverly Craven</b> (Epic)	8 <b>GENERATION TERRORISTS Manic Street Preachers</b> (Columbia)
4 <b>LITTLE EARTHQUAKES Tori Amos</b> (East West)	9 <b>BOING! Airhead</b> (Korova)
5 <b>FINALLY Ce Ce Peniston</b> (A&M)	10 <b>MOVE TO THIS Cathy Dennis</b> (Polydor)

Best selling debut albums by previously uncharted acts. Sales period: Jan 20 to Feb 15

## FORTHCOMING SUPPLEMENTS IN

### music week

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MEDIA

MARCH 21

BLUES

MARCH 28

COMPUTER SOFTWARE VIDEO RETAILER (MOVIES FOCUS)

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