



# Supergrass challenge top spot

## SALES

Though the shape of the album chart has changed very little in the past five years, the singles chart and the way it works have undergone rapid and worrying changes.

In the first 40 years of singles charts, there was never a week in which more than two singles made simultaneous Top 10 debuts until 1992. Last week there were five new entries into the Top 10, and at the current rate of progress it's possible that by the end of the century there will be a chart in which the entire Top 10 are new entries, and in which there are no climbers.

This week only three records in the Top 75 make upwards progress, and all of them - **Diana King's** Shy Guy, **Shaggy's** In the Summertime and **Amy Grant's** Big Yellow Taxi - can probably thank exposure on last Thursday's Top Of The Pops for their ability to buck the trend.

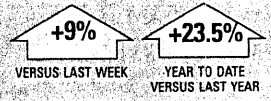
Of 22 new entries to the singles chart last week, no fewer than 20 are already in decline. For around 90% of all chart singles, where you debut is where you peak, and the only direction is down. The number of records to debut on the nursery slopes of the chart, between 41 and 75, and then enter the Top 40 is in deep decline. Last year there were 21. So far this year, only three records have done it - **Love City Groove's** self titled hit, **Queensryche's** Bridge and **Mike And The Mechanics'** Beggar On A Beach Of Gold. That's only a little over 1% of the 232 records that have entered the Top 75 in that part of the chart in 1995.

While the chances of hit singles growing becomes rarer, far more records are making transitory chart appearances than ever before. In the course of a year, upwards of a thousand singles pass through the Top 75. So far in 1995 some 593 have entered the listings, an increase of 4% over the previous record (572) set at this stage of last year. By comparison, the figure for five years ago is 467, meaning there's been a 27% increase in already hectic chart activity in the last five years.

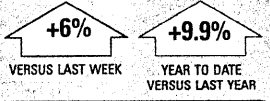
And the higher up the chart you go, the more hectic that activity is. There have been 361 new entries to the Top 40 this year, compared to 315 in 1994 and a mere 167 five years ago - growth of 15% and 166% respectively. And the number of singles debuting the Top 10 has grown through the roof. There are 58 so far this year - a 41% increase over the 41 logged by this time last year, and an unbelievable 190% increase over five years ago when only 20 turned the trick.

Alan Jones.

## SINGLES UPDATE



## ALBUMS UPDATE



## AIRPLAY

Though it received fewer spins than the rest of the top four, **Edwyn Collins' A Girl Like You** had marginally the larger audience last week, and thus replaces **M People's** Search For A Hero a the top of the airplay chart. Major record companies dominate airplay as they dominate sales, and Collins' single - on Setanta via Vital - is the first independently distributed disc to top the chart this year. Simultaneous with its rise to number one nationally, it loses its position atop the Radio One list, with **Supergrass' Alright** becoming the network's top tune on plays, with **EMF/Vic & Bob** taking the prize for largest audience.

Radio One accounts for 80% of the Supergrass audience and gave it 26 spins last week. That's one more than the unexpected runner-up I'll Be Around by **Rappin' 4-Tay** featuring the Spinners, which garnered 25 plays despite never having been a big sales hit (it peaked at 30, and was down to number 42 by last week) or a big club chart hit (it peaked at number 90 in RM).

It's god to see Radio One not slavishly following the CIN chart in its programming, but not unexpected. Commercial radio takes fewer chances, with Atlantic 252 playing safest of all, so it's a pleasure to find the station gave no fewer than 29 plays to **The Connells' TVT/Island** single '74-'75 last week. Atlantic 252 is therefore in the unusual position of providing more than half of all the audience and nearly half of the plays given to this new, uncharted record (an alternative, retro, country rocker) last week, as measured against the support given by 66 other stations.

At five minutes and 34 seconds, the one track promo of the new **Take That** single Never Forget is both their longest single and nearly two minutes longer than the average single by all Top 40 acts. Even so, it found plenty of support when it was released to radio towards the end of the week, picking up 82 plays to occupy 67th place on the airplay chart. Expect a major surge in support this week.

Not strictly a music station, though only 60% of its output is expected to be speech, Vival, London's women's radio station was launched last week. Its early output was quite varied musically, though with perhaps more '70s recordings than might be expected. After all, why mix contemporary issues with music that is less contemporary? It seemed to have a soft rock/AOR spin - but its first disc was Des'ree's You Gotta Be.

Alan Jones.

## SALES AWARDS

Gold: **Supergrass: I Should Coco.**  
Silver: **The Outthere Brothers: Boom Boom Boom (single); Pulp: Common People (single); Neil Young: Mirror Ball; Various: Sunny Afternoons; Various: The Best Dance Album In The World...Ever! 5.**

## PLAYLIST ADDS

**Radio 1 FM: w/c 05.07.95: A List:** Bon Jovi - Something For The Pain; The Boo Radleys - It's Lulu; Take That - Never Forget. **B List:** Black Grape - In The Name Of The Father; Brownstone - Grapevine; The Connells - '74-'75; Alanis Morissette - You Oughta Know; PJ & Duncan - Stuck On You; R.E.M. - Tongue; Scarlet - Love Hangover. **C List:** 4Mandu - This Is It; Credit To The Nation - Liar Liar; Lightning Seeds - Perfect; Method Man featuring Mary J Blige - I'll Be There For You/You're All I Need To Get By; Shiva - Freedom; TLC - Waterfalls.  
**Capital FM: w/c 06.07.95: B List:** Brownstone - Grapevine; Soul II Soul - Love Enuff; Take That - Never Forget; Gary Kemp - An Inexperienced Man. **C List:** Corona - Try Me Out; JX - Son Of A Gun.  
**Virgin 1215: w/c 07.07.95: C List:** Julian Cope - Try, Try, Try; The Levellers - Hope Street; Supergrass - Alright.  
**MTV Europe: w/c 27.06.95: Baby D - I Need Your Loving**  
**The Box: w/c 06.07.95: 4Mandu - This Is It; Buffalo Tom - Summer; Fever featuring Tippa Irie - Stayin' Alive; Incognito - I Hear Your Name; Kylie Minogue - Where Is The Feeling; Liquid - Sweet Harmony; Lightning Seeds - Perfect; MN8 - Happy; Supergrass - Alright.**

## THIS WEEK'S HITS

### Singles

NUMBER ONE: **Boom Boom Boom**  
The Outthere Brothers - Stip/Eternal/WEA  
HIGHEST NEW ENTRY: **Alright/Time Supergrass** - Parlophone  
HIGHEST CLIMBER: **In the Summertime** - Shaggy - Virgin  
NUMBER ONE R&B SINGLE: **Shy Guy** Diana King - Columbia  
NUMBER ONE DANCE SINGLE: **Keep Warm Jinny** - MultiPLY

### Albums

NUMBER ONE: **These Days** Bon Jovi - Mercury  
HIGHEST NEW ENTRY: **A Northern Soul** The Verve - Hut  
HIGHEST CLIMBER: **Twisted Del** Amitri - A&M  
NUMBER ONE COMPILATION: **Dance Mania 95 Vol 3** - Pure Music

### Airplay

NUMBER ONE SINGLE: **A Girl Like You**  
Edwyn Collins - Setanta  
BIGGEST GROWER: **Shoot Me With Your Love**  
D:Ream - East West  
MOST ADDED: **Shy Guy** Diana King - Work

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