

Blur pips Oasis in singles battle

SALES

After establishing a small early advantage, **Blur's** *Country House* went on to an easy victory over **Oasis's** *Roll With It* in the much-publicised battle for singles chart honours. *Country House* sold some 274,000 copies in the week, 27 per cent more than the 216,000 tally of *Roll With It*. The two singles exploded with such force that the overall singles market was up 41% across the week, with a total of 1.7m singles sold in total – easily the highest tally of 1995.

The media hysteria certainly dragged in extra punters and while they were casting their votes for **Blur** or **Oasis** – and many bought both – they seemed to buy other discs too. Last week, for example, 25 different singles sold more than 15,000 copies compared to just 17 the week before. Some records – **TLC's** *Waterfalls* and **The Original's** *I Luv U Baby* among them – saw major improvements in sales coupled with lower chart placings. Also, not a single record earned a bullet simply because to do so requires a single to out-perform the market by 10 per cent. With a 41 percent hike overall, that means individual titles would need to add a half to their sales to be bulletworthy.

The **Blur** single is the 42nd to debut at number one in 43 years of chart history, but the sixth already in 1995. Having singles debut at number one and number two is much rarer. In fact, it's happened just twice before. On December 15, 1984, **Band Aid's** *Do They Know It's Christmas* debuted ahead of **Wham's** *Last Christmas*, and on June 10 1989 **Jason Donovan's** sealed *With A Kiss* took the honours ahead of **Cliff Richard's** *Best Of Me* at number two.

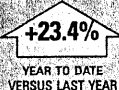
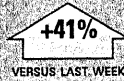
The **Blur** and **Oasis** singles were just two examples of records which sold primarily on CD last week, a fact which raised CD penetration of the singles market to a highest yet 63 per cent. Interestingly, in the US the CD single is still in its infancy. Latest RIAA figures show that, with around 13 per cent of the market, the CD single has only a tiny lead over vinyl as the US's second format. Cassette is the biggest format, at 74 per cent.

After five high but flat weeks for album sales, the absence of hot new product drags sales down six per cent this week. On a more positive note, the seven biggest sellers are by British acts for the second week in a row.

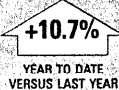
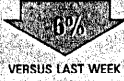
The highest new entry, at number 26, is the US version of **Take That's** *Nobody Else* album, a 10-tracker which sheds some tracks from the UK release while incorporating others from their *Everything Changes* LP.

Alan Jones

SINGLES UPDATE



ALBUMS UPDATE



SALES AWARDS

- **Platinum:** **Celine Dion:** *The Colour Of My Love* (x4).
Gold: **Van Morrison:** *Days Like This*.
■ **Silver:** **Oasis:** *Roll With It* (single); **Blur:** *Country House* (single); **Supergrass:** *Alright/Time* (single); **Foo Fighters:** *Foo Fighters*; **Brownstone:** *From The Bottom Up*.

PLAYLIST ADDS

Radio 1 FM: w/c 16.08.95: B List: **Berri** - *The Sunshine After The Rain*; **Clock** - *Everybody*; **D:Ream** - *Party Up The World*; **C List:** **Bon Jovi** - *Something For The Pain*; **De'Lacy** - *Hideaway*; **Electrafixion** - *Lowdown*; **Goldie** - *Angel*; **Squeeze** - *This Summer*; **Supergrass** - *Time*.
Capital FM: w/c 16.08.95: A List: **Michael Bolton** - *Can I Touch You There*; **Annie Lennox** - *Waiting In Vain*; **C List:** **Blur** - *Country House*; **Bon Jovi** - *Something For The Pain*; **Clock** - *Everybody*; **Scatman John** - *Scatman's World*; **Lenny Kravitz** - *Rock And Roll Is Dead*; **Oasis** - *Roll With It*; **The Original** - *I Luv U Baby*.
Virgin 1215: w/c 19.08.95: B List: **Ali Campbell** - *Let Your Yeah Be Yeah*; **C List:** **Nick Heyward** - *The World*; **D List:** **Eddie Reader** - *Nobody Lives Without Love*; **Out Of My Hair** - *In The Groove Again*.
MTV Europe: w/c 22.08.95: **Whale** - *I'll Do Ya*; **Lenny Kravitz** - *Rock And Roll Is Dead*; **The Outthere Brothers** - *Boom Boom Boom*; **Bjork** - *Isobel*; **The Cranberries** - *Ridiculous Thoughts*.

THIS WEEK'S HITS

Singles

- NUMBER ONE: **Country House** **Blur** - Food/Parlophone
HIGHEST NEW ENTRY: **Country House** **Blur** - Food/Parlophone
HIGHEST CLIMBER: **On The Bible Deuce** - London
NUMBER ONE R&B SINGLE: **Waterfalls** **TLC** - Laface
NUMBER ONE DANCE SINGLE: **Move Your Body** **Xpansions 95** - Arista

Albums

- NUMBER ONE: **It's Great When You're Straight...Yeah** **Black Grape** - Radioactive
HIGHEST NEW ENTRY: **Nobody Else (US Version)** **Take That** - Arista (Import)
HIGHEST CLIMBER: **Twisted Del Amitri** - A&M
NUMBER ONE COMPILATION: **Now! 31** - EMI/Virgin/PolyGram

Airplay

- NUMBER ONE SINGLE: **Kiss From A Rose** **Seal** - ZTT
BIGGEST GROWER: **I'm Only Sleeping** **Suggs** - Warner Bros
MOST ADDED: **I Luv You Baby** **The Original** - Ore

THE OFFICIAL CHARTS

MONITOR

AIRPLAY

With a tenacity unmatched since **Annie Lennox's** *No More I Love Yous*, **Seal's** *Kiss From A Rose* is top of the airplay chart for the fifth straight week. Still commanding 100 plays a week more than its nearest rival, it's on course to become the biggest airplay hit of the year, even though it peaked at number four in the sales chart. It's biggest supporter remains *Atlantic* 252, which spun it 69 times last week.

The **Oasis/Blur** duel means less in the conservative world of radio programming than at retail, but both groups' singles make major gains this week. **Blur's** *Country House* moves up ten notches to number 14, while **Oasis's** *Roll With It* moves 28-15. The difference in audience between the two tracks is minimal, though the **Blur** cut was played a lot more, with 475 spins against 320. **Radio One**, naturally, was the only station to anticipate the *CIN* sales chart by making them its top two records last week, though it opted for **Oasis** (31 plays) at number one instead of **Blur** (28 plays). *Atlantic* 252, naturally, isn't interested in either yet.

Radio One is also a sterling supporter of **The Rembrandts's** *I'll Be There For You*, playing it 21 times last week to make it the station's 12th most-played disc. Nationally, the *Rembrandts* single is also very popular, climbing to 18th slot on the airplay chart with nearly 400 plays. For a single by an unknown act to garner this much play prior to release is very unusual, and suggests that when it finally gets into the shops it will sell exceptionally well, with a first week *Top 10* placing highly likely.

Ali Campbell's new single *Let Your Yeah Be Yeah* is far from being the instant airplay hit that *That Look In Your Eye* was. In fact, four weeks after being serviced to radio, *Let Your Yeah Be Yeah* has still to match the airplay being given to its predecessor. The two records are side by side at 23 and 24 in the airplay chart, with *That Look In Your Eye* narrowly ahead in both plays and audience. It's lengthy burn-out period will likely see it linger in the *Top 100* after *Let Your Yeah Be Yeah* is just a memory.

The Shamen had a run of sales and airplay hits before dropping out of sight at the end of 1993. Club play for *Destination Eshaton* brought them a number 15 sales hit last week, but it has dived to number 28 this week, as radio resists. It was nowhere to be seen on airplay a fortnight ago, and even its sales success has brought a mooted response – it debuts at a lowly 57 on the airplay chart this week.

Alan Jones



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