

10m albums sold in festive frenzy

CHART FOCUS

SALES

The record industry had its best week ever in the period ending on Christmas Eve, with albums posting a massive 43% gain over the same week in 1994, to top the 10m mark for the first time in any week. In total, some 10,607,000 albums were sold, compared to 7,436,000 in week 51, 1994. The sales bonanza continued last week too, with a further 4,248,000 albums sold, some 42% higher than the 2,999,000 figure attained in the last week of 1994. Singles sales went wild too, with increases of 20% and 27% over 1994.

The single most important record in this unprecedented sales boom was **Robson & Jerome's** eponymous debut album. After taking a mere three weeks and 47 ways to attain its first million sales, Robby establishing a new industry standard, the album actually accelerated and reached its two millionth sale after six weeks and six days, on Sunday 31 December. This, naturally, is the fastest 2m sale ever achieved. In the week before Christmas, Robson & Jerome sold 483,000 copies – the highest seven-day tally on any album in the industry's history. Buoyed by their Christmas Day special, the Robson & Jerome album has been chart champ in each of its seven weeks in the chart.

Michael Jackson similarly continues his reign atop the singles chart. With five weeks at the summit, *Earth Song* is his longest-reigning single ever, and it has now sold more than 730,000 copies, sprinting past *You Are Not Alone* to become his biggest selling single of the Nineties. Unofficially, there are nine platinum selling singles in 1995, which would be an all-time record. And Jackson is one of eight artists to sell over a million singles in the year, another new benchmark. Jackson's *HIStory* album has soared in popularity in recent weeks – it now stands at number three – then off all over the place (but not here, where we said it would be held back initially by its price, but would come good as a succession of hit singles revealed themselves), *HIStory* has now sold 1,036,000 copies, generating about £20m in revenue at retail. Of all the year's releases, only Robson & Jerome and *(What's The Story) Morning Glory?* by **Oasis** have been bigger cash cows, and even then, only just.

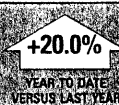
In a week of uncharacteristically low debuts, **Madonna's** six-year-old *Oh Father* takes the highest bow, but only at number 16. Unless it improves it will be the lowest charting of her 39 hits to date.

Alan Jones

SINGLES UPDATE



ALBUMS UPDATE



SALES AWARDS

- Platinum:** **Robson & Jerome:** *Robson & Jerome* (x6); **Oasis:** *(What's The Story) Morning Glory?* (x5); **Wet Wet Wet:** *Picture This* (x3); **Michael Jackson:** *HIStory – Past, Present & Future, Book 1* (x3); **Mariah Carey:** *Daydream* (x2); **Pulp:** *Different Class* (x2); **Madonna:** *Something To Remember* (x2); **Various:** *The Love Album II* (x2); **TLC:** *CrazySexyCool*; **Enya:** *The Memory Of Trees*; **Various:** *This Year's Love Is Forever*.
- Gold:** **PJ & Duncan:** *Top Katz*; **Various:** *Top Of The Pops 2*.
- Silver:** **David Essex:** *David Essex – Missing You*; **McAlmont & Butler:** *The Sound Of McAlmont & Butler*; **Anthony Way:** *The Choirboy*.

PLAYLIST ADDS

Radio 1: FM, w/c 16.12.95: B List: Baby D, So Pure, Goldbug, Whole lotta Love, Oasis - Don't Look Back In Anger, C List: The Bucketheads, Gu'Myash! Together Cast, Sandstorm, Cher - One By One, Lardnards, Please, The Preserved, Cool J, Hey Lover, Lush, Single Girl, Tak TK, I Feel Like Staying, Capital FM, w/c 22.12.95: B List: The Connells, 7/5, Elton John - Please, Lighthouse Family - Lined, Song, Mowgli, C List: Babylon Zoo, Spaceman 3T - Anything, MNS - Pathway To Heaven, Oasis - Don't Look Back In Anger, TLC - Crazy, Virgin 1215, w/c 22.12.95: C List: Cher - One By One, Elton John - Please, The Box, w/c 29.12.95: Billie Ray Martin - Shadow Of Love, The Flood - Fight Here, Right Now, Fluke - Friendly Man, Trains To The King, Green Day - Stuck With Me, Madonna - Oh Father, Mary Kemp - Love (I'll Be True), Michael Ball - The Rose, Mike Rovers Pops Orchestra - Wonderland, Natasha Adams - Yalla Chani, Nigmarawlers - Let's Push It, Peter - Dig And Fall Back, Pizzaman - Sex On The Streets.

THIS WEEK'S HITS

Singles

NUMBER ONE: **Earth Song** Michael Jackson – Epic

HIGHEST NEW ENTRY: **Oh Father** Madonna – Maverick/Sire

HIGHEST CLIMBER: **Whatever** Oasis – Creation

NUMBER ONE R&B SINGLE: **Gangsta's Paradise** Coolio featuring LV – Tommy Boy

NUMBER ONE DANCE SINGLE: **Are You Out There** Crescendo – ffr

Albums

NUMBER ONE: **Robson & Jerome** Robson & Jerome – RCA

HIGHEST CLIMBER: **Party Album** The Outthere Brothers – Stip/Eternal

NUMBER ONE COMPILATION: **Hits 96** – Global TV/Warner TV

Airplay

NUMBER ONE SINGLE: **Earth Song** Michael Jackson – Epic

BIGGEST GROWER: **One By One** Cher – WEA

MOST ADDED: **One By One** Cher – WEA

THE OFFICIAL CINCHARTS MONITOR

AIRPLAY

More records in the Airplay chart show declining support at this time of the year than at any other time, and, true to form, few make any positive advances this week.

The reasons are threefold. First, with fewer new records around at this time of year, many records have been playlisted beyond their normal lifespan, and are being dropped only now, as January's new releases begin to feed through. Second, instant nostalgia sets in around this time of year, with many stations reprogramming some of the year's biggest hits. Finally, Christmas evergreens such as *I Wish It Could Be Christmas Every Day* and *Fairytale Of New York* take a significant share of airplay, further diminishing the time available to current hits.

Amid all this lethargy, **Michael Jackson** achieves a rare double, topping both sales and airplay listings simultaneously. His *Earth Song* registered more than 60m impressions last week, 5% more than **Everything But The Girl's** former number one *Missing*. On raw plays, he was much further ahead, his 1,432 plays being 225 more than the next highest tally, scored by **Boyzone's** *Father & Son*.

For the first time, two versions of the same song are in the Top 10 Airplay chart simultaneously – *Wonderwall* by Mike Flowers Pops (at seven) and *Oasis* (at 10). For two recordings of the same song to chart at the same time is rare, but for them both to be getting substantial airplay is almost unprecedented. The last time radio split its favours almost equally between rival recordings of a hit song was back in 1975, when Jonathan King's homegrown cover of *Una Paloma Blanca* narrowly bested the George Baker Selection version.

While maximum plays on most stations are down in accordance with the reasons laid down above, Atlantic 252 continues on its own sweet path, and has significantly raised the level of plays it is giving to its top spins this week. Leading the way, with 98 airings, is the **Lightning Seeds' Lucky Me** followed by **Everything But The Girl's Missing**, which had four fewer.

Radio One gives its Christmas blessing to **Bjork's** *It's Oh So Quiet*, which managed an even four plays a day last week, to give the Icelandic icon her first Radio One number one. Among new and developing acts, the national broadcaster surprisingly gave most support to **Q Club's** *Tell It To My Heart*, which it placed 13th with 19 plays, even though superior remixes of **Taylor Dayne's** original recording are also imminent.

Alan Jones

THE UK'S OFFICIAL CHART SOURCE

8 out of 10 retailers want to see more advertisements in Music Week You wouldn't want to disappoint them, would you?

81% of music retailers surveyed in Music Week's reader profile survey (September 1995) would like to see more advertisements in Music Week giving details of new product launches and promotional campaigns.

When it comes to making stock buying decisions, retailers find Music Week more influential than consumer music press or other trade press.

In fact 92% of retailers who buy product have purchased a product or service after seeing it or reading about it in Music Week

(Source: Music Week Reader Profile Survey 1995, results independently analysed by NOP Media)

So make a retailer happy today. Call the Ad Team now on 0171 620 3636

music week

For everyone in the business of music

