



# THE OFFICIAL UK CHARTS

# CHART FOCUS

# THE UK'S OFFICIAL CHART SOURCE



While it's sales are down week-on-week by more than 50%, **Take That's** final single **How Deep Is Your Love** has sold 375,000 copies in a fortnight and leads its nearest challenger by a ratio of 8:5. It is, however, likely to face a tough battle to hang onto top billing next week as the number two record, **Robert Miles' Children**, is proving a tenacious competitor.

The single has thus far progressed 3-2-3-2, selling more than 300,000 copies in the process, and could yet prove to be the record to give Deconstruction its first number one since 1989, when Black Box secured the summit with **Ride On Time**. The label's biggest hits since then have come from its famous acts, M People reaching number two with **Moving On Up** in 1993 and Kylie Minogue reaching the same position in 1994 with her label debut **Confide In Me**.

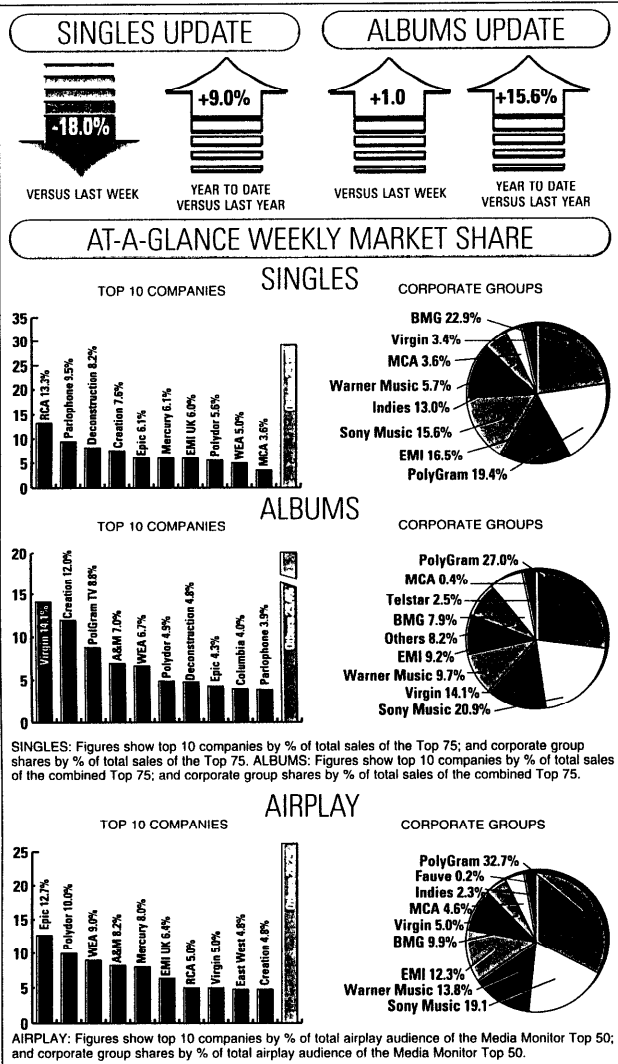
Unlikely to join **Take That** and **Robert Miles** in the battle for supremacy next week are **The Beatles**, who look like remaining tied on 17 number ones with **Elvis Presley**. The Beatles' **Real Love** debuts at number four, after selling about 50,000 copies last week, swelling the fab four's list of Top 10 hits to 27, four more than any other group – though **Queen**, who stand in second place, will increase their tally to 24 if **Too Much Love Will Kill You** manages to climb another five notches.

**Gary Numan** is back in the Top 20 after a nine-year absence. His "Premier Mix" of **Cars** – so called because it is used in the Carling Premier TV commercial – debuts at number 17. His last hit of greater stature was the "E Reg Mix" of **Cars** in 1987 although, as the small print on the single notes, the two mixes are one and the same. To further confuse matters, Numan has twice charted other mixes of **Cars**. The original version of the track topped the chart in 1979, while a second remix peaked at 53 in 1993.

Neither the new album from **Sting** nor a "best of" compilation from **Mike & The Mechanics** can dislodge **Oasis** from the top of the album chart. The group's (What's The Story) **Morning Glory?** album sold a further 80,000 more copies last week, twice as many as any other album, and has now topped the chart in 10 of its 23 weeks on release. That's the longest stint at summit since **Meat Loaf's Bat Out of Hell II** topped for 11 weeks at the end of 1993.

● The Euro pop tune **Ooh Aah... Just A Little Bit** became the UK's Eurovision entry by winning the final of The Great British Song Contest by a comfortable margin on Friday night.

The song – performed by **Gina G**,



written by Simon Taube and Motiv 8's Steve Rodway and published by Rodway's own FX Music Ltd – won 113,576 votes, well ahead of the three other finalists which each scored around 41,000 votes.

The BBC's advisor on GBSC Jonathan King says he expects the track to be a number one in the UK by the time of the Eurovision final on May 18. The track is not certain of a place at the final though; pre-selection juries will sit in a fortnight to decide which 22 of the 31 songs entered from across Europe will qualify. A decision will be announced on March 22.

Steve Allen, head of the Eternal

label which will release the single on March 25, says the single can be a success regardless of Eurovision.

"Losing was never in our minds," he says. "I expect this to be a pan European hit. WEA's labels around Europe are gagging for it. I have always thought of this as a sort of British Whigfield."



**Oasis** have their first airplay number one with **Don't Look Back In Anger**, which leapfrogs over the **Lighthouse Family's Lifted** to grab

pole position. Lifted remains the most played record in the UK and was

actually spun 325 times more than **Don't Look Back In Anger** last week – but airplay chart positions are determined by audience size and Media Monitor estimates that 5m more people heard the Oasis track as it got more plays than the **Lighthouse Family** on big stations. Among those key to its success are **Capital Radio** and **Atlantic 252**. It was the most played disc on both stations, with 44 spins at **Capital** and 80 at **Atlantic 252**.

**Radio One** is normally **Oasis's** biggest supporter but **Don't Look Back In Anger** has sunk to 10th place in the BBC pop station's chart where the surprise number one is **Luniz's I Got 5 On It**. **Radio One's** support remains key to **Luniz's** success; even after five weeks in the Top 20 it has precious little support from elsewhere, with **Radio One** still delivering a massive 85% of its audience.

Under attack for its refusal to play either the new **Status Quo** or **Beatles** singles which, it says, fail to meet its quality threshold, **Radio One** continues to drift further and further away from the other radio stations. Only two of its Top 10 this week – **Take That's How Deep Is Your Love** and **Oasis's Don't Look Back In Anger** – are in the overall Top 10 of the airplay chart.

Despite **Radio One's** reluctance to play it, the Beatles' **Real Love** single is beginning to turn around after a dodgy start. It manages a big increase in both plays and audience this week and surges to 20 places to number 50. That's still a long way short of the number two airplay peak of **Free As A Bird** but there are signs that it could grow, where **Free As A Bird** was immediately airborne only to sink very quickly.

**Lionel Richie's** first single in more than three years, **Don't Wanna Lose You**, is radio's hottest new add this week. It accumulated 275 plays last week, including 27 at **Capital**, to debut at number 43. It is already more popular on the airwaves than his last single – **Love Oh Love** – ever was.

After four weeks in the top three of the sales chart, **Robert Miles' Children** is still attracting surprisingly little airplay. It has moved 106-51-36-20, but much of its increased activity is coming in chart countdowns. The station's lending most support remain dance specialists **Kiss** and **Choice**.

In contrast, while **Cher** has had bigger sales hits but few records as popular with radio as **One By One**. After 11 weeks of sustained support, it is beginning to sag a little. It dips out of the Top 10 this week, moving from seven to eleven, but still commands 67 plays at **Atlantic 252** and 32 at **Virgin**, where it remains at number one.

Alan Jones

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