

THE OFFICIAL UK CHARTS

CHART FOCUS



They think it's all over – it is now! A dramatic 47% downturn in sales in one week ensures that Three Lions'

second stint at number one is restricted to just one week. It slumps to number three, allowing the **Fugees'** Killing Me Softly to regain the throne despite its 26% downturn in sales. The last time a record rose to number one twice to be replaced by the same record on both occasions was in 1965, when Elvis Presley's Crying In The Chapel was overwhelmed by The Hollies' I'm Alive.

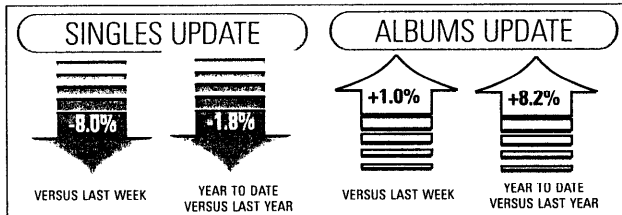
Killing Me Softly debuted at number one in Australia and Germany – where it was the first record to do so for over a decade – as well as in the UK, and has now sold more than 900,000 copies here in six weeks, while the Fugees' album The Score has sold more than 250,000 since its release in February.

Killing Me Softly is likely to be overwhelmed next week by **Gary Barlow's** debut solo single Forever Love but its closest rival this week is **Underworld's** Born Slippy, which debuts at number two some 14 months after initially peaking at number 52.

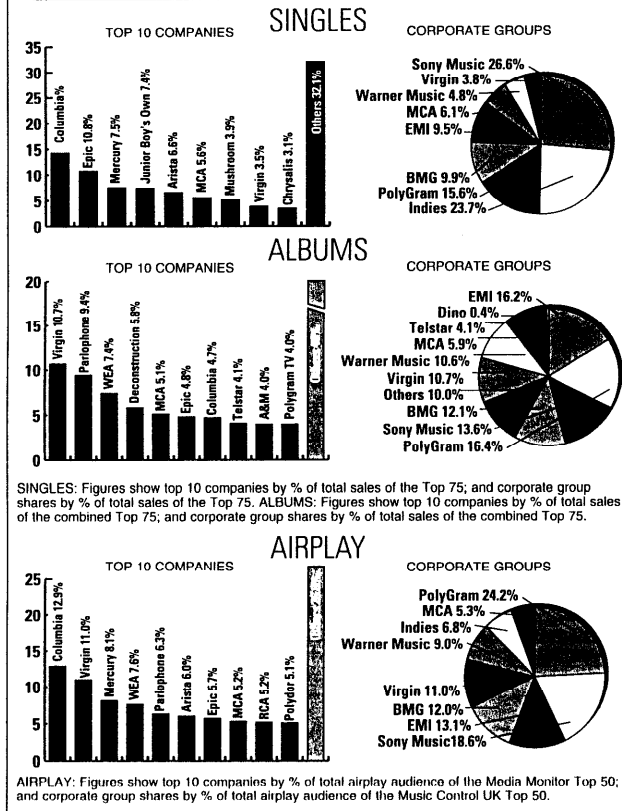
The reason it is more successful now than then is *Trainspotting*, the cult movie in which it is one of several songs featured prominently. The popularity of the film and its featured songs has meant its soundtrack album has sold 320,000 copies in the five months since it was released. A further 14% rise in sales this week hauls *Trainspotting* all the way from eight to two on the compilation chart. Another hit movie – *Mission: Impossible* – enjoyed its first week in the theatres last week and pushed up demand for **Adam Clayton & Larry Mullen's** interpretation of its theme considerably, fuelling a 27-21 rebound, making it one of only two climbers in the singles chart – the other being the afore mentioned Killing Me Softly.

Macarena fever may be yet about to break out in the UK. **Los Del Rio**,

whose original recording of the song has been a worldwide smash, were featured – but uncredited – at the end of *Top Of The Pops* on Friday, which helped their single to rebound 112-74. Meanwhile, the **Los Del Mar** version of Macarena, which re-entered the chart last week, climbed 52-46. The two versions are clearly impeding each other's progress – their combined sales would place them 33rd this week. In America, the Los Del Rio single is in the charts twice, once in Spanish version and once in an English version, the latter being the most popular, taking fifth place on the Hot 100, while the Los Del Mar version appears to have peaked at number 85. The song is hugely popular on the continent, and could become the summer hit as increasing hordes of



AT-A-GLANCE WEEKLY MARKET SHARE



SINGLES: Figures show top 10 companies by % of total sales of the Top 75; and corporate group shares by % of total sales of the Top 75. ALBUMS: Figures show top 10 companies by % of total sales of the combined Top 75; and corporate group shares by % of total sales of the combined Top 75.

AIRPLAY: Figures show top 10 companies by % of total airplay audience of the Media Monitor Top 50; and corporate group shares by % of total airplay audience of the Music Control UK Top 50.



Radio's response to England's Euro 96 defeat was swift and cruel, with plays of **Baddiel & Skinner & Lightning Seeds'** Three Lions slashed from 1011 to 413 in a week, while its audience slumped by 74%, resulting in a 2-35 freefall on the airplay chart.

Black Grape's England's Irie was similarly blighted. Having jumped 43-23 last week, it now slumps to number 162, with no significant airplay from any stations, save Rock FM, where it was played six times.

The demise of Three Lions leaves the **Fugees'** Killing Me Softly even more firmly entrenched at the top. It registered 1819 plays last week – exactly the same as the previous week – with a mere 2% dip in its audience. It is 24% ahead of the new number two, Always Be My Baby, by **Mariah Carey**, which is actually losing support at a faster rate.

One of the highest new entries this week is *Freedom*, the debut single by former Take That star **Robbie Williams**. It debuts at number 37, and is currently drawing the majority of its audience (81%) from 15 plays on Radio One, only one fewer than former colleague **Gary Barlow's** Forever Love. Gary's had a tough time getting airplay for Forever Love, but it's finally beginning to take off, moving 33-16 nationally with a 52% boost in its audience based on an extra 133 plays. Its certain retail success should see it continue to grow for several weeks now it has finally established itself.

Mark Morrison's Return of The Mack is the longest-running hit on the chart, with 20 weeks on the Top 50. This week it surges upwards 29-25 despite the fact that Mark's new single Crazy debuts at number 39. Expect to see Crazy get the upper hand next week.

The least played record on the chart, by some distance, is **Morcheeba's** Tape Loop, which captures 31st place with just 38 plays, quite an achievement when, for example, **Brian Kennedy** is placed 16 notches lower despite garnering 613 plays for his single A Better Man. The difference is that Morcheeba is very popular at Radio One, where it was played 20 times last week, these plays accounting for 99% of its audience. Radio One's favourite song, however, was **Underworld's** Born Slippy, which it played 28 times, giving it 88% of its audience.

Atlantic 252 remains impervious to the charms of both records, and continues its love affair with **Alanis Morissette's** Ironic, placing it at the top of its playlist for the fourth week in a row, during which time it has played it nearly 250 times.

Alan Jones

Alan Jones

homecoming holidaymakers head for their record shops.

Quite the steadiest single in the chart, **Celine Dion's** Because You Loved Me has moved 9-8-8-5-5-5-5 while selling 270,000 copies in the past seven weeks. Its sustained success has triggered a slow but sustained improvement in the fortunes of her *Falling Into You* album, which climbs to number three this week. It has sold over 530,000 copies to date.

Belinda Carlisle makes a triumphant comeback with *In Too Deep*, which debuts at number six. Her first Chrysalis release, after being previously signed to IRS and Virgin, it

is her biggest hit for six years, and her 19th hit in total.

It's a quiet week for albums overall, with the **Booth & The Bad Angel** album the week's highest debutant at number 35. TV coverage of the Euro 96 concert at Old Trafford caused the main participants to benefit from increased sales, notably Manchester's own **M People** (*Bizarre Fruit* moving 21-9), **Elegant Slumming** (61-49) and **Simply Red** (*Life* 22-15, *Stars* re-entry at 124, *Picture Book* re-entry at 150), while renewed TV advertising for **Ella Fitzgerald** Essential Ella, following her death, lifts that album 104-39.

Alan Jones

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