

THE OFFICIAL UK CHARTS

CHART FOCUS

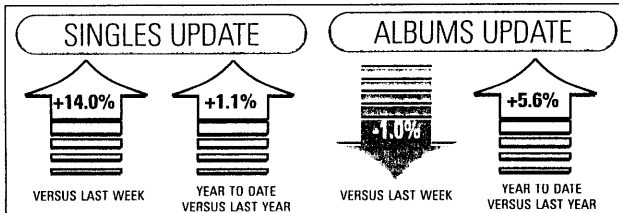


Britain gets its fourth number one single in as many weeks, as the **Spice Girls** make a formidable charge to the summit with their second single. **Say You'll Be There** sold nearly 350,000 copies last week, the second highest weekly sale achieved by any single in 1996, trailing only **Babylon Zoo's Spaceman**, which sold 418,000 copies in its first week of release back in January.

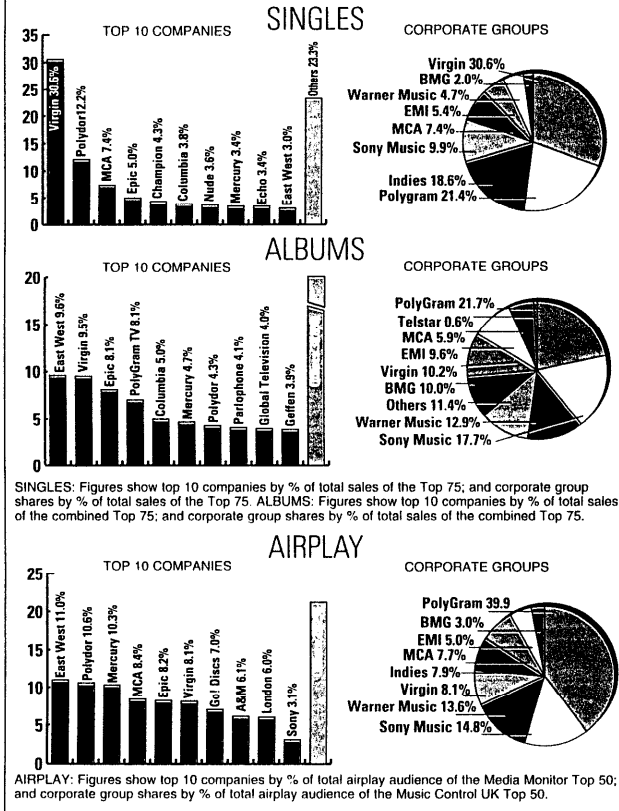
Say You'll Be There is the 19th number one of the year, one more than in the whole of 1995. The last time there were more number ones by the end of October was in 1988, when 20 records had taken turns at the top at this stage. With several other contenders for number one before the end of the year, 1996 could come close to matching 1965 and 1980, when a record 25 singles reached the summit. So far this year, 13 singles have debuted at number one, beating the record 11 established last year. The previous record was six, in 1991. Of the 61 records which have debuted at number one in 44 years of chart history, 24 of them have come in the last 22 months.

Bally Sagoo's Dil Cheez equalled a 27 year old chart record last week. Debuted at number 12, it equalled the highest chart position for an Indian language disc, as established by the **Radha Krishna Temple's Hare Krishna Mantra** in 1969. The **Radha Krishna** ensemble followed up with a more subtle and equally ethnic second hit **Govinda**, but Indian language hits have been thin on the ground since then, though this year has definitely seen a revival, with **Kula Shaker** using Indian Lyrics in **Tattva** and in their upcoming single **Govinda** (no relation to the **Radha Krishna** hit). The wholly Indian **Trickbaby** single **Indie-Yarn** reached number 47 a fortnight ago, while **Stereo Nation's** Anglo-Indian single **I've Been Waiting** reached number 53 in August.

For the second time this month, **Julie McDermott** is in the Top 40 with **Don't Go**. **Julie** was the featured vocalist on **Third Dimension's** version of the song, which reached number 34 a fortnight ago, and she's also the singer on a version of the song by **Awesome 3**, which debuts this week at number 27. **Awesome 3** recorded the song first, and previous mixes of the song by them peaked at number 75 (1992) and 49 (1994). The **Third Dimension** version of the song is back to back on the chart with another three-time hit - **Felix's Don't You Want Me**. Another record having its third outing is **Duke's So In Love With You**. It was originally released on the **Virgin** label in September 1994, but failed to chart.



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.

Five months ago it was re-released on **Encore**, and peaked at number 66. Licensed to a third label (**Pukka**) it now debuts at number 22.

Simply Red's **Greatest Hits** sold another 84,000 copies last week to stay at number one, and brought its two week sales tally to 171,000. It has, however, been certified double platinum as dealers have placed order for 600,000 copies. It is very rare for there to be such a massive discrepancy between retail sales and trade orders. While it is certain the **Simply Red** album will eventual sell in multi-platinum quantities, it is possible that it is currently suffering somewhat simply

because their previous albums were so successful. All of their previous albums went platinum at least four times, and with just one new track on **Greatest Hits** - and even that scheduled for release as a single - those who have their previous albums may well hesitate about buying it, although it seems certain to be a favourite Christmas gift. When **The Beautiful South** stunned the industry by selling two million copies of their **Carry On Up The Charts** they did so with a very mixed album chart career, but a bunch of endearing hit singles, which appeared to generate massive impulse buying.

Alan Jones



As mooted last week, **The Beautiful South** register their first ever airplay number one with

Rotterdam, which clocked up a massive 1696 plays last week, gaining a 23% larger audience than **Deep Blue Something's** **Breakfast At Tiffany's** which, accordingly, dips from number one to two. **Rotterdam** debuted at number 13, then moved 10-6-2-1, and supercedes 1990's sales chart topper **A Little Time as The Beautiful South's** biggest airplay hit.

Robson & Jerome's previous hits have enjoyed less than wholehearted support from radio, but their latest single is gearing up nicely. Though theoretically a triple A-side, it is **What Becomes Of The Brokenhearted** which is setting the early pace. It garnered 304 plays last week, to move 61-46, getting most support from **Capital**, which gave it 15 plays last week.

A massive hit in Europe making retail waves here second time around, **Faithless's** **Insomnia** single is struggling for radio play. The biggest ever sales success for **Cheeky/Champion**, it debuted at number three on the sales chart, but is skulking in 56th place on the airplay chart. **Radio One** delivered 10% of its 130 plays last week, but 75% of its audience.

Alanis Morissette's singles have a very long burn-out period, surviving on average twice as long as on the airplay chart, though she remains **Virgin Radio's** most favoured artist, with four songs in the station's top 50: **Ironic**, **You Oughtta Know**, **You Learn** and **Hand In My Pocket**. **Virgin** continues to provide heavy support for **Alanis** clones **Alisha's Attic's** two singles too.

Hot R&B act **Damage** got no measurable airplay until their excellent single **Love II Love** made a lofty sales debut at number 12 a fortnight ago. It has fallen gently on the sales chart - first to 14 and then 16 - while making great progress on the airwaves. It advanced from 190 to 34 last week, and jumps to number 20 this week, after adding a further 190 plays with stations like **Atlantic 252** (27 plays) jumping aboard.

Radio One is a little less ahead of the game than usual, sticking with recent favourites - **Babybird**, **Manic Street Preachers**, **BBE** and **Donna Lewis** - at the top of its chart instead of moving on to the next big things.

Finally, with scant attention from **Radio One**, one of her more fervent supporters, **Madonna's** introductory **Evita** single **You Must Love Me** is struggling. Fully serviced to radio it has still to break the **Airplay Top 50**.

Alan Jones

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