

THE OFFICIAL UK CHARTS



After lagging behind Blur's Song 2 all week, R Kelly's I Believe I Can Fly squeezed past

its rival at the death to retain its number one position. Kelly's single sold only 400 copies more than Supergrass's Richard II when it climbed to the summit a week ago and only 1,000 more than Blur last week.

I Believe...sold more than 76,000 copies last week, a 50% increase on the previous week. The consolation for Blur, such as it is, is that their current, self-titled album, which also contains February number one Beetlebum, is their first to field two top three hits and it responds to Song 2's popularity by vaulting 18-10 on the albums chart.

Just three singles in the Top 10 last week are still there this week, as seven new entries make their debut in the upper echelon - a new record. It is only eight weeks since we had six new entries for the first time; since then there have been six new entries on a further three occasions. Amazingly, it's only a little over five years ago - February 15, 1992 - that we had as many as three new entries in the Top 10 simultaneously. The first time there were four was on September 25, 1993 while five followed on July 8, 1995.

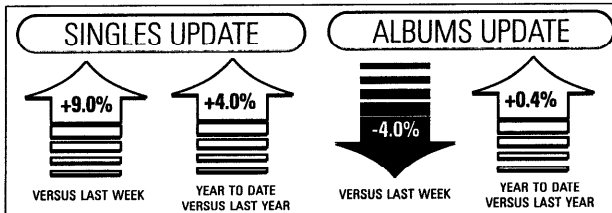
The accelerating number of Top 10 debuts - there are 73 this year, compared with 48 in the same period last year and 27 in 1995 - is at odds with the declining overall level of chart traffic. So far this year, we've had 304 new entries in the Top 75, well down on 1996 (337) and 1995 (325). The current fashion is for more records to debut higher than ever before, but for them to hang around a little bit longer than has latterly been the case.

Among the Top 10 debutants are two first time hitmakers, **The Course**, a band from The Netherlands who debut at number six with *Ready Or Not*, only seven months after the Fugees took it to number one, and **Shola Ama**, whose cover of the old Randy Crawford hit *You Might Need Somebody* eclipses the number 11 of that version by debuting at number seven.

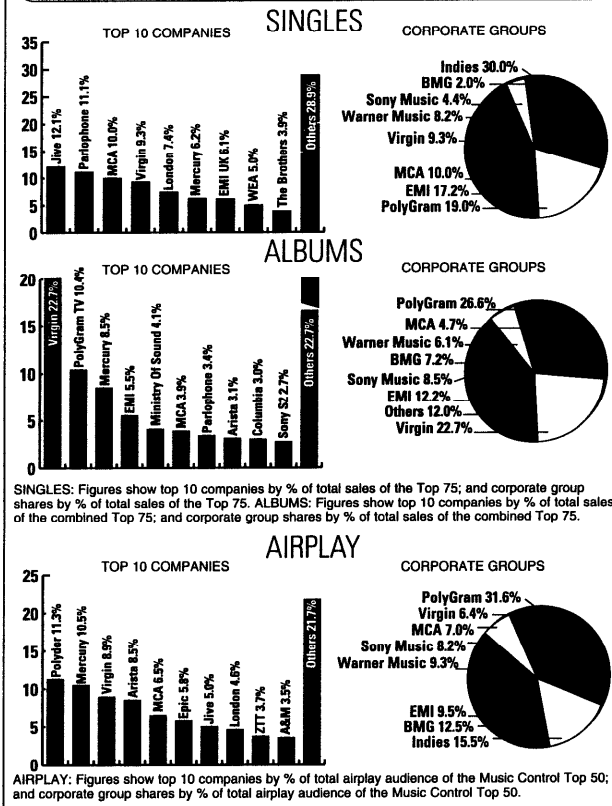
The 18-year-old Ama was just a few months old when Turley Richards had the original US hit with the song, and she had yet to have her second birthday when Crawford - who has never had a solo hit in the US - scored over here.

Two years to the week after it initially peaked at number 44, **Bruce Springsteen's** *Secret Garden* re-enters the chart at number 17, the difference being that it is now used prominently in the hit movie *Jerry Maguire*.

Another film, *The Saint*, spins off a hit for **Orbital**. Originally a popular



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 Music Control Top 50; and corporate group shares by % of total airplay audience of the Music Control Top 50.

Sixties TV series starring Roger Moore, it is now a film starring Val Kilmer and Orbital's version of the theme - written in 1963 by Edwin Astley - is their second consecutive top three single this year. In their previous six years as a recording act, they failed to produce even one Top 10 hit.

The Chemical Brothers' *Block Rockin' Beats* continues its speedy decline from 1-8-20 on the singles chart but their *Dig Your Own Hole* album, which contains this and their previous chart topper *Setting Sun*, debuts at number one on the albums chart with some comfort, having sold 63,000 copies last week, 28,000 more than

Virgin labelmates **Spice Girls** whose *Spice* slips to number two. **The Chemical Brothers'** only previous albums chart entry came in 1995, when *Exit Planet Dust* reached number nine.

The Very Best Of The Kinks remains at number 42 for a second week. Supported by an expensive television campaign by PolyGram TV, it is the sixth hits compilation by Ray Davies and co to chart in the 30 years since the band last charted with any new material. Their last best of... success, *The Definitive Collection*, number 18 in 1993, was also on PolyGram TV. **Alan Jones**



While it has remained stationary at the top of the ILR chart for eight weeks, No

Doubt's **Don't Speak** has had a more bizarre career on the overall airplay chart, which also includes BBC airplay.

It returns to the top of that chart this week, becoming the first record to enjoy three runs at the summit. It first topped the chart on March 1 and stayed there for three weeks. It returned on March 29, before being dethroned again.

It registered the most plays and highest audience figures ever recorded during its first stint at number one. This week, it records the smallest audience of any number one record this year and only returns to the apex because it is losing its audience at a slower rate than last week's number one, **Spice Girls'** *Who Do You Think You Are*. *Don't Speak's* tenacity is remarkable, although it seems likely to be replaced again next week, most probably by R Kelly's *I Believe I Can Fly*, which moves 8-2.

The Brand New Heavies' *Sometimes* moves 12-3 and **Halo** by **Texas** climbs 16-5, which makes them look like they are gaining. In audience terms, however, they are actually slightly further behind Kelly's single than they were a week ago.

After winning the highest climber accolade last week, the **Lightning Seeds'** update of *You Showed Me* slips 13-14. This minor, but unexpected blip in its progress is due entirely to the fact that **Radio One** played it 21 times last week, compared with 24 the week before. Its total plays across the Music Control panel actually increased significantly, from 640 to 770.

Sweden's **Cardigans** make the most dramatic ascent of the year, vaulting 97-14 with *Lovefool*, which was aired 572 times last week, with 27 plays from Capital and 22 from Radio One, accelerating its advance.

Lovefool is also one of those rare records to gain approval from Atlantic 252 prior to charting. The Dublin-based broadcaster played it 29 times last week. It and **Robbie Williams'** *Old Before I Die* are the only two songs in the station's Top 30 not yet commercially released. Both songs are also in **Radio One's** Top 30, but so are another 11 which weren't on sale last week.

Michael Jackson's *Blood On The Dancefloor* advances 70-27 nationally and 58-15 at Radio One, with 491 plays. Its strongest supporter is Capital, where 33 plays fuelled a 58-18 rise this week.

While moving in the right direction, **U2's** *Staring At The Sun* is not proving as big a pre-release airplay hit as their last single *Discotheque*. Released today (April 14), it climbed 20-18 this week. *Discotheque* was number 10 the day it came out and eventually peaked at number six. **Alan Jones**

CHART FOCUS

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