

THE OFFICIAL UK CHARTS



Oasis re-wrote the record books last week by selling a phenomenal 696,000 copies of *Be Here Now*

in three days. Released on Thursday, the album sold 356,000 copies on its first day, and nearly doubled the figure by close of business on Saturday. The group's third album, *Be Here Now* thus sold more copies last week than any album has previously sold in any week. The previous record first week sale of 350,000, established by Michael Jackson's *Bad* in 1987, bit the dust in the first day – and by week's end Robson & Jerome's all-time record of selling 583,000 copies of their self-titled LP in a week just before Christmas 1995 was also eclipsed.

All three Oasis albums to date have debuted at number one. In 1994, *Definitely Maybe* started out with 86,000 sales, while 1995's (*What's The Story*) *Morning Glory?* upped the ante somewhat, selling 345,000. Both albums benefited from the media fever surrounding the release of *Be Here Now* – *What's The Story...* climbing 21-17, and *Definitely Maybe* jumping 59-24.

Be Here Now took a massive 30% of the album market last week and 39% of the artist album market share. Overall, album sales week-on-week climbed by 772,000, suggesting that some buyers of *Be Here Now* left record shops with additional impulse purchases.

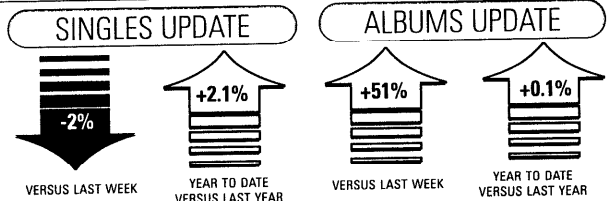
Be Here Now has helped year-on-year sales significantly too.

After trailing behind 1996 levels throughout the year, 1997 sales have been closing the gap recently, thanks to The Prodigy and others, and finally move ahead of 1996 levels – admittedly by only 0.05% – this week.

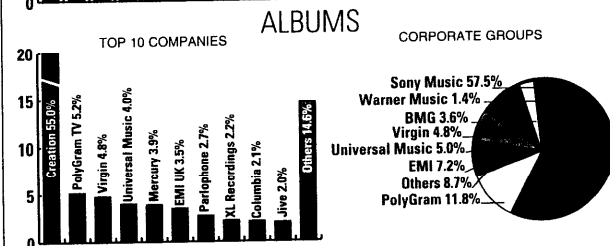
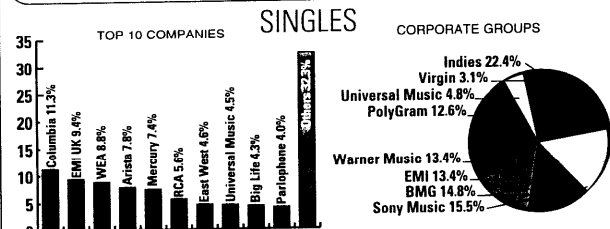
Two other acts have reached number one with their first three albums – the George Mitchell Minstrels and the Beatles – but Oasis are the first act ever to debut at number one with their first three albums.

It's a sobering thought, however, that many artists who have had a number one album struggle fairly soon afterwards. **Jesus Jones** topped the chart with their 1991 album *Doubt*, and slipped to number six with the follow-up, 1993's *Perverse* – but they must be shocked to find that their first album for four years, *Already*, debuts at a lowly 161 this week, having sold fewer than 800 copies.

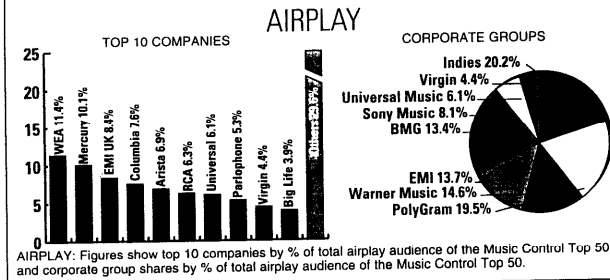
Another spectacular decline befalls a group whose publicity for their last single boasted "the comeback of the decade". **Katrina & The Waves** reached number two with their Eurovision winner *Love Shine A Light*. Their attempts to consolidate their success have been undermined by an almost total lack of radio exposure for



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.

their new single, *Walk On Water*. Even so, its debut at number 139 this week is something of a shock.

At the sharp end of the singles chart, **Will Smith** enjoys a third week at number one, with *Men In Black* selling a further 122,000 copies to take its three week cumulative total to 437,000. **Chumbawamba** stay at number two but their challenge falters, with *Tubthumping* selling 92,000 copies last week. In third place, **Shola Ama's** second single *You're The One I Love* starts superbly with 55,000 sales. It has already eclipsed the number four peak of her debut *You Might Need Somebody*, though it is unlikely to

match the 340,000 sales that single has achieved.

On its ninth week in the chart, **Sash!**'s *Ecuador* continues its slow retreat, slipping 23-28, but has now topped 400,000 sales – just as their debut hit *Encore Une Fois* did. They're the only act to have two gold singles so far in 1997, and their cumulative sales place them behind only Puff Daddy, the Spice Girls and No Doubt. **Sash!** record for Telstar subsidiary Multiply, and their success helped independently-owned labels to occupy 13 slots in the Top 40 last week – an all-time record. That tally is equalled again this week.

Alan Jones



It's rare that radio programmers concur with record buyers but this week they do. The number one and two

records on both sales and airplay are **Will Smith's** *Men In Black* and **Chumbawamba's** *Tubthumping*.

Smith's lead on the sales chart is over 30% but on airplay it's less than 10%. *Men In Black* registered its greatest number of plays last week – 2007 – but saw its audience decline from 69m to 66m, while *Tubthumping* bounded forward, moving 5-2, and increasing its audience from 53m to 62m, as it found an extra 298 plays. Registering his sixth airplay hit from the *Older* album, **George Michael** debuts at 39 with *Strangest Thing* and, as usual, it is Capital Radio which leads the way, contributing 34 of the 260 plays the song logged last week.

The Minogue sisters, **Dannii** and **Kylie**, both make impressive strides. **Dannii's** *All I Wanna Do* took some programmers by surprise when it debuted at number four on the sales chart last week. They're doing their best to catch up, however, and both plays and audience impressions for the track nearly doubled last week, sparking a 23-7 leap. Meanwhile, **Kylie's** upcoming single *Some Kind Of Bliss* moves 48-30. Both are getting massive support from Radio One, where **Dannii's** single was played 27 times last week, four more than **Kylie's**. Both are in the station's Top 10.

The only track in the Atlantic 252 Top 50 not already a sales success, new girl group **All Saints'** debut single *I Know Where It's At* was played 23 times by the Dublin-based station last week. But despite acres of coverage about the band, radio is generally a bit sluggish in playing the single, which crawls 52-50 on the airplay chart.

There are no such reservations about the latest Italian dance sensation, **Sunchyme** by **Dario**, which is the highest new entry to the Top 50 this week, at number 18. The record is getting particularly heavy exposure from Radio One (23 plays) and Capital (47 plays). Another continental smash, **Ricky Martin's** *Maria*, is also showing signs of crossing over. It was only serviced to radio last week, but is already poised just outside the Top 50 (at 61). Thirty of its 128 plays came from Capital.

Finally, notwithstanding last week's observation that the **Levellers'** latest single *What A Beautiful Day* would not have appeared in the Top 50 but for Radio One's patronage, it has nevertheless been played by more stations than any previous **Levellers'** single, with 65 of them playing the record, though most in fairly light rotation.

Alan Jones

CHART FOCUS

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