

VIDEO AND THE RECORD INDUSTRY

In last month's issue we noted that the development of the video disc may have a widespread effect on our industry. It is worth noting that, unlike present tape systems, the video disc will be more difficult to copy from and may therefore make pirating and home taping much more difficult. Last month we noted that the prime innovators in video disc systems have been **RCA** (with a diamond stylus capacitance system) and **MCA-IBM-MAGNAVOX-PIONEER** (with an optical scanning system). This month **JVC-GE-PANASONIC-QUASAR** has also introduced a new system (with a sapphire stylus capacitance system). What follows is a brief explanation of these three basic systems:

RCA-CBS

The RCA "SelectaVision" videodisc is a capacitance system employing a grooved disc that is played with a diamond stylus. The disc revolves at 450 RPM and contains up to one hour of programming per side.¹ The player attaches to any color or black and white television set. The disc itself resides in a plastic sleeve which resembles a record album jacket. The sleeve, when inserted into a slot on the front of the player, positions the disc on the turntable. The disc is removed from the machine by reinserting the empty sleeve back into the player. In this system human hands never touch the actual disc. The disc is 12" in diameter and is stamped on a press similar to those used in making audio records. It contains about 200 billion information elements.¹ Mastering is electro-mechanical. The disc is a PVC formulation containing carbon, and there are approximately 27,000 grooves per side, as compared with 700 on an audio record.¹ The initial player RCA will introduce will be monaural with a two hour capacity. The player will retail for about \$500. Herb Schlosser, of RCA, predicts that there will be 200,000 units available by October 1981. Software will retail from \$15 to \$20. RCA predicts that 10% of their programming will be music related.¹ Agreements consummated by RCA include CBS, to manufacture and market RCA discs; Don Kirschner for licensing and development; and ITC, to use Elton John's concert tour of Russia. As a final note, Herb Schlosser points out that, "Before creative people can go to work, lawyers and businessmen will have to negotiate."¹

MCA-IBM-MAGNAVOX-PIONEER

The "Magnavision" optical videodisc player is an optical system employing an encoded disc whose picture, color and sound are "read" by a miniature low-powered laser beam. Standard "Discovision" videodiscs, manufactured by Discovision Associates and marketed by MCA, are capable of playing 30 minutes per side whereas "Discovision" *extended play* videodiscs have a playing time of 60 minutes per side.² The player attaches to any color or black and white television set. The player is activated when the videodisc is inserted. The use of a laser, instead of a stylus, allows special performance features such as stop action, slow motion, forward and reverse and fast forward. Furthermore, since there is no physical contact between the laser beam and the disc, there is virtually no record wear or deterioration. Dust, fingerprints and other foreign matter have no adverse effect on playback quality because the picture and sound information is encoded inside of the plastic coated disc. The turntable rotates at 1800 RPM on a 12" diameter disc. It contains about 54,000 individual frames per side.² This system does allow for full stereo reproduction. The initial player Magnavox manufactured was introduced nationally on January 1, 1980 at a retail cost of about \$775. Ken Ingram, of Magnavox, predicts that by 1985 sales of videodisc players will reach 2 million annually. Software will retail from \$5.95 to \$24.95.² Because of the excellent stereo capacity of this system, MCA predicts that there will be a "heavy emphasis on music programming."² Agreements consummated by MCA-Discovision include manufacture and distribution of feature film discs for Universal Films, Paramount, Walt Disney, and Warner Brothers Pictures. It might also be noted that Pioneer will soon introduce a videodisc player with remote control punch in capabilities compatible with the Discovision disc.

JVC-GE-PANASONIC-QUASAR

The JVC system is a combination of features from each of the other two basic systems. This Video High Density Disc/Audio High Density Disc (VHD/AHD) plays a grooveless disc with one hour color and sound playing capacity per side. The 10.2" diameter disc has pits instead of grooves arranged in spiral tracks of 54,000 tracks per side, rotating at 900 RPM.³ The sapphire electronic capacitance stylus has an electrode that remains in conformity with a signal track. The electrode detects the main signal and the tracking signal. The tracking signal, recorded on both sides of the main signal, insures proper tracking of the stylus. This system allows for features not available on a grooved system such as fast motion, forward and reverse, slow motion and variable speed control for all, plus still picture and random access. Like the RCA system, the JVC disc is held in a plastic sleeve when used. The five sided stylus has an unusually long life (approximately 2,000 hours) since the electrode runs the length of the stylus.³ Therefore, as the stylus is worn down, new portions of the electrode are exposed. The stylus is thus effective until completely worn down, unlike a conventional needle which does not work well when it becomes dulled. The VHD/AHD mastering process is comparable to phonograph manufacturing; however, it is done with a laser beam which divides the original signal into two, one for recording the main signal, and the other for recording the tracking signals. To play digital video discs, a Pulse Code Modulator (PCM) decoder can be connected to the player. With the recent advancements in digital technology, this could become an important feature for sound reproduction. A random access unit may also be combined with this system. Although no firm price has been set for the JVC player, the PCM unit is expected to add \$500 to the cost, while the random access unit is expected to add another \$150.⁴ JVC has recently concluded an agreement with EMI-Thorn of England for initial software.

SUMMARY

Although there seem to be advantages and disadvantages to each of the systems mentioned above, it is interesting to watch the beginning of what could become a substantial new entertainment medium. It seems very possible that, in the not too distant future, record companies could be manufacturing, packaging and distributing full length feature films very much like they are marketing sound recordings today. On the other hand, perhaps the record industry will choose to remain primarily in the music business and thus allow film and video production and distribution companies to develop that market. Perhaps there will be mergers of the two. Meanwhile, what will happen to the old fashioned phonograph record? It will be interesting to watch.

The following is a continuation of the chart begun in last month's issue, representing an overview of the activities of the major record companies that are involved in music related video:

VIDEO SPOTLIGHT

- ¹Herbert Schlosser, "RCA Corporation Text — International Music Industry Conference", April 24, 1980.
- ²Magnavox Fact Sheet, "News From Magnavox Newsletter", 1980.
- ³Donald L. Heyman, "JVC (US JVC Corp.) News", Burson-Marsteller, 1980.
- ⁴N. Sakoda, "JVC Bares Its Videodisc Unit", Billboard Magazine, Page 34, June 28, 1980.

Please note that the fact that titles are listed in this chart does not necessarily mean that said titles have as yet been used. Furthermore, in many cases, for legal reasons, special written permission must be received from more than one source before the record companies can allow usage. In some cases, titles are simply not available at all.

DJM RECORDS -

JASPER CARROTT- An Audience with Jasper Carrott, The Unrecorded Jasper Carrott from the Theatre Royal, Drury Lane, In America "Rowdies", Highlights of Jasper Carrott at his best/PAPA JOHN CREACH - on "Soul Of The City" (interview and performing)/JENNY DARREN - In concert on the "Sight & Sound" show/
MELANIE HARROLD - Performing "I Live In The City"/HORSLIPS - Performing "The Man Who Built America" and "Lonliness", On Stage at the Stadium, Performing "Sure The Boy Was Green" and "Speed The Plough" on a show, Performing on WTMJ-TV in Milwaukee/JOHN MAYALL - Midnight Special Part II (includes jam at the end with Bob Welch, Paul Butterfield, Rick Danko, Spencer Davis, John McVie and Elvin Bishop, Performing "Falling"/OZO - Performing "Listen To The Buddha" on the supersonic TV Show from DJLPA-4/THE ROCKSPURS - Performing "Jackie Run" from DJM-15(studio performance), Performing "Saturday"/UNYQUE - On the Soap Factory performing "Party Down" and "Keep On Making Me High" from DJM-26/SLAUGHTER - Performing "Chasing Me" and "What's Wrong Boy" from DJM-32/"STEPS" by Eric Neudel includes the song "A Real Mother For Ya" by Johnny Guitar Watson/JOHNNY GUITAR WATSON - Being interviewed on a talk show from L.A., Performing "Miss Frisco, Queen of the Disco", "Gangster Of Love", "Guitar Disco", Performing "A Real Mother For Ya", Performing "It's A Dam Shame", "Give Me Love" on a show called "Top Pop" from Holland, Performing "It's About The Dollar Bill" and "Funk Beyond The Call Of Duty" (studio performance), Performing "What The Hell Is This" and "Mother In Law", Live At Ratzo's Show 1, Live At Ratzo's Show 2(parts 1 and 2)/

OVATION - Contact: Carry Baker, National Publicity Director

CITIZEN

POLYDOR - Contact: Jerry Jaffe, V.P.

ATLANTA RHYTHM SECTION - "Champagne Jam", "So Into You"/ GLORIA GAYNOR - "I Will Survive"/ ISAAC HAYES - "Don't Let Go"/ THE JAM - (all British Singles)/ 999 - "Feeling Alright With The Crew", "Homicide"/ BRAM TAICHOVSKY - "End Of My Dreams", "Lonely Dancer", "Strange Man, Changed Man"/ PAT TRAVERS - "Born Under A Bad Sign", "Crash and Burn", "Is This Love", "Snorting Whiskey"

PRELUDE - Contact: Stan Hoffman, V.P.

FRANCE JOLI - "Come To Me", "Don't Stop Dancing", "Let Go"/ MUSIQUE

RCA RECORDS - Contact: Stephen Kahn, Manager of Audio-Visual Department

DAVID BOWIE- "Heroes", "Live On Stage", "The Lodger"/JULIAN BREAM- In Concert/BRUCE COCKBURN - In Concert/DYNASTY - "I Don't Want To Be A Freak", "I'm Satisfied", "Piece Of The Rock"/FIRST CHOICE - "Great Expectations", "Hold Your Horses"/ROBERT GORDON - "It's Only Make Believe", "Rock Billy Boogie"/GREY & HANKS - "Dancin'", "Gotta Put Something In", "Way Out To Get In", "You Fooled Me"/HALL & OATES - In Concert (Las Vegas), In Concert (London), "Musikladen-Extra"/INSTANT FUNK - "Body Shine", "Witch Doctor"/WAYLON JENNINGS - Live In Concert/EVELYN CHAMPAGNE KING - "Music Box", "Shame", "Smooth Talk"/LAKESIDE - "All The Way Live", "Shot Of Love", "Visions Of My Mind"/CARRIE LUCAS - "Dance With You", "Danceland", "Sometimes A Love Goes Wrong"/STEPHANIE MILLS - "Don't Stop Dancin'", In Concert. "Put Your Body In It", "What Cha Gonna Do"/RONNIE MILSAP - "I Got The Music", "It Was Almost Like A Song", "Only One Love In My Life"/MAXINE NIGHTINGALE - "Hideaway", "Lead Me On", "The Girl In Me"/DOLLY PARTIN - "Baby I'm Burning", "Down", "Great Balls Of Fire", "Help", In Concert, On The Road, "Star Of The Show", "Sweet Summer Lovin"/CHARLIE PRIDE - In Concert/ JERRY REED - "East Bound And Down", "Guitar Man", "Hot Stuff", In Concert/SHALAMAR - "In The Socket", "Let's Find Time For Love", "Second Time Around", "Take Me To The River"/SKY - "High", "Sky Zoo"/ EDWIN STARR- "H.A.P.P.Y. Radio"/JEFFERSON STARSHIP - "St. Charles"/STONE BOLT/SYLVAIN SYLVAIN/TRIUMPH/THE WHISPERS - "Can't Do Without Love", "Home Made Lovin'", "Love At It's Best"

RSQ - Contact: Janis Lundy, Executive Assistant to the President

BEE GEES - (Merv Griffin), "How Deep Is Your Love," (Midnight Special), "Stayin' Alive," "Too Much Heaven"/ JACK BRUCE - "How's Tricks", "Something To Live For Times"/ ERIC CLAPTON - "Cocaine," "Tulsa Time," (in concert)/ LINDA CLIFFORD - (American Bandstand), (Merv Griffin), (Midnight Special, host), "Soul Train"/ RICK DEES SEGMENT - (Midnight Special)/ YVONNE ELLIMAN - (in concert) "Baby Don't Let It Mess Your Mind," "Up To The Man In You," (Dinah Show), (Midnight Special)/ ANDY GIBB - (American Music Awards), (Dinah), "I Just Want To Be Your Everything," (Midnight Special), "Shadow Dancing"/ GREASE TAYLOR/ THE HEADBOYS - "The Shape Of Things To Come"/ THE KINGBEES - "Two On The Town"/ ALVIN LEE/ MARY MACGREGOR - "Anything But Yes," "Dancing Like Lovers"/ DAVID NAUGHTON - "Makin' It," (midnight Special)/ PAUL NICHOLAS - (American Bandstand), (Merv), (Mike Douglas)/ SUZI QUATRO - "Can't Give Me Love," (Midnight Special host), "Stumblin' In," "The Race Is On"/ RSO SOUNDTRACKS - "Grease," "Saturday Night Fever," "Sgt. Pepper"/ SHERBET - "Feels Like It's Slippin' Away," "Running Time"/ JOHN STEWART - "Gold & Midnight Wind"/ SWEET INSPIRATIONS - "Hot Fun," "Love Is On The Way"/ PAUL WARREN - (Midnight Special)

SALSOU - Contact: Glen LaRusso, International Manager

CHARO - "Dance A Little Bit Closer," "Ole, Ole"/ INSTANT FUNK - "Body Shine," "Crying," "I Got My Mind Made Up," "Witch Doctor"/ JOE SATAN - "Rap-O, Clap-O"/ SKYY - "High," "Skyyzoo" (see also RCA)

20th CENTURY - Contact: Mort Weiner, Director of Video Operations

PHOTOGL0 - "20th Century Fools," "We Were Meant To Be Lovers"

VIDEO SPOTLIGHT

VIRGIN RECORDS - Contact: Jill Von Hoffman, Media Communications

BOXER - Live/COWBOYS INTERNATIONAL - "Pointy Shoes", "Today Today"/JULIE COVINGTON - "Bright Lights", "Only Women Bleed"/KEVIN COYNE - An Evening With Kevin Coyne/JOHN FOX - "Underpass"/HUMAN LEAGUE - "Circus Death", "Empire State Human"/HUMAN SEXUAL RESPONSE - Live/INTERVIEW - "Fire Island", "You Didn't Have To Lie To Me"/MAGAZINE - "Light Pours Out Of Me", "Motorcade", "Touch & Go"/THE MEMBERS - "Offshore Banking Business", "Solitary Confinement", "The Sound Of The Suburbs"/THE MOTORS - "Breathless", "Be What You Want", "Airport", "Dreaming Your Life Away", "Bring In The Morning Light", "Forget About You", "Freeze", "Love And Loneliness"/MICHAEL OLDFIELD - "Blue Peter", "Guilty", "Incantations", Live, "The Space Movie"/GLENN PHILLIPS - "Sea Of Lions"/ RHYTHM OF RESISTANCE - Music Of South Africa/THE RECORDS - "Rock N' Roll Love Letter", "Starry Eyes"/ROOTS RAG REGGAE - Documentary/THE RUTS - "Something That I Said"/THE REVILLOS - "Where's The Boy For Me"/SHOOTING STAR - "Tonight", "You Got What I Need"/THE SKIDS - "Into The Valley", "Scale", "Scared To Death"/SUPERCHARGE - "Get Up And Dance", "I Can See Right Through You", "Taxi"/SPARKS - "Beat The Clock"/TANGERINE DREAM - At Coventry Cathedral, Live, T.V. News Coverage, "Rubycon", "Search For Source"/THE FLYING LIZARDS - "Money", "T.V."/PETER TOSH - Live/VARIOUS ARTISTS/VIRGIN ROADSHOW TAPE/XTC - "Are You Receiving Me", "Life Begins At The Hop", "Making Plans For Nigel", "This Is Pop

WARNER BROS. - Contact: Jo Bergman, Director of Television Video

AMBROSIA - "How Much I Feel", "Life Beyond LA"/ ASHFORD & SIMPSON - "Ain't No Mountain High Enough", "Ain't Nothing Like The Real Thing", "Come As You Are", "Don't Cost You Nothin'", "For Your Love", "Found A Cure" (filmed at the Copa), "Gimme Something Real", "I Need Your Light", "Is It Still Good To Ya?", "It Seems To Hang On", "It'll Come" (Dinah Show), "Let Love Lose Me", "Let's Go Get Stoned", (Midday Live...from Bloomingdale), (Positively Black interview), "So, So Satisfied", "Somebody Told A Lie", "Soul Train", "Stay Free" (filmed at the Copa), "Take Me Up To The Top Of The Stairs", "Tell It All", "Tried, Tested And Found True", (Video Magazine-interview with Lamar Renee), "You Can't Be Nobody's Lover", "You're All I Need To Get By"/ BELLEMY BROS. - "Let Your Love Flow"/ GEORGE BENSON - "Breezin'", "Lady Blue", "Love Ballad", "Masquerade", "On Broadway", "Six To Four"/ IRMA BOMBECK/ BONEY M - "Mary's Boy Child", "Rivers of Babylon"/ DEBBY BOONE - "When You're Loved"/ BOOTSY/ CARLENE CARTER - "I Once Knew Love", "Never Together But Close Sometimes"/ SHAUN CASSIDY/ JIMMY CLIFF/ CLIMAX BLUES BAND/ LINDA CLIFFORD/ ALICE COOPER - "How You Gonna See Me Now"/ RY COODER - "Alimony", "Mexican Divorce", "Stand By Me", "Tamp 'Em Up Solid", "Tatler"/ DEVO - "All Songs", "Come Back Jonee", "Jocko Homo", "Satisfaction", "Secret Agent Man", "Suprise"/ DION - "Hey My Love"/ DEAD BOYS/ DEAF SCHOOL/ DORI'S FILM #1/ DIRE STRAITS/ DOOBIE BROS. - "Depending On You", "Jesus Is Just All Right", "Little Darlin'", "Minute By Minute", "Rockin' Down the Highway", "Take Me In Your Arms", "Takin' It Too The Streets", "Turn It Loose", "What A Fool Believes", "Wheel Of Fortune"/ FLEETWOOD MAC - "Go Your Own Way", "Rhiannon", "Say You Love Me", "So Afraid", "Tusk", "You Make Lovin' Fun"/ FOGHAT - "A Blues Tribute"/ FUNKADELICS/ GALSTON & THOM - "Why Don't We Live Together"/ GRAHAM CENTRAL STATION/ EMMYLOU HARRIS - "Never Can Tell", "Pancho & Lefty"/ GEORGE HARRISON - "Blowaway"/ FREDDY JAMES - "Get Up And Boogie" (TV appearance)/ AL JARREAU - "Aqua-de-ber", "Aladdin's Lamp", "Burstin' With The Dawn", "Fire and Rain", "Glow", "In Love & Runnin' Free", "Lock All The Doors", "Lock All The Gates", "Rainbow", "Rainbow In Your Eyes", "Thinking About It Too", "2000 Miles"/ TOMMY JOHNSTON - "Savannah Nights", "Show Me"/ RICKIE LEE JONES - "Chuck E's In Love", "Coolsville", "Youngblood"/ MARC JORDON - "Jungle Choir", "Marina Del Ray", "Survival"/ MADLEEN KANE/ CHAKA KHAN - "I'm Every Woman", "Life Is A Dance"/ NICOLETTE LARSON - "Back In My Arms Again", "Dancin' Jones", "Rhumba Girl"/ LIAR - "I'm Calling", "Set The World On Fire"/ M (Robin Scott) - "Moonlight & Muzak", "Pop Music"/ MANFRED MANN - "You Angel You"/ STEVE MARTIN - "King Tut", "Let's Get Small", "The Absent Minded Waiter", (Saturday Night Live host)/ PAT METHENY - "Phase Dance", "San Lorenzo", "Windup", "Wrong Is Right"/ VAN MORRISON - "Brown Eyed Girl", "Caravan", "Checkin' It Out", "Kingdom Hall", "Wavelength"/ RANDY NEWMAN - "Baltimore"/ PALEY BROS. - (For Kids Only-TV show)/ THE PIRATES/ PRETENDERS - "Stop Your Sobbin'", "Tattoo Boy"/ PLASTIC BERTRAND/ PRINCE - "I Wanna Be Your Lover", "Why You Wanna Treat Me So Bad?"/ BONNIE RAITT - "Bluebird", "Give It Up Or Let Me Go", "Kokomo", "Love Has No Pride", "?", "Runaway", "Stayed To Long At The Fair", "Sugar Mama", "You Got The Feeling", "You Got To Know How"/ RAMONES/ LEON REDBONE - "Alabama Jubilee", "Champagne Charlie", "Harvest Moon", "Walking Stick"/ RENAISSANCE/ ROSE ROYCE - "Do Your Dance", "I Wonder Where You Are Tonight", "I'm In Love (And I Love The Feeling)", "Is It Love You're After", "Wishin' On A Star"/ TODD RUNDGREN - "Can We Still Be Friends", "Pyramid Power"/ LEON RUSSELL/ THE RUTLES - "All You Need Is Cash"/ ROCHES - "Hammond", "Married Men", "We"/ SANFORD & TOWNSEND - "Eye Of My Storm"/ LEO SAYER - (Midnight Special)/ SEALS & CROFTS/ SEARCHERS - "Saturday Morning"/ SNUFF/ CANDI STATON - "Honest I Do Love You", "Victim"/ ROD STEWART - "A Night On The Town", "Ain't Love A Bitch", (Australian Interview), "Blonds Have More Fun", "Do You Think I'm Sexy", "Honky Tonk Angels", "Hot Legs", "I Don't Want To Talk About It", "I Was Only Joking", "Killing of Georgie", "Pretty Flamingo", "Sailing", "Tonight's the Night", "You're In My Heart", "You're Insane"/ STUFF/ TALKING HEADS - (Entermedia concert)/ THIN LIZZY - "Cowboy Song", "Do Anything You Want To Do", "Waiting For An Alibi"/ SPYDER TURNER/ UNDERTONES/ UNDISPUTED TRUTH - "Method To The Madness", "Sunshine", "You And Me"/ FRANKIE VALLI/ VAN HALEN - "Bottoms Up", "Dance The Night Away", "You're No Good"/ WONDERLAND - Pt. 1 & 2/ GARY WRIGHT - "Are You Weeping", "Dreamweaver", "Love Is Alive"/ NEIL YOUNG - "Hurricane"

ZE - Contact: Dave Zalidor, Director of Publicity

KID CREOLE AND THE COCONUTS/ LIZZY MERCIER