

# International

THE LATEST NEWS AND VIEWS FROM AROUND THE WORLD

## Capitol's Int'l Dept. Brings Home The Hits Restructuring Leads To Platinum Successes Worldwide

BY JEFF CLARK-MEADS

LONDON—A tiny team of just six executives is helping the world make the most of its Capitol.

During 1995, Paddy Spinks' restructured international department of the U.S. record company helped affiliates deliver hits across the world—from the U.K. to Japan and from Korea to Australia—with acts as diverse as Megadeth and Richard Marx.

Now, Spinks and his team plan to use their streamlined systems to bolster local companies as they build on that success—and to tackle the big challenge: persuading Bob Seger to tour in Europe for the first time in 15 years.

Spinks, an Englishman from the town of Rugby, implemented an inno-

vative structure for Capitol Records' international department when he was installed as its Los Angeles-based VP two years ago. "I decided to go against the industry's usual practice of having product managers," he says.

"I took two guys and made one responsible for Europe and Africa and the other for Southeast Asia, Japan, and Australasia. This way they are dealing with a certain number of projects at any one time, and it makes for a much better relationship with the key territories in each region, rather than dipping in and dipping out.

"I don't want people thinking, 'This is what I want to sell, and it should sell because it's from America—that's a narrow approach. Developing a relationship with the territories is the key to working internationally. We could-

n't do what we have to do without them."

Spinks also eschews a scattershot approach to international marketing.



SPINKS

"There are acts where you have to take a shot everywhere and others where you achieve more with a better focus. You have to remember that the act can't be in Europe and Australia at the same time."

Spinks' tactics are implemented by five staff members: senior director Piero Giramonti, who was relocated from Los Angeles to New York to give him better time access to the European, Canadian, and South African markets, for which he is responsible; director Scott Greer, based in Los Angeles and responsible for Latin America, Southeast Asia, Japan, and Australia; promotion manager Nancy Park; department coordinator Teri Goldberg; and production coordinator Robert Parsons.

Their efforts have assisted the process of producing platinum performances for Megadeth's "Youthanasia"

in Canada (100,000 units sold) and Malaysia (25,000), the Beastie Boys' "Ill Communication" in Canada and Chile (25,000), and the Foo Fighters' self-titled album in Malaysia.

Perhaps the crowning glories, though, are Richard Marx's "Ballads" and Bob Seger's "Greatest Hits."

"Ballads" was released only in Southeast Asia and has gone platinum in Hong Kong (20,000) and Indonesia (75,000); triple platinum in Singapore (60,000) and Malaysia (75,000); quadruple platinum in Thailand (200,000); and 12-times platinum in Taiwan (600,000).

Seger's hits album is already platinum in Australia (70,000), double platinum in New Zealand (30,000), and triple platinum in Canada (300,000). As for Europe, where it is gold in the U.K. (100,000), Spinks says, "We're hoping that Bob will tour Europe in 1996—the first time in 15 years. This will back up the success of 'Greatest Hits' as well as promote the new album

(Continued on next page)



## Election Enhances Publicity For Authors' Rights Campaign

BY HOWELL LLEWELLYN

MADRID—The Spanish government and main opposition parties have embraced the entertainment industry with a public show of support for a campaign by Spanish authors' society SGAE that is aimed at convincing people of the justice of authors' rights (Billboard, Feb 3).

Socialist prime minister Felipe Gonzalez, main conservative opposition leader Jose Maria Aznar, head of the mostly Communist third party Julio Anguita, and the country's top two trade union leaders all defended a series of demands made by SGAE at a Feb. 14 meeting in Madrid that marked the end of the monthlong campaign.

Gonzalez was to have spoken at the meeting, which was attended by 1,000, but his speech had to be read by cul-

ture minister Carmen Alboroh because the former head of Spain's Constitutional Court was shot dead by a Basque gunman one hour before the meeting.

In a morbid sense, this event helped SGAE's campaign, as Gonzalez invited the SGAE board of directors to his residence just outside Madrid two days later for a widely televised meeting. Among those who met the premier were SGAE managing director Teddy Bautista and musicians Caco Senante, Miguel Rios, Jose Maria Cano, Ramonoin, and Manolo Tena.

One of the five demands of the campaign, which is called "First, The Author," is that the Spanish government "should defend the tradition of authors' rights against any attempt to bring us closer to the U.S copyright model."

Spain holds general elections March 3, (Continued on page 45)

## Belgium's Super Club Expands With Multimedia

BRUSSELS—Belgium's Super Club retail chain is launching a series of stores to broaden its product range, particularly in the area of multimedia.

The existing Super Club Home Entertainment stores carry music CDs and video games, in addition to the group's core video products. This product range is now being expanded in the five so-called "key" stores.

"The key stores are another step further," says Super Club spokeswoman Leen Scheelen, "as they will offer a complete range of entertainment software: CD-ROM, CD-i, and

video CD, plus all kinds of personal-computer accessories and Internet software.

"The most important thing is that we will also have the skilled staff to initiate our customers and guide them through the multimedia jungle."

The four key stores in the Flanders region of Belgium—which includes Ghent, Brussels, Antwerp, and Turnhout—plus one in Amsterdam will replace the chain's existing outlets in those cities. Super Club has 70 stores in Belgium, three-quarters of which are in the Flemish-speaking north of

the country.

The key stores will each have 1,000 square meters, and Scheelen says they will assist Super Club's competitiveness compared with its Dutch and French rivals. "Free Record Shop is specialized in CDs; FNAC offers music hardware, books, CDs and video—but we will offer the complete range."

She concedes that Super Club may not be able to take a lead in the pricing of CDs but says, "I am convinced that the key stores' style and atmosphere will attract the buyers."

MARC MAES

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