

# VTV TEN YEARS OF WEEKLY PUBLICATION

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Video Trade Weekly 1981-1991

Incorporating VST

**'WHEN I GROW UP I'M GOING TO BE A VIDEO DEALER'**

See some famous faces when they were kids on p7!



# CHEER WE GO!

Cheer up, 1991 is nearly over! It's been a tough year that will be remembered more for its bleaker moments than its high points. But 1992 looks a lot brighter, and in preparation for a more enjoyable 12 months to come, this week's *VTV* concentrates only on good news, fun and "Reasons To Be Cheerful".

**1 THE SILENCE OF THE LAMBS**  
20.20  
2 DANCES WITH WOLVES  
Guild  
3 PREDATOR 2  
FoxVideo  
4 KINDERGARTEN COP  
CIC  
5 L.A. STORY  
Guild  
6 MISERY  
First Independent  
7 SLEEPING WITH THE ENEMY  
FoxVideo  
8 THE GODFATHER PART III  
CIC  
9 OUT FOR JUSTICE  
Warner  
10 HOME ALONE  
FoxVideo

★ ★ WINNER ★ ★

G Mullineaux, of Video Hire, Milton Road, Waterlooville, Portsmouth, joins the Number 1 Club and wins a copy of *The Silence Of The Lambs*, courtesy of 20.20 Vision.

## FOX HITS THE ROAD

FOXVIDEO aims to share its vision of the future with dealers in a major roadshow in the New Year.

The company will tour the UK, presenting its overview of the market and outlining important trends for the future.

Sales and marketing director Andrew Mitrega said that the rental and sell-through businesses have a lot to be optimistic about - providing opportunities are capitalised upon. "Our aim is for our customers to leave the presentations feeling that the time they spent with us was time invested in the future of their business."

Included in the presentation will be:

- A review of the industry in 1991 - looking at business at retail, trade and distributor levels. "If we don't all know and understand how each part of the industry has performed in 1991, then we have no joint basis from which to work to improve and measure the improvement," said Mitrega.
- Forecasts and trends for 1992 and beyond. Included here

will be factors likely to affect the market - the economy, competition, product, marketing and pricing.

- The key challenges and responsibilities facing distributors and dealers. The need for new, and possibly radical, copy depth initiatives will be emphasised here.

- New technologies and the opportunities they present.

- A product presentation, which, as well as looking at Fox's line-up for 1992, will examine how the company's links with its sister film division, Twentieth Century Fox, will affect video.

The roadshow will kick off in Glasgow on January 13, visiting Manchester on the 14th, Birmingham on the 15th, London on the 16th and Bristol on the 17th. Each venue will cater for around 100 dealers. Attendance is by invitation only.

Everyone attending will be given packs which will include a guide to the industry - its vital statistics, trends, forecasts and future. Fox hopes that dealers will distribute the packs to staff to help spread knowledge about the industry. *VTV* will also be covering the roadshow in depth.



## EVERYONE'S TAKING THE MICKEY!

3.2 million *Fantasia* tapes sold so far

"IT'S AN astounding success and a great benchmark to show what can be achieved."

That's Buena Vista Home Video managing director Phil Jackson's response to *Fantasia* selling a record-breaking 3.2 million units.

And the company's bumper

sales look set to continue, with another Disney Classic scheduled for next spring, and a continuing commitment to releasing them year-round.

The sales figure almost doubles the previous record of 1.7 million set by Disney's Christmas Classic last year, *Lady And The Tramp*. *The Little Mermaid*, with 1.5 million sales

so far, could also surpass *Lady*.

In nearly seven weeks, *Fantasia* has sold the same number of units as it took the top-selling UK album of all time (across all formats), Dire Straits' *Brothers In Arms*, to sell in nearly seven years.

This strong performance reflects an industry which now boasts considerable

muscle. Its 1991 value of £400 million puts it ahead of paperback books (£345 million) and margarine (£283 million), and within reach of compact discs (£435 million) and toys (£458 million).

Buena Vista estimates 10 per cent growth in 1992, giving the industry a value of £440 million. It expects to take £90 million worth of this business, putting Disney on a par with Gold Blend coffee, Heinz soups and Mars bars.

## INSIDE YOUR VTW

- 20 Reasons To Be Cheerful - page 3
- Review Of 1991 - pages 4-6

WHY WAIT A YEAR TO SEE A FILM ON SATELLITE?

**YOU CAN RENT IT ON VIDEO TONIGHT**

## KEEP CUSTOMERS POSTERED

FED UP with BSkyB knocking video? Want to fight back by bringing video's window advantage to the attention of customers?

*Video Trade Weekly* has produced a Christmas present of a poster for our readers which stresses the exclusivity

benefit of video.

The poster, which can be found on the centre pages of this issue, carries the slogan: "Why Wait A Year To See A Film On Satellite? You Can Rent It On Video Tonight."

We've produced the poster in response to requests from dealers who are furious about BSkyB's anti-video ads which have appeared in the

national press and on poster hoardings.

The poster is backed by the following distributors: 20.20 Vision, Buena Vista Home Video, First Independent, MCEG Virgin, New Age Entertainment, Odyssey Video, RCA/Columbia and Warner Home Video.

Warner will adopt the *VTV* slogan on its ads and p-o-s.



**MERRY CHRISTMAS AND A HAPPY NEW YEAR!**

