MUSIC INDUSTRY

TITANIC TURNAROUND

Sony Music has discovered a more upbeat song to sing

Sony doesn't break out its music unit sonally disappointed with the results on timate that her last album, "Davdream,"

But there is some consolation; Mr.

new Billy Joel album, which has had a tion from colleagues. Ms. Carey, who ued to support her label, Crave.

Matters," Mr. Mottola savs, "I am per-valuable assets: industry executives es-spokeswoman savs the singer is "happy

CONTINUED FROM PAGE 1

Jackson; as of mid-February it had sold 2.5 million close to 850,000 copies, a staggering 259,609 more copies in the U.S. alone after only three months and copies than the previous week. And sales aren't slowis her fastest-selling record in years.

to come out blazing," says Mr. Mottola, who is in the ic" soundtrack. third year of a contract with Sony Music that pays him an estimated \$10 million a year. In 1996, the parent company gave Mr. Mottola a package that ex- the third quarter, Sony Corp. cited a "modest detends through the year 2001.

million, about a 5% increase, according sical album in the U.S.

pected to finish with revenue of \$6 bil-

to people close to the company.

millions of units

lion, well above the \$5 billion in revenue

results, but Sony Music world-wide is ex- that record. I wish we had done better."

for fiscal year 1997, and with an estimat- classical record, "My Secret Passion -

ed operating profit of more than \$700 The Arias," which became the No. 1 clas-

slow start. Of the weak performance by Mr. Mottola had discovered and later

risky move of paying close to \$1 million for the soundtrack rights to "Titanic," which included Ms. S. STREISAND'S record of inspirational songs, "Higher Ground," was outselling buzzier acts such as Smash Mouth and Janet ing down: On Feb. 17, Sony received orders from re-"It doesn't matter who you are today: you've got tailers for more than 1.3 million copies of the "Titan-

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Sony Music's results were expected to boost the crease" in operating profit at the music group be-Last fall, Sony made what was then considered a cause of "increased artist-development costs."

contributed at least \$250 million in rev-

Mr. Mottola kept her in the fold, re-

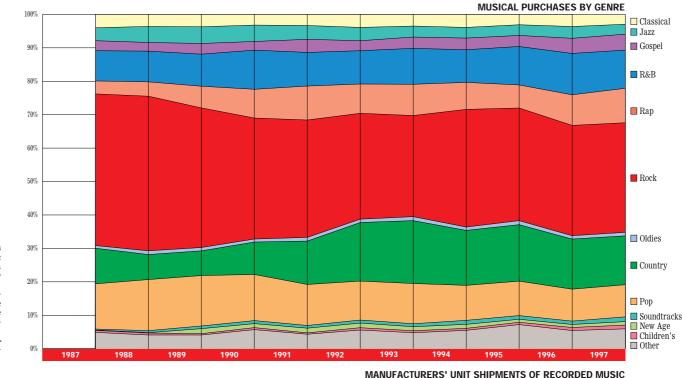
million copies as of mid-February.

the chart The musical genres are (rhythm and blues), Rap, Soundtracks, New Age, Chil-

such as the industrywide sales at Sony and plans to stay." Mr. Mottola has also kent a slump in Asia where Sony Music enue. Her latest album, "Butterfly," is stable team of executives while rigets 10% of its sales. Mr. Mottola Bolton is finding success with a new another multiplatinum hit, selling 2.6 vals have gone through wrenchsays Sony will address this by ing turnover. And he has promotfinding Asian talent that sells. ed women in a male-dominated "We are aggressively develop-

maining on good terms even after she industry: Michele Anthony joined ing local artists, looking at the Mr. Mottola's handling of his separa- hired a new attorney and manager soon Sony in 1990 and, as executive long-term picture rather than the Sony has had some duds, such as the tion from Ms. Carey has drawn admira- after they separated in 1997. He contin-vice president, is his No. 2. Polly short-term situation," Mr. Motto-Anthony was recently named la says. • Ms. Carey is expected to deliver at president of Epic Records, and Michael Bolton's pop record, "All That married, is one of Sony Music's most least three to four more albums. A also heads 550 Music.

The Wall Street Journal nub-Still, trouble spots do remain. lished this article on Feb. 23, 1998.



1.200 Michael Jackson sells Beatles catalog to Sony for \$95 million Janet Jackson signs \$40 million contract with Virgin Records Elvis' last concert Geffen Records is formed Michael Jackson outbids Paul McCartney, Yoko Ono for Beatles catalog, paying \$47.5 million Frank Sinatra's comeback concert 'Thriller' released Thriller' video premieres Beatles Anthology 1 r Michael Jackson signs \$65 million Sony deal Elvis dies John Lennon's 'Double Fantasy' released First Rock and Roll Hall of Fame ceremony Elvis Presley's final recording session Michael Jackson wins eight Grammys Garth Brooks's 'Ropin the Wind' debuts at No. 1 on Pop. Country char 1.100 8-Track Sex Pistols debut in U.S. Appetite for Destruction' sales hit 8 'Dirty Dancing' movie John Lennon's last TV appearance Led Zeppelin breaks up 'Born in the U.S.A.' released First car CD player 'Grease' mer' wins nine MTV awards onny & Marie' premieres John Lennon assass 'Purple Rain' released enny Goodman dies 2 Live Crew's 'Nasty As They Wanna Be' declared obscene Music Video Police debut in U.S. Miles Davis dies Last Miles Davis album rele Sony buys CBS Records for \$2 billion Pearl Bailey dies McCartney & Wings first U.S. tour Bill Halev dies First MTV Awards Cassette Single 1.000 Brandy is born Liberace dies Milli Vanilli exposed as frauds atles inducted into Hall of Fame 'Jacksons' TV show premieres Bob Marley dies 'Thriller' sales hit 20 million Elton John plays Leningrad Bob Dylan plays Madison Square Garden MTV premieres Quincy Jones wins six Grammys ob Dylan inducted into Hall of Fame The Band's last concer 'Like A Virgin' released Cassette Arthur Fiedler dies 'The Strea ach Boys inducted into Hall of Fame McCartney's 'Li Fleetwood Mac's 'Rumours' released 'Do They Know It's Christmas?' recorded Simon & Garfunkel play Central Park ABBA's North American tour premes inducted into Hall of Fame American Bandstand 25th Anniversary Madonna's debut album rele Jacksons' farewell concert Michael Jackson wins first Grammy B-52s give debut performance First CD released VH-1 premieres CD Single Sony Walkman goes on sale Karen Carpenter dies 'Beatlemania' opens on Broadway 'We Are the World' recorded rateful Dead 15th anniversary concert 'Saturday Night Fever' 'Saturday Night Live' premieres TNN premieres Live Aid concerts Frampton Comes Alive' released CD 200 LP and EP Vinyl Single 1974 1975 1976 1977 1978 1979 1980 1981 1982 1983 1984 1985 1986 1987 1988 1989 1990 1991 1992 1993 1994 1995 1996 1997 Karl Hartig Sources: Recording Industry Association of America, BPI Entertainment News

How to Read the Charts The charts on these pages cludes Ethnic, Standards, Big

were created using year-end Band, Swing, Spanish, Elecdata provided by the Recording tronic, Instrumental, Comedy, Industry Association of Ameri-Humor, Spoken Word, Exercise, Language, Folk and Holi ca, based in Washington, D.C. The top chart represents day Music). Of all the genres 100% of consumer purchases Rock and Country have domifor each year from 1987 to 1997. nated the market in the 1990s. This chart is divided into 13 The bottom chart shows musical genres (see color key manufacturers' unit shipments to the right of the chart) and (in millions, net after returns). shows the percentage for each of the eight different types of genre based on consumer sur- listening media (see color key veys. The scale is to the left of to the right of the chart). The scale is on the left The flags on the chart rep Classical, Jazz, Gospel, R&B resent some of the significant events in the U.S. music indus-Rock, Oldies, Country, Pop, try from 1973 to 1997. The lightblue shaded areas represent dren's, and Other (which in- U.S. economic recessions.

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