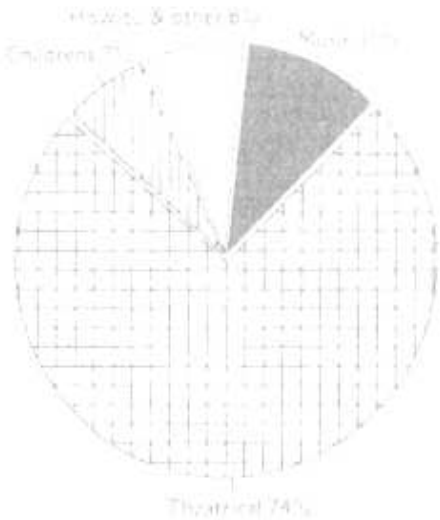


His 1988 book, *Associate Editor of the Video Marketing Newsletter* (A New York, he covers the music video scene for Hollywood-based Video Marketing, a market research and consulting organization which publishes trade newsletters and industry reports. He shares his views on the past, present and future of music video in this article.



The video cassette sales market share by genre. (84 & 84 Source: Video Marketing analysis of Billboard Top 40 pre-recorded video cassette sales charts)

# video seen *music video:*

Music video is often credited with "saved" the music industry, a claim which partially true is also somewhat misleading. Music video first gained momentum as a time when interest in record buying among the industry consumers was thought to be largely evidenced by steadily declining sales each year since 1978.

## Not a Saviour

The claim that music video has "saved" the music industry, implying as it does that video has somehow contributed their significant revenues or unit nor 100 percent accurate. While putting music video has made to of the industry thus far is due far from its use as a promotional tool, true despite the constant chatter music program composition on a booming home video market.

By any definition, even by rapidly changing fashions of pop video is a young art form. It did ever spring into existence over MTV started broadcasting in 1981.

## Rock 'n' Television

Rock 'n' roll and television were p-



# fast forward

WITH COMPUTERS PROGRAMMABLE to do everything from waging nuclear war to keeping seven-year-olds busy at a game of tic-tac-toe, it was only a matter of time before some of the estimated 3,000 software firms began marketing programs to help music makers. Software is now available to manipulate time for film score composers, teach songwriting, keep track of royalties, or help managers handle the details of road tours.

Now that complete affordable hardware systems are available for less than \$1,000, these sophisticated tools are working for accomplished pros and rapidly coming within the reach of unestablished melody makers who have more dreams than cash. Price, of course, has never been the only obstacle to wider marketing of microcomputers. The jargon and the density of computer "documentation" — the owner's manual — are often enough to glaze the eyes of all but the most determined novice. However, David Crook, writing in the Los

Angeles Times, reports that at last one new music program has taken a "radically new approach" in making it easier to use software.

## Software that Speaks English: Auricle

Ron Grant, a composer for the "Knotts Landing" TV series, and his brother Richard, a retired attorney and computer systems designer, have developed a computer program called *Auricle: The Film Composer's Time Processor*. They claim that it can actually work in English or any other language the user speaks. Other software is generally not as easy to use. For example, if the user of a word-processing program wants to check spelling, the user might have to type in a software-specific code ("control period Y space T") learned by rote, but users of the Auricle method can change that code to "check my spelling," which is easier to remember.

Perhaps the greatest strength of Auricle's program for score composers is that it figures the arithmetic of "click tracks:" the internal timers com-

# software

posers use to fit music tempo to a film or a TV show's visual action. The software saves composers from the tedious task of poring over a click-track book — a massive encyclopedia of numbers, analogous to the logarithm tables in algebra — used to adjust tempo to a scene that may be only a few seconds long. Essentially, the program allows a composer to tell a computer "re-time from bar 10-20 1:23.00," a simple command that a musical arranger can easily understand but is ordinarily gibberish to computers.

Auricle is available directly from Richard Grant of ACS, 3828 Woodcliff Road, Sherman Oaks, CA 91403 (818-990-8442). The Grant's personally provide support services. At [\$1,90.00] a pop, they figure they don't need to sell more than a few hundred programs. In the meantime, the brothers, designers and retailers, say "it's fun. Robin Gibb of the Bee Gees drove up in his limo yesterday and bought one," he said.

\*\*\*\*\*