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75¢ (California) \$1.25 (Elsewhere)

Actors, producers settle

'Mom' can't clean up after 'Wayne's World'

By Steve Chagollan

Enough filmgoers wanted to be a part of "Wayne's World" for the bargain-basement cable spoof to hold onto the No. 1 spot after a record-setting opening weekend. The Paramount comedy tallied about \$12.2 million on 1,878 screens (up 110 from last week) over the weekend, according to studio estimates.

Discounting last Monday's fourth-day holiday figure, "Wayne's World" fell only 22% from its Friday-Sunday bow, a sign that its opening numbers were no fluke. Last weekend's performance was still better than any other film has produced so far this year. Paramount estimates the film has already cumed \$34 million in fewer than two weeks.

A kinder, gentler Sylvester Stallone
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Frohnmayr exits NEA after 3 bitter years

By David Kelly

WASHINGTON — The embattled president of the National Endowment for the Arts, John Frohnmayr, resigned after three painful years of service in which he was attacked by the far left and the far right over the direction of the endowment and its criteria for providing federal funds to artists.

Frohnmayr, 49, a lawyer, made his announcement to staff members early Friday morning and in a brief letter submitted to President Bush.

See **FROHNMAYER** on page 58

SAG wins jurisdiction over extras in 3-year pact for film, TV

By David Robb

Hollywood can breathe a sigh of relief: SAG, AFTRA and management's AMPTP reached a tentative agreement Sunday on terms for a new three-year film and primetime TV contract, thus averting the threat of a full-blown film production slowdown.

Details of the agreement are still sketchy, but a key element of the deal gives the Screen Actors Guild jurisdiction over extras who appear in films and on filmed TV shows. SAG and the Alliance of Motion Picture & Television Producers have been fighting over the extras for more than a year. SAG's members voted to take over the jurisdiction of the Screen Extras Guild in 1990 —

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Bargain hunters give video happiest holiday season

Sell-through breaks \$1 billion revenue barrier

By Paula Parisi

Feeling the pinch of a tough economy, consumers embraced home video as a bargain gift item last holiday season, rewriting the record books as sell-through sleighed past the \$1 billion retail mark for the first time in history, according to a new study by industry analysts Alexander & Associates.

The \$1.07 billion for the Nov. 13 through Jan. 7 period translates to a 12.3% increase in revenue over the \$958 million that shoppers

shelled out last season, which had remained disappointingly flat over the 1989-90 season and failed to meet early predictions that it would top the \$1 billion barrier.

The annual Holiday Market Snapshot tracked consumer sales of some 72.5 million new and previously viewed cassettes, a 19% jump in unit sales over the previous year, when 61 million units found their way home with holiday shoppers.

A 5.4% drop in the average retail price
See **VIDEO HOLIDAY** on page 57

BMG finalizing \$800 mil Virgin deal

By Jeffrey Jolson-Colburn

Bertelsmann Music Group, part of German media giant Bertelsmann AG, is wrapping final details on a deal to purchase the elusive Virgin Music Group, reportedly for near \$800 million.

Virgin has been the target of suitors and the subject of speculation for the last two years. BMG entered serious discussions with

entrepreneur-company founder Richard Branson within the past two months.

Sources said the agreement, which could be announced as early as this week, reportedly includes both the record division and music publishing companies, but not the London-based Virgin Records retail chain in Europe. Branson re-

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White in for Bernstein at Orion's helm

By Paula Parisi

Orion Home Entertainment Corp. chairman and CEO Leonard White has been handed the reins of his unit's ailing parent company, Orion Pictures Corp., which he will run as interim president and CEO, effective with William Bernstein's March 1 resignation of that post.

In making the announcement Friday, Bernstein, who has been named executive vp of Paramount Pictures Corp., acknowledged White's contribution "during the difficult period of Orion's reorganization."

White's heavy-hitting credentials aside, observers said his new role
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Miller to APA in charge of talent

Former William Morris Agency agent Deborah Miller has been named vp and head of talent at APA, taking over for Tom Coreman, who exited suddenly earlier this month.

Miller, who had been with the William Morris Agency for 15 years, most recently as head of its TV talent department, left the agency about a year ago and formed the management company of Miller, Howard and Danuser with partners Scott Howard and

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Video holiday

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price paid per unit, to \$14.85 from \$15.71 the prior season, means consumers paid less for cassettes this year, and also accounts for the slight lag between revenue and unit growth.

"I think it was a much better holiday season than anybody had anticipated," said Bill Mechanic, president of home video and international theatrical distribution for Buena Vista, which had the success story of the season with "Fantasia."

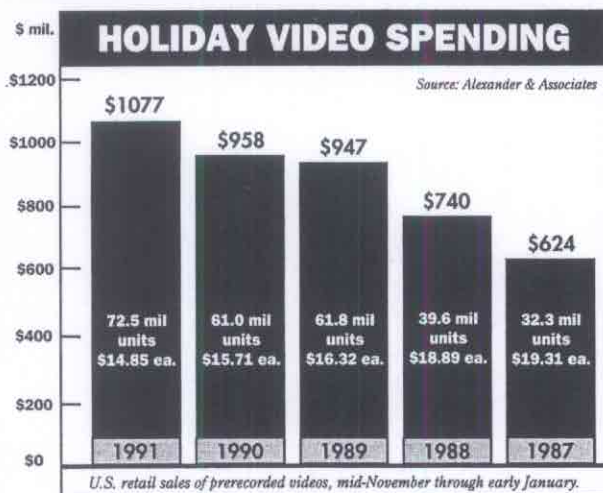
"Everybody went into the holidays worried about what the consumer would be doing in the economic environment, but we were confident that our product would work, and aggressive in our promotion. If anything, this shows we're not even close to the ceiling of sell-through, we're just starting to break through," Mechanic said.

"It's our feeling that the sell-through sector will only continue to grow," concurred FoxVideo president Bob DeLellis, who had the year's No. 2 seller in "Home Alone."

DeLellis said the strong sales performance this season was "not a surprise." As to whether the recession had any impact, he noted, "I don't know. If there wasn't a recession these numbers might have been even higher.... My gut reaction is the recession did affect the volume of the basic catalog, but it didn't really hit midline and above."

"Fantasia" led the way not only in terms of units shipped (more than 14 million), but also in the number of that inventory that consumers actually purchased, with roughly 12.6 million units finding homes between its Nov. 1 release date and Jan. 7, according to A&A.

The "limited availability" cam-



paigned the title was marketed under worked wonders in getting the animated favorite out of the gate quickly, with 2.4 million units flying off shelves in the first two weeks of release. "It's absolutely incredible," said Innerfield.

The No. 2 holiday favorite with consumers was FoxVideo's feisty "Home Alone," selling 3.6 million units through to consumers during the holiday period November through January.

Though A&A data tracking back to the title's Aug. 22 release date indicated that virtually all of the 11.1 million units sold through to consumers, THR's investigations indicate that might be a slight overstatement, with dealers anticipating a very minimal 5%-6% returns on "Home Alone."

In fact, even the fabulously well-received "Fantasia" may see a return or two winging back to Burbank, but any extra inventory on the two titles is sure to be reabsorbed quickly this year.

Running a close third was Warner Home Video's "Robin Hood: Prince of Thieves" at well

over 3 million units for the nine-week period.

In the No. 4 holiday slot was Disney's "The Rescuers Down Under," which notched a formidable 2.3 million in sales for the holiday period.

All four titles carried suggested retail prices of \$25, though with discounting and rebates, consumers paid between \$16 and \$18 for each.

Paramount Home Video's McDonald's tape promo paid off, with "Raiders of the Lost Ark" voyaging into some 1.2 million homes during the nine-week period. The tape, available for \$5.99 with purchase, claimed the fifth-highest incidence of consumer purchases during the season (including copies sold through outlets other than McDonald's).

"It certainly appears as if videocassettes were a popular gift item this Christmas, which in many respects is not surprising since cassettes are very well-priced and remain a high-perceived value product," said Paramount Home Video executive vp and general

manager Eric Doctorow.

The jury's still out on whether the label feels the results were worth piquing the video specialty retailers, and whether or not the campaign achieved Paramount's intended goal of "introducing" non-cassette buyers into the category will be difficult to measure.

The other high profile retail tie-in of the season, MCA/Universal's "E.T." effort with Sears, fared less well. A&A tracked "E.T." at No. 20 on the list of top holiday sellers, a position that translates to roughly 300,000 units sold, Innerfield said.

PHV had another holiday sales success in "Ghost," which shipped about 2.5 million units at a repriced \$19.99 through the fall and winter season.

Family films accounted for the overwhelming majority of holiday sales, at about 49.8%, according to A&A. The nearest contender, action-adventure, notched a 21.1% share of the market, with drama coming up 13.8%, comedy 8.5%. Science fiction-horror trailed at 2.8%, with music notching an incremental 1.7% in sales, classics 1.4% and adult tapes .9%.

WalMart was the largest volume cassette seller with a 10.9% share of the holiday market. Target followed with 6.7%, trailed by Kmart at a close 6.5%.

McDonald's Par vid tie-in on the Indiana Jones trilogy gave the fast food chain a 3.9% share.

Blockbuster's share was 3%, down slightly over the prior year.

Phar-Mor notched 1.9%, followed closely by Price Club and Sam's Wholesale. Regional chain the Wherehouse made the top 10 with a 1.4% share. Costco was in 10th place with a 1.3% share.

For the year, sell-through racked up an estimated \$4.6 billion on sales of just under 800 million units. □

Boxoffice

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lone, meanwhile, showed up on 1,458 screens in "Stop Or My Mom Will Shoot" for an estimated \$6.7 million gross, only slightly better than Stallone's last comedy bow, "Oscar," which proved weak in the legs and whose weekend figures dropped below \$1 million within five weeks. The Universal release notched second place.

However, a lot of hype and intimations of "E.T." luster couldn't lift "Radio Flyer" very far off the ground. The Columbia release opened wide (940 houses) but failed to register much response, collecting an estimated \$2 million

at best for a disappointing ninth-place bow on the chart and about \$2,127 per screen.

Meanwhile, Universal's "Fried Green Tomatoes" continues its stubborn hold on third place, collecting an estimated \$5 million on 1,315 screens. The ensemble drama has maintained its top-five status for the last five weeks.

Buena Vista is represented in the fourth, fifth, seventh and eighth spots with, in descending order, "Medicine Man," about \$4.7 million on 1,370 screens; "The Hand That Rocks the Cradle," around \$4.1 mil at 1,721 venues; "Beauty and the Beast," about \$2.6 million on 1,360 screens, moving up from ninth on the chart

while not showing marked improvement as a result of its unprecedented best picture Oscar nomination announced Tuesday; and "The Adventures of the Great Mouse Detective," roughly \$2.4 million on 1,420 screens.

Steamy psychological thriller "Final Analysis" performed well enough for a solid sixth-place finish. The Warner Bros. release raked in approximately \$3.6 million on 1,549 screens.

On the heels of multiple Academy Award nominations, the three Oscar frontrunners duked it out for 10th place. Toting 10 Oscar noms, TriStar's "Bugsy" added 690 screens and almost tripled its take over last weekend, coping about

\$1.8 million at 1,221 sites. Its per-screen average, however, remained weak, at just below \$1,500.

Sister studio Columbia performed almost identically with its own Oscar heavyweight "The Prince of Tides" (seven noms), which also took in an estimated \$1.8 million in 1,221 houses, down 195 screens from last week.

Barely nudged out of the top 10 was Warners' "JFK," boasting its eight Oscar noms and an estimated take of \$1.7 million on 1,221 screens, dropping 14 venues.

On the platform, 20th Century Fox's "This Is My Life" opened quite impressively at two exclusive engagements, for a whopping \$70,000 estimated take. □