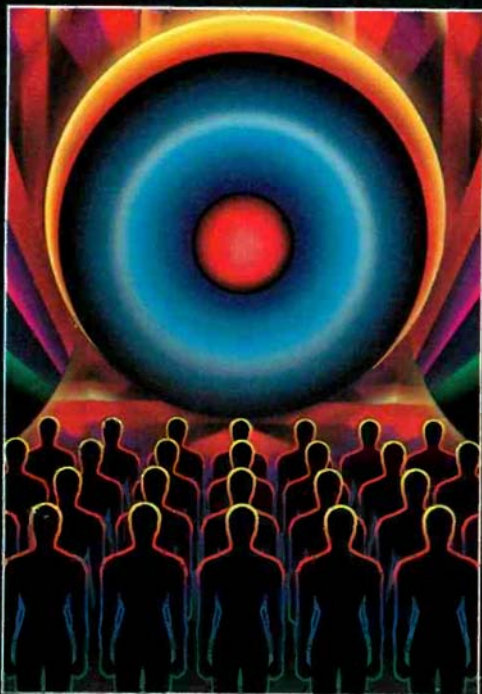


CARLOS ALOMAR
DREAM GENERATOR



#2019

LONG TIME DAVID BOWIE
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RETAILING

Consumers Can Buy Listing Of 14,000 Albums
Infomedia Offers CD Catalog Service

BY JIM BESSMAN

NEW YORK Data-research firm Infomedia is making its CD catalog trade service available to consumers.

The Detroit-based company offers retailers 20- to 30-piece catalog packets for in-store sale and also sells its listings through direct-mail trade ads, retail display posters, and word of mouth. Until now, its publications were trade sources used solely by retailers and distributors.

"We've found that a lot of consumers who collect CDs want reference material to help them collect more of them or just keep track of what they have," says Infomedia manager Terry Pochert. "They end up marking off the ones they either already have or want with a highlighter and then pass [the catalogs] around in swap clubs or whatever."

Pochert says that an Infomedia employee who was a CD enthusiast began listing CDs "as a hobby" three years ago, but that his original 1,200-title list has now mushroomed to 14,000. Currently, Compact Disclist is issued quarterly in separate sections—popular, classical, and imports—which are hole-punched for insertion into three-ring binders. Each section costs \$8, though distributors who order 100 or more get a 30% discount.

Monthly updates are \$2 each, or \$17.50 by yearly subscription. Pochert says that the updates capitalize his ability to turn around manufacturer-supplied data within days. He claims that Compact Disclist is thus more timely than the Green and Schwann catalogs, its "more consumer-oriented" competitors.

"The biggest problem for stores is accuracy of information, especially when consumers ask for specific items," says Pochert. "We're fully computerized, so we're the quickest on the market with the latest information." Pochert adds that computerization also allows Infomedia to send lists via floppy disks.

Having begun as a side project, Compact Disclist has become a main part of Infomedia's business, says Pochert. He says that 500 labels

now supply the company with release data and that many distributors and mail-order houses that buy the listings request their own custom imprint. Otherwise, Compact Disclist carries no advertising.

Pochert says that radio stations

and production houses similarly use his catalog to maintain their music archives. He adds that a computerized cash register manufacturer has recently proposed integrating the data directly into music retail check-out systems.

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(Continued from page 61)

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CA 721622/\$8.98

THE GREENES
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LP Eagle One 721274/\$8.98
CA 721347/\$8.98

LARRY NORMAN
Face To Face Volume 2

LP Solid Rock Import 20219/\$9.98
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To get your company's new releases listed, send release sheets or type the information in the above format on your letterhead. Please include suggested list price whenever possible. Send to Nadine Reis, Billboard, 1515 Broadway, New York, N.Y. 10036.