

Charts predictive

CAMPAIGN FOCUS

1 GIANT LEAP

FAITHLESS CO-FOUNDER JAMIE

CATTO undertook the ambitious task of creating a film, TV series and an album simultaneously for his latest project. The various elements will be rolled out over the next 12 months, culminating in the album and film release of *What About Me?* in 2009.

Taking place under the 1 Giant Leap umbrella, *What About Me?* saw Catto and partner Duncan Bridgeman travelling to the furthest corners of the globe to record music and interviews with a cast list including some of the world's biggest names in music, film and literature. These were then mixed and intertwined into the finished product, which will be released by 19 Entertainment in the new year.

Catto, who says the project was an effort to "make self-reflection hip", toured the world and recorded the material unscripted, capturing conversations with influential names including Noam Chomsky, Eckhart Tolle, Deepak Chopra and Sir Bob Geldof.

Equally important to the project were contributions from an African woman and a gay American, who has been ostracised by his community.

The accompanying music was interwoven, beginning with a pre-composed backing track



that grew as each layer was added by a different musician in a different part of the world. The album features contributions from Michael Stipe, Alanis Morissette, Maxi Jazz, Stewart Copeland and Carlos Santana,

alongside African tribal and Bedouin musicians, Chinese rappers, Gabonese Pygmies and Tuvan throat singers.

19 has started a staggered roll-out of the campaign in the UK, beginning with a limited

release of the DVD in independent stores. A seven-part documentary began on Channel 4 last week and will continue to air every Wednesday into December. The film, which has been edited down to 90 minutes from the two-hour DVD, and album will follow in the new year.

19 project manager Charlotte Grice says they will be avoiding the traditional release strategies for the project. "It's not a traditional album and it doesn't lend itself to a traditional release," she says. "It requires a deeper understanding - more comprehension and thought."

The first 1 Giant Leap production, *Unity Through Diversity*, was released by Palm Pictures in 2002 and was subsequently nominated for two Grammys in 2003, selling more than 300,000 albums and winning numerous awards.

Previous single *My Culture* featuring Robbie Williams, was released in the UK and helped fuel mainstream awareness. Grice says the project came to 19 after Annie Lennox passed a DVD of the first album on to CEO Simon Fuller. "He fell in love with the DVD and it moved forward from there," she explains.

The new album will be released as a two-CD set featuring 20 tracks in the first quarter of 2009.

TOP 20 PLAY.COM PRE-RELEASE

Pos	ARTIST	Title	Label
1	THE KILLERS	Day & Age	Vertigo
2	TAKE THAT	The Circus	Polydor
3	GUNS N'ROSES	Chinese Democracy	Geffen
4	FALL OUT BOY	Folie A Deux	Mercury
5	BRITNEY SPEARS	Circus Jive	
6	RHYDIAN ROBERTS	Rhydian	Syco
7	KANYE WEST	808s & Heartbreaks	Def Jam
8	COLDPLAY	Prospekts March	Parlophone
9	LEMAR	The Reason	Epic
10	DUFFY	Rockferry (deluxe)	A&M
11	LINKIN PARK	Road To...	Warner Bros
12	EMINEM	Relapse	Interscope
13	ONLY MEN ALOUD	Only Men Aloud	UJ
14	J BARROWMAN	Music Music Music	Epic
15	OST	Twilight	Atlantic
16	JOSH GROBAN	A Collection	Reprise
17	ALESHA DIXON	The Alesha Show	Asylum
18	NEIL YOUNG	Sugar Mountain	Reprise
19	JAMES BLUNT	All The Lost Souls	Atlantic
20	SAME DIFFERENCES	Pop	Syco

PLAY.COM

TOP 20 AMAZON PRE-RELEASE

Pos	ARTIST	Title	Label
1	THE KILLERS	Day & Age	Vertigo
2	TAKE THAT	The Circus	Polydor
3	GUNS N'ROSES	Chinese Democracy	Geffen
4	RHYDIAN ROBERTS	Rhydian	Syco
5	THE PRIESTS	The Priests	Epic
6	J BARROWMAN	Music Music Music	Epic
7	ONLY MEN ALOUD	Only Men Aloud	UJ
8	NEIL YOUNG	Sugar Mountain	Reprise
9	BRITNEY SPEARS	Circus Jive	
10	SALVATION ARMY	Together	UJ
11	JOSH GROBAN	A Collection	Reprise
12	OST	Twilight	Atlantic
13	ABBA	The Albums	Polydor
14	THE SMITHS	The Smiths	Rhino
15	FALL OUT BOY	Folie A Deux	Mercury
16	ALESHA DIXON	The Alesha Show	Asylum
17	COLDPLAY	Prospekts March	Parlophone
18	DUFFY	Rockferry (deluxe)	A&M
19	LEMAR	The Reason	Epic
20	KANYE WEST	808s & Heartbreaks	Def Jam

amazon.co.uk

TOP 20 SHAZAM PRE RELEASE CHART

Pos	ARTIST	Title	Label
1	KID CUDI	Day N' Nite	Data
2	THE KILLERS	Human Vertigo	
3	NICKELBACK	Gotta Be...	Roadrunner
4	N-DUBZ	Pappa Can You Hear Me	AATW
5	CHRISTIAN FALK	Dream On	Data
6	CRAIG DAVID	Insomnia	WEA
7	ONLY MEN ALOUD	Only Men Aloud	UJ
8	OUTSIDERS	Keep This Fire...	Data
9	DUFFY	Rain On My Parade	Polydor
10	SNEAKY SOUND SYSTEM	UFO	Elmowe
11	MARIAH CAREY	I Stay In Love	Island
12	LADY GAGA	Just Dance	Interscope
13	RIHANNA	Rehab	Def Jam
14	CRAIG DAVID	Where's Your Love	WEA
15	PALEFACE	Do You Mind	Data
16	BRANDY	Right Here	Epic
17	50 CENT	Get Up Shady/Aftermath	
18	GUNS N'ROSES	Chinese Democracy	Geffen
19	MADONNA	Miles Away	Maverick
20	OASIS	I'm Outta Time	Big Brother

shazam

TOP 20 LAST FM CHART

Pos	ARTIST	Title	Label
1	KINGS OF LEON	Sex On Fire	Hand Me Down
2	KINGS OF LEON	Use Somebody	Hand Me Down
3	KINGS OF LEON	Closer	Hand Me Down
4	MGMT	Kids	Columbia
5	MGMT	Time To Pretend	Columbia
6	KINGS OF LEON	Manhattan	Hand Me Down
7	KINGS OF LEON	Crawl	Hand Me Down
8	KINGS OF LEON	Revery	Hand Me Down
9	MGMT	Electric Feel	Columbia
10	KINGS OF LEON	17	Hand Me Down
11	KINGS OF LEON	Notion	Hand Me Down
12	KINGS OF LEON	Be Somebody	Hand Me Down
13	KINGS OF LEON	I Want You	Hand Me Down
14	KATY PERRY	I Kissed A Girl	Virgin
15	COLDPLAY	Viva La Vida	Parlophone
16	KINGS OF LEON	Cold Desert	Hand Me Down
17	VAMPIRE WEEKEND	A-Punk	XL
18	KINGS OF LEON	On Call	Hand Me Down
19	SNOW PATROL	Take Back The City	Fiction
20	GIRLS ALOUD	The Promise	Fascination

last.fm

TOP 20 HMV.COM PRE-RELEASE

Pos	ARTIST	Title	Label
1	THE KILLERS	Day & Age	Vertigo
2	GUNS N'ROSES	Chinese Democracy	Geffen
3	TAKE THAT	The Circus	Polydor
4	JOSH GROBAN	A Collection	Reprise
5	BRITNEY SPEARS	Circus Jive	
6	FALL OUT BOY	Folie A Deux	Island
7	VOCES8	Evensong	Nova
8	KANYE WEST	808s & Heartbreaks	Def Jam
9	RHYDIAN ROBERTS	Rhydian	Syco
10	EMINEM	Relapse	Interscope
11	NEIL YOUNG	Sugar Mountain	Reprise
12	COLDPLAY	Prospekts March	Parlophone
13	BUSTA RHYMES	B.O.M.B.	Interscope
14	LEMAR	Reason	Epic
15	J BARROWMAN	Music Music Music	Epic
16	50 CENT	Before I Self Destruct	Interscope
17	PRODIGY	Invaders...	Take Me To The Hospital
18	ANTONY/JOHNSONS	Crying Light	Rough Trade
19	ALESHA DIXON	The Alesha Show	Asylum
20	JAY-Z	Blueprint III	Def Jam

hmv.com

ANALYSIS

by Alan Jones

The Killers fend off reality pop invasion

THE KILLERS' DAYS AND AGE tops Amazon, HMV and Play's pre-release charts for the fourth time this week underlining the November 24-released album's status as one of the year's most eagerly awaited offerings.

The three leading online retailers also agree about the rest of the top three pre-release titles, with Amazon and Play ranking *The Circus* by Take That at number two

and Guns N' Roses' *Chinese Democracy* at number three, while HMV reverses the sequence.

Reality TV graduates feature strongly with *Only Men Aloud*, *Rhydian*, *Lemar* and *Same Difference* all showing up in one or more lists.

Lemar finished third on *Fame Academy* in 2002 and has sold 1.65m copies of his three albums to date. His latest collection *The*

Reason drops next Monday and is number nine at Play, 19 at Amazon and 14 at HMV.

Welsh choristers *Only Men Aloud* - winners of *Last Choir Standing* - make maiden appearances on the Amazon and Play lists, at seven and 13 respectively.

Last season's *X Factor* runner-up *Rhydian*'s eponymous debut is number four at Amazon, number

six at Play and number nine at HMV, while sibling duo *Same Difference*, who finished third in the competition, gain a foothold on the Play chart, where their *Pop* ranks 20th.

Kid Cudi's *Day N' Nite* spends its third straight week at number one on Shazam's list of most-tagged tunes, where the highest-ranked new arrival is Swedish duo *Christian Falk* and *Robyn*'s *Dream On*.