

AND THE BEST BRIT VIDEO IS...

This year's Brit Awards' Best Video nominations are a combination of the creative and the expensive, perhaps demonstrating that money does buy quality. That certainly applies to Vaughan Arnell's work: he has no less than three nominations out of the 10 (no other director has more than one).

There's also Mike Lipscombe's mini-disaster movie for Jamiroquai's *Deeper Underground*, last year's winners All Saints' ambitious *Under The Bridge* by Phillippe Andre, and Hype Williams' effort for Melanie B feat. Missy Elliott's *I Want You Back*. Virgin's high-production/high-quality output is reflected in three nominations, including Walter Stern's MTV award winner for Massive Attack's *Teardrop*, and Placebo's *Pure Morning* by Nick Gordon, and Sony gets two. The indie representative is Cornershop's *Brimful Of Asha* - Jim Harder's video (commissioned by Beggars with help from US label Luaka Bop) is groovy, loveable and extremely popular.

But the winner seems fairly predictable - it's just a case of which Robbie Williams video directed by Vaughan will get the nod by The Box viewers, who are making the choice. Isn't it?

But interestingly, none of the nominated videos were particularly big on The Box - none made our year-end Box Top 30 for instance. You could just about say that

Melanie B, All Saints and George Michael are Box videos, having received a fair amount of airplay. As for popularity, it is maybe unfair to point out that *I Want You Back* was number nine in the *Smash Hits* Poll Winners' new award Worst Video (because the number three in that poll, B*Witched's *C'est La Vie* would almost certainly win this category if eligible).

And Robbie? He's much more MTV than The Box. This isn't to say he will not win, but having two nominations may also work against him. So in a split vote between *Let Me Entertain You* and *Millennium*, who is going to come through?

Our resident PROMO airplay analyst and general pop expert Simon Harper says that All Saints are the favourites because, as a big pop/R&B act, they are the most popular band among the nominations with Box viewers. But according to that logic, Vaughan's video for George Michael stands more chance of winning than his two Robbies. Tony Farsides, *RM* editor and avid Box watcher, says it has to be Melanie B. Other than that no one will win. "Box viewers will all vote for Busta Rhymes won't they?" he says.

One is hesitant to contradict these oracles, but surely Box viewers occasionally watch MTV as well. In which case it has to be the old Robbie/Vaughan one/two. With *Millennium* on top. But it could be close.



Robbie: "I win or the dove gets it!"

THE TEN

All Saints' *Under The Bridge* (director: Phillippe Andre; prod co: Freedom); Melanie B feat. Missy Elliott's *I Want You Back* (Hype Williams; Big Dog); Cornershop's *Brimful Of Asha* (Jim Harder; Harder-Fuller); Jamiroquai's *Deeper Underground* (Mike Lipscombe; K); Massive Attack's *Teardrop* (Walter Stern; Academy); George Michael's *Outside* (Vaughan Arnell; Godman); Placebo's *Pure Morning* (Nick Gordon; Freedom); Radiohead's *No Surprises* (Grant Gee; Kudos); Robbie Williams' *Let Me Entertain You* and *Millennium* (both Vaughan Arnell; Godman).