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ADELE AND MUMFORD LEAD THE BRITISH CHARGE ON US CHARTS



Awards acts storm the States

INTERNATIONAL

BY PAUL WILLIAMS

Stars of the 2011 Brits are leading a UK turnaround in the States, with albums by Adele and Mumford & Sons this week set for the US top five.

Adele, who secured simultaneous single and album UK number ones following her Brits performance, will debut at the top of the US albums chart later in the week with the

biggest weekly sales there of the year so far. Her second album 21 is expected to open with around 275,000–300,000 sales, a significant figure in a market where chart-topping albums this year have struggled to reach six figures.

She will be joined in the Billboard top five by fellow Brits performers Mumford & Sons, whose album Sigh No More last week spent a second week at number two in the US as double

Brits winner Tinie Tempah secured his first-ever Hot 100 entry with *Written In The Stars*.

Florence + The Machine's *Lungs* returned to the US Top 20 last week boosted, like Mumford's album, by the Grammys, while Tempah is leading a wave of new British acts looking to break the States this year. He will be part of a record 155 UK acts playing South by South West in Austin, Texas, with the line-up also including Ellie Goulding and The Vaccines.

The strong start to the year by Adele, Mumford and others across the Atlantic suggests 2011 is shaping up to be a much more successful year in the US for UK talent than last year when only a handful of UK-signed talent broke through.

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Efterklang earn IMPALA's album award



EFTERKLANG (pictured) HAVE become the first winner of the IMPALA European Independent Album of the Year Award, with the Danish band's third album *Magic Chairs* nosing ahead of rival nominations from across the continent.

The 19 board members of the Brussels-based organisation whittled down the choice from 21 nominees, including *Barking by Underworld* (Cooking Vinyl) and *Wonderlustre* by Skunk Anansie (V2 Benelux/earMUSIC), before selecting the 4AD-signed band.

Magic Chairs was the first Efterklang album to be released on 4AD. The band's Rasmus Stolberg, who runs his own label Rumraket which released *Magic Chairs* in Scandinavia in February last year, said the UK label had been a "dream".

Beggars Group chairman Martin Mills said, "Efterklang make amongst the most joyous and uplifting sounds I've ever heard – and it's a particular pleasure, as a UK-based label, to represent such wonderful artists from Scandinavia."

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Investment pays off as a record number of UK bands are to play the Austin, Texas, showcase



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MW is given an exclusive look at the song-selection process at the BBC's urban hub