

On the basis of all these factors, we respectfully recommend that the Congress make it clear to the Commission that broadcast pay television should not be authorized on a permanent basis.

Thank you, Mr. Chairman.

Mr. Adams and I are prepared to answer questions if we can.

Mr. MACDONALD. The statement is a very succinct statement of the NBC position. I just have a couple of questions about it I would like to ask.

You say there is no public demand for pay TV. I am not sure whether you are right or not, I am certainly no expert in the field, but the one in Hartford seemed to go pretty well, at least in that one instance.

Do you think that the networks are not—I am not just saying NBC—helping feed the flames of people who are willing to pay to see a movie without having it interrupted about 220 times—an exaggeration to be sure. But with these constant interruptions or commercials sometimes you are not able to follow the plot of the movie because the program is so chopped up. With the obnoxious repetition of commercials, don't you think that perhaps the networks themselves tend to help the public wanting something like pay TV?

Mr. ADAMS. Chairman Macdonald, on the direct question you first asked, the results of the Hartford experiment which was carried on over a prolonged period of time, 3 years, indicated that about less than 1 percent of the television homes in the coverage area of the Hartford station subscribed. I don't have at hand the statistics on the actual level of subscription but I think the average program attracted something like 200 home subscriptions.

Now, you would have assumed that there is a turning away from advertiser supported programs because of the interruptions of commercials and particularly in the movies. And taking into account the fact that the primary programing on the Hartford pay television station was movies and attracted so little subscription, I think that experience tends to answer your question—that viewers prefer television movies with commercials to television movies for which they must pay. Certainly commercial interruptions are not pleasing to all people.

Mr. MACDONALD. All people? Whom do they please?

Mr. ADAMS. They are pleasing to some people.

Mr. MACDONALD. Let me, because time is short, just ask you this and I do not know if you are the proper person to ask, but in repetition of my saying that perhaps the networks fan the flames toward pay TV don't you think the practices of networks in blacking out good sports events in a certain area—a concrete example I can recall very well when the New York Giants were very good a few years ago and you could not see the New York Giants if you lived in New York City. Even though the Polo Grounds or Yankee Stadium—they switched between the two at the time—even though the Polo Grounds or the Yankee Stadium was sold out still the network blacked out New York City. People used to get in their cars and go to Connecticut, take a motel, bring some food and other things and have a TV watching of the Giants.

Don't you think that this practice on the part of the networks is disturbing to the public?

Mr. ADAMS. I think it is a very undesirable practice, Mr. Chairman, but it is not the networks' or broadcasters' choice. Any broadcaster