

over-the-air subscription, as contrasted to the more expensive closed-circuit theater outlet.

It is also noteworthy that 8,297 persons attended the Liston-Clay fight at the Miami Arena at admission prices scaled from \$20.00 minimum to \$250.00 ringside. The limited Hartford trial produced almost 4 times as many viewers for this fight than were present at the Miami arena.

College Sports. Five college football games and two college basketball games, making up approximately 0.4% of the first two years of Hartford subscription programming, were broadcast. It should be emphasized that under the restrictions placed upon the broadcast of college football games by the National Collegiate Athletic Association (NCAA), none of these games could have been broadcast by conventional television stations. The NCAA during the 1964 season gave the right to NBC to broadcast fourteen college games, including three Bowl games on January 1. The games were limited to national games on nine dates and four regional games on each of five dates.

The NCAA's restrictions which, in substance, limit the number of games available to the public in any part of the country to one game per week during the football season, were adopted to protect all college football teams from loss of gate receipts. Of necessity, these NCAA restrictions work some hardship on the public. For example, the public on the Atlantic seaboard may only have available to them the college game of the week selected by NCAA, which may be between two Pacific league teams, although the public in the East may have a vital interest in an important conference game between two Eastern teams. Or the public in the mid-West may be deprived of an important conference title game between two Big Ten teams because the game of the week, which is oftentimes selected before the season begins, is between a team from the Southwest conference and a team from the Pacific Coast conference. Since subscription television would protect the gate receipts, it would be possible for subscription television stations to carry local and regional games in which there is a strong local interest without being restricted to the so-called "game of the week" now permitted by NCAA. Similar rules have been adopted by the NCAA restricting the broadcast of college basketball games by conventional television.

Miscellaneous Sports. Twenty-one professional basketball games and forty-four professional hockey games were broadcast, making up 3.7% of the Hartford subscription programs carried during the first