

only 60% of the approximate fifty million dollars that conventional television is now paying to the promoters and owners for the television rights to the following top sporting events: (1) AFL professional football games, including championship and all-star games; (2) NFL professional football games, including title games; (3) baseball, including local, regional, network, weekend, world series and all-star games; (4) NCAA college football games, including Sun, Orange, Rose, Cotton, Gator, Bluebonnet, East-West Shrine and Senior Bowls; (5) Kentucky Derby, Preakness and Belmont Stakes; and (6) Masters playoff, U.S. Open and PGA Championships. In addition are the amounts which conventional television is now paying for specially staged golf tournaments, professional basketball, track and field events and numerous other special sport attractions such as the U.S. Olympics.

Nor do the amounts which the networks and local television stations now pay for sporting events represent the limit of their financial ability. Sporting events are now considered one of the best sponsorship buys available to advertisers.³⁹ Recent competition for sporting events between the three networks, which has resulted in bidding up the price of certain such events as professional football games tenfold, reflects the financial ability of the networks to acquire this type of sports programming and the ability of sponsors to pay for it.

For example, during the 1963 season, ninety national advertisers spent a total of more than \$68 million for network time and programs covering 65 sports events and shows.⁴⁰ Thus, excluding the millions spent by local and regional sponsors of sporting events, these ninety national sponsors spent twice as much for these 65 sports events alone as subscription would have available for its entire sports budget under the above conditions.

To repeat, we believe that subscription television's major contribution to sports fans will be the making available of those events such as heavyweight championship boxing matches, home professional football and baseball games and the vast number of college football games which are now kept off conventional television by the owners thereof because of fear of the drastic effect conventional television may have upon box-office attendance. The public's recreational budget is simply not large enough to make it possible for subscription television to

³⁹ "TV Sports: How High the Boom?" *Television Magazine*, Vol XXI, No. 4, April 1964, p. 65 *et seq.*

⁴⁰ *Id.* at p. 74.