

Mr. Harvey, most of these people appear in all three mediums, or they appear only in one; but that is a matter of personal choice to them.

Mr. HARVEY. They are going to appear on the medium that offers them the greatest monetary reward, isn't that correct?

Mr. WRIGHT. I would say the tendency would certainly be that way. There might be an exception of a man who absolutely doesn't like the stage or he doesn't want to be on the stage or he doesn't want to be on a weekly television show. He may just like the movies.

Or another man does not like making films. He may want to be just on weekly television shows. I would not know how to answer that. Generally speaking, the big stars, the people who have been big names on free television, have always been big names in the motion picture business, they have been big names in other forms of entertainment.

Mr. HARVEY. Assume you would make a reasonable penetration of the market, which I think you would, I don't think 20 percent is unreasonable at all—I have heard that figure tossed around—it would seem to me then that the big stars who already, like Frank Sinatra, make \$5 million a year, would find STV to be a bonanza for them because they can hold out for even larger sums.

I can see the "Ed Sullivan Show" being depleted completely of any possibility of getting stars on it in the future.

Mr. WRIGHT. Mr. Harvey, it is hard to project what might happen in the future.

Mr. HARVEY. I know. That is the concern of this committee.

Mr. WRIGHT. The networks have an income of \$3 billion in revenue and they have not been able to make deals with these people that would keep them, for instance, out of motion pictures or out of night-clubs or out of theaters. I can't imagine any reason why they would. We couldn't do it.

Mr. HARVEY. I have seen on television the "Frank Sinatra Hour" and I have seen a couple of them that have been very, very good. I can't imagine this man doing this on commercial TV in the future when he can do it on subscription TV and realize a tremendously greater sum for it.

Mr. WRIGHT. We have had top stars make special programs for us in Hartford.

We have not been able to afford anybody quite like Frank Sinatra. But we have had them make special programs. It has been difficult because we had 6,000 subscribers.

Mr. HARVEY. I agree with Mr. Preminger yesterday that I don't think your Hartford experience is worth a tinker's damn. I don't think it is illustrative of anything that will happen in the Nation when this particular program is adopted and permitted.

I think you will see totally different results than you have seen in Hartford. I think you will see results just of the nature we are talking about here. I think you are going to see a shift of people going where their service will bring the most. That is only human nature.

Mr. WRIGHT. Mr. Harvey, we have found that this program will not sell. People are glad to watch it on commercial TV but we have found a very small penetration in terms of people being willing to spend money for an evening with Joan Baez or someone like that.

Mr. HARVEY. If you take stars like Frank Sinatra or Dean Martin, whose programs have the highest viewing audience on television,