

the market will bear, but what is wrong with my having the choice, if I want to, to stay home and watch it on pay TV and maybe have some friends in? What is wrong with my having the choice to pay \$3 to watch it without getting pushed around by all the crowd?

Is there something inherently indecent about having a choice to watch it at home if you want to?

Mr. ANELLO. It is not inherently indecent, Mr. Chairman. If broadcasting had started out that way, there would be nothing wrong. But baseball is a national pastime. What makes the world series? It is the kid in San Francisco, in Tennessee, in Phoenix and in Chicago, being able to listen and view this series on a set which the only cost is the price of the set.

Mr. MACDONALD. That is him. That is somebody in Phoenix. I happen to come from Boston. I happen to dislike a lot of the commercials that come on, even though somebody said they were better than a lot of the programs. I don't happen to think so. Some of them are not dog food, either, but more basic things that they advertise—you know, it is fairly disgusting to have to listen to them and you hear them all the time. If I choose to pay \$3 not to have to listen to those advertisements, what is wrong with my having the choice to do it?

Mr. ANELLO. Because you would be a minority then, imposing your tastes and your preferences upon the majority.

Mr. MACDONALD. Yes; that is right.

Mr. ANELLO. That is where the public interest comes in.

Mr. MACDONALD. What is wrong with that? Anytime I go to a movie, I am a minority of one. I go to the box office, I pay for the ticket, and I see it. Nobody makes me do it and they don't interrupt the program 42 times while you are watching the movie.

Mr. ANELLO. When you go to a movie, sir, you choose to leave your home to go downtown, pay your 50 cents or a dollar and everybody else has the same choice. You are depriving nobody of anything.

Mr. MACDONALD. How do I deprive the people in Phoenix, unless they have a blackout going in Phoenix, which we have been talking about? How, if I choose this pay TV thing, whatever system maybe is authorized, or whatever systems might be authorized, how do I deprive anybody of anything?

Mr. ANELLO. Because you are siphoning off a program that is already on television.

Mr. MACDONALD. How do I siphon it off?

Mr. ANELLO. Because once you pay for it you don't think somebody is going to put it on for free, do you?

Mr. MACDONALD. A lot of times they sell stuff, Dodge automobiles, the sponsor is trying to sell Dodge automobiles on this broadcast of the World Series. I don't smoke. They keep interrupting, telling you this cigarette is better and how long you make it, et cetera. You know, they are not selling me anything. How do I, by exercising my right, willing to pay to see a game, how do I deprive anybody of anything? Because this market does not go up; I am not going to buy a Dodge; I am not going to buy a cigarette. So, they don't lose anything by losing me.

Mr. ANELLO. Who doesn't, Mr. Chairman?

Mr. MACDONALD. The sponsors.