

station and a set. Today the sets are already there. The pay television people are now coming and saying, "Despite the fact that you paid \$300 or \$400 for this set in the expectation of getting free channels, we now want to take a channel away from you."

Mr. MACDONALD. The whole point is that unless the public wanted programs that pay TV say they are going to put on, and I don't believe everything they say, either, but if the public doesn't want it, it is going to be a terrific waste of the money on their part, isn't it?

Mr. ANELLO. This is true, Mr. Chairman.

Mr. MACDONALD. Therefore, there has to be some public demand for it or else the companies that are involved will just go flat on their faces.

Mr. ANELLO. Mr. Chairman, I haven't the slightest doubt in the world but there is some public demand for pay television, like there is some public demand for anything that is not commonplace. But our fear is that this small public demand, and as I indicated by my figures, 5 percent of the public could then dictate what 95 percent of the public hear and see because their pocketbooks could clearly outbid all advertisers and all sponsors, and that is the fear. It is like the chicken and the egg, Mr. Chairman. What comes first?

Mr. MACDONALD. You know, it is a moot point, as they used to say in law school. It is a moot point that someone can outbid General Motors.

Mr. ANELLO. I don't say it is moot. I say we don't know the answer because we are speculating. That is what we are doing. If you take 5 million sets at \$1 apiece, that is \$5 million. I don't know what they paid for the world's series, Mr. Chairman, but I am sure it was not \$20 million. I am assuming a four-game series. Thank God we had seven.

Mr. MACDONALD. It starts in 25 minutes, too.

Mr. ANELLO. I am well aware of it, too. Being a New Englander. I want to see your hometown win.

Mr. MACDONALD. I certainly appreciate that.

Mr. ANELLO. But it is this possibility, and I say we don't know for sure; of course not. If we were sure, our lives would be easier. Your task would be easier, so would mine, and so would all. But we believe firmly and sincerely and honestly that a small minority can start bidding for these programs. Once you get the program away from free, it will never go back there, and once you get one, then you get two and three and four and it is cumulative.

Mr. MACDONALD. Well, as a concrete example, and this is really a statement, the gentleman representing the ABC referred to a program called Africa. "Africa" was a fantastic program, I thought. Having been there, I was very much interested in the subject, but my children were not able to see it.

Now, I would personally pay to see a rerun of it just to have my children see it. I don't see really what is so terribly wrong with that concept. I am not saying whether I am for or against this thing. Actually, this is what the hearings are all about—to try to work out some middle ground or to find out whether it is good or bad.

But everyone who is opposed to this thing sounds so patriotic and, if you will forgive me, your ringing words sound so patriotic and if anyone should vote for it, you know, you are sort of a Benedict Arnold, taking from the underprivileged what they are entitled to.

I just don't happen to feel exactly that way.