

Conversely, during the same period, free television exhibited films of equal or superior merit. On a regularly scheduled basis, moreover, it presented all types of sports including professional football, professional basketball, NCAA football and basketball and professional baseball.¹⁰ During the same period the television audience saw, without charge, Barbra Streisand, Carol Burnett and a weekly Danny Kaye show.

Free television is, in fact, growing in scope. Contracts have been entered into for the regular presentation this fall of professional hockey as well as professional basketball.¹¹ CBS has contracted for the presentation of professional soccer for a period of 10 years at an estimated cost of one million dollars per year.¹² The fall schedule includes ballets, new and old, among them "Beauty and the Beast"; operas and musical comedies including Ethel Merman in "Annie Get Your Gun" and Robert Goulet in "Brigadoon."

And, if more were needed, the October 3, 1966, edition of *Broadcasting* magazine reports (p. 25) that the free television networks have or are about to acquire 93 million dollars worth of recent films. These purchases were motivated by the success of the three-hour presentation by ABC-TV of "Bridge on the River Kwai" which overwhelmed its program opposition.¹³ Included in this total are an estimated 52.8 million

¹⁰ Championship fights were not then, but have since been, telecast by free TV. During the test period there were a total of six championship fights presented by Pay-TV in Hartford (0.3% of the total programming).

¹¹ These two sports constituted the great bulk of the Pay-TV sports programs and 3.7% of the total programming.

¹² Washington Post, Oct. 4, 1966, p. D-1.

¹³ ABC paid 2 million dollars for two TV showings. Based on rating information, that was immediately available, ABC estimated that 60 million viewers across the country had watched the three-hour colorcast in whole or in part. According to Broadcasting, "Ratings on 'Kwai' proved to be more than 'Bonanza' and 'Moore' [the other two network programs during the 9-10 p.m. slot] combined."