Mr. LINDOW. I don't know what the figures for the sponsors were. I suspect that probably WTOP may have dug into its own pocket to make up the difference between what it got from the sponsor and what it paid for the symphony but I don't know. I am not familiar with that. That is frequently the case with cultural events.

Mr. MACDONALD. I must be voting wrong all the time because some of the programs I like run about 8 weeks or a month.

Mr. LINDOW. You and I have the same problem.

Mr. MACDONALD. I don't know who does the voting, but it certainly is not the public.

Mr. BROWN. Let me ask this question: I happen to be in the newspaper business in real life. I think that there is an analogy here, if every station were allowed to be a combination of pay and subscription TV wherein you would probably sell your prime time, that is, the station would sell its prime time to the audience and not to the advertiser in much the same way that the newspaper sells its front page to the reader and not to the advertiser on the theory, which you developed so effectively on page 9 of your testimony, that you can make more money from the audience for that time than you can from the advertiser with that time. Does that make sense?

Mr. LINDOW. I don't think there is any question but what you can make more money out of pay television than you can out of what we call free television or commercial television. I think there is no doubt about that. The potential is much greater. You have more people to draw on. If you charge everybody to see everything that you are giving to them for free now, of course, you are going to produce a lot more money.

But with it come a great many penalties that we are not prepared to accept, that we don't believe are right; and this is why we feel the way we do.

Mr. BROWN. You see, I think we have an issue here, not an argument; I don't see it as an argument between Zenith and RCA or anybody else or an argument between two or three networks or an argument between a number of different stations.

If the Congress acts in an area, it can say to the FCC the jurisdiction is ours; we will permit or not permit pay television. It can also act and say further, your regulations as proposed should be limited or changed in this way or that way. This is what we have come to in this hearing—I don't know whether we intended to get into it this far or not, but of necessity we have.

It occurs to me one of the rules that may be wrong is the five-stations market rule. Maybe we ought to permit everybody, who wants to, to go pay TV.

Mr. LINDOW. Then you are changing our whole system over to a pay system from a free system.

Mr. BROWN. Perhaps because it may just be that there would be a station in that market that would say to themselves, I think we can make more money as a free TV system in our particular market and offer good programing between 8 and 10 o'clock at night which would be available to a high-bid advertiser in such a way that we would counter the pay TV. Let us be frank about the system under which we operate. Watching free TV is not the only choice I have at night. I can go out, if I have the money, I can go out to the Shoreham and