

You have to get men like Leonard Bernstein to teach appreciation of music as he used to do—in a dramatic, exciting way—with his masterly introductions to some outstanding concerts. Advertiser-financed TV can no longer do it, since it has to cater to the lowest common denominator in order to sell the wares of the advertisers.

I want to make only a couple more remarks. I know that members of the subcommittee will get very impatient if I keep them beyond the lunch hour and impose on them involuntarily a fast on which I may have to—not may but will embark on a little later this evening after sunset.

I did not mention anything in my statement about sports. Of course, I think that the pay TV proponents, those who preceded me and those who will come after me will make out a good case that there will be no siphoning of programs of motion pictures and the like, that there will be no preemption of air time.

As members of the subcommittee know, there is plenty of space in the air spectrum; the underprivileged will not suffer; just on the contrary.

In this respect I don't know whether I am permitted to dare to criticize a Congressman of the eminence of Mr. Celler, when he took up the championship of the underprivileged.

Indeed, when he came into this room yesterday I was almost shivering because I remember, I believe, there was a bill introduced by Congressman Celler some years ago to punish pay TV operators with substantial fines and with jail sentences up to 5 years. So I was somewhat worried about it.

But I believe that we have made out a good case and I don't think we need to belabor this point. The underprivileged will only benefit from pay TV.

But I would like to deal now with sports, the question of outbidding for sports. Again figures were mentioned here yesterday that in New York City 500,000 homes would install pay TV and would each pay a dollar and obviously they would outbid commercial TV for the sports.

First of all, that would assume a rating of 100 percent for every pay TV home. But I understand that sports events, pro football does not get a higher rating today than 10 to 14 percent, even when it is offered for free.

So why come up with those fantastic, indeed, I would say ridiculous, figures?

I assumed in my statement figures, most optimistic ones, that in 10 years we will have 20-percent penetration, more than 16 percent suggested by AMST, of which only half will be paying. I take the Zenith figures of \$2 a week, or I take slightly higher figures of \$2.50 a week, between \$100 to \$130 annually that will give pay TV a gross of from \$500 to \$650 million a year 10 years from now.

Now, Mr. Walter D. Scott, the chairman of NBC, predicted a couple of weeks ago that 10 years from now the gross billings of advertiser-financed TV will reach \$6.5 billion.

Let us take last year's pretax profits of commercial television: \$492 million on billings of \$2.2 billion. That means 22 percent. On \$6.5 billion the pretax profits will rise to almost \$1.5 billion.