

Mr. FIRESTONE. I don't think you can divorce the two, Mr. Brown, because in general there are very few markets in which there are UHF network-affiliated stations. When you get into the three-station market situation with three network affiliates, those are VHF stations.

Too, you are really talking about the fourth station in that market which nine times out of 10 in the smaller markets outside of New York, Los Angeles, and so forth, will be the UHF channel. So, there is no real separation of those two points.

Mr. BROWN. I think there is on the 10th station. Are you worrying about the fourth VHF or just the UHF?

Mr. FIRESTONE. I am worried about the UHF, whether it is the fourth, eighth, or 10th station in the market.

Mr. BROWN. You are worried about that fourth station, anywhere that station is?

Mr. FIRESTONE. If the fourth station is making money now it is not going to go to subscription television service in a five-station market.

Mr. BROWN. Let us say vis-a-vis a VHF station.

Mr. FIRESTONE. I think we can demonstrate the why to the Commission. Denver had a fourth VHF station which for many years has been a marginal station. If that station came in and demonstrated that it would require STV support or maintain part of its free service, I would say, yes; go ahead and do it.

Mr. BROWN. You would make STV available to stations not yet on the air or to those stations which are on the air and are losing money?

Mr. FIRESTONE. Stations which are marginal and which will be forced to terminate free service if they don't have the availability of STV service to help subsidize the operation.

Mr. BROWN. Should subscription television and advertising be allowed on the same program?

Mr. FIRESTONE. On the same program? You mean when you pay for the program?

Mr. BROWN. When I pay for the opportunity to watch somebody.

Mr. FIRESTONE. As an individual, I would oppose it. I don't think it should be permitted, but I won't say that that is my association's answer. I will say that that is my opinion.

Mr. BROWN. Do you have a philosophical thinking or position about this?

Mr. FIRESTONE. My feeling is that a prime asset to the viewer of subscription television is the ability to avoid commercials. I think as practical businessmen subscription television operators would be detracting from its appeal.

But, philosophically, I think where a person is paying, in effect giving dollar for dollar back to see a program, that either the charges be set so that the public does not have to see the commercials on subscription television or they should be kept off or maybe the service will have to go down the drain absent the ability not only to charge the viewer but also to charge advertisers.

Mr. BROWN. And finally, you mention CATV, but I am at something of a loss to figure out how, from a technical point of view, you are going to keep CATV and the neighborhood bar, or anybody else who wants to bring an audience in to watch pay television programs, out of the business of selling admission to that program to other people, so-called pirating the program?