

At the time the restricted national football program was adopted the networks and the advertising agencies made many dire predictions concerning its feasibility and salability. Their predictions and speculations were just as unsound then as many of the fears which they are now voicing are about STV.

I have been actively involved in STV efforts to obtain a fair opportunity in the marketplace for over 15 years and it is still rather incredible to me that the pressure groups have been able to block this effort to establish this service in the marketplace along with so-called free or commercial TV with its many admitted faults and shortcomings.

I should like to discuss the proposed sports rule and my understanding of its application to the college football season.

The University of Southern California team is apparently one of the best teams in the Nation. Assume then that this team is to have exposure on commercial television once on a national basis and once on a regional basis, as is now permitted under the NCAA rules.

By the time the University of Southern California and the University of California at Los Angeles game is to be played they are both undefeated and the winner will emerge as the undisputed national champion. Provided that game—and I emphasize the word “game”—has not been broadcast by commercial television within 2 years on a national basis, it would be available for subscription television.

If it had been broadcast on a regional basis within 2 years, it would only be available for STV outside of that region of the previous broadcast.

Another example would be the case of a team like Houston. It might have been one of the great football teams in the Nation, perhaps it may still be. If this team were eligible for an NCAA telecast it could have been overlooked in the early summer selection of the teams and games to be telecast this fall under the NCAA program.

STV if it were now operating would certainly have wanted a Houston game and under the proposed rules could carry it. The proposed rule provides an opportunity to see more football without any siphoning away of football from free TV.

The rule would enable games of special and local interest to be seen by segments of the sports-minded public who now have no opportunity to see the game either live or on commercial TV.

There are many sports events which could be seen in the home for a small fee which are not now and in the foreseeable future will not be available on commercial TV. I could cite examples but I am sure that there are many such examples already in the record. I am sure that I am speaking for a majority of the sports world, both the public and the organizations that sponsor and hold or stage sports events, when I urge the very early adoption of the proposed rules and regulations.

I don't know how much more delay is warranted. Seventeen or more years it has been on the fire and that has been long enough for any tests and determinations. After 17 years of study of the problem of subscription television with respect to sports I am convinced that under the rules that are proposed that allow only one STV operation and only in class A markets having at least five TV stations operating, is unduly restrictive and that such a rule defeats the basic efforts of