

providing the public with programing that commercial TV cannot or will not provide.

The NCAA won't broaden its advertiser-sponsored offerings because the reason for the NCAA plan and the pro plan is to protect the gate. But they would like to extend that box office which STV would enable them to do.

Another important point is that college football has a very definite and important stake in its public image. I am convinced in my own mind that free TV or commercial TV is a very important element to secure the success of college football, to maintain its image and position with the public and to further the interest that we have in sports that do provide an important element in our process of educating these young men.

I do not see any chance that the NCAA will broaden its plan of restricting the amount of television that you now can get at home via commercial television. There is a great deal of security in that with respect to this siphoning problem. When you charge for entertainment you are very definitely limited in what people will consistently buy. I know this because this is my business.

Furthermore, product is in very short supply. I am now addressing myself to other areas in the entertainment fields that will not and cannot go via commercial television; 52 weeks a year, every evening, covers many more hours than can ever be filled with box office attractions.

I emphasize that again because when you charge, whether it is in the home or down the road, you have to have what they want or you can't give it away.

To answer a question that Mr. Brown raised the other day, if many STV stations were competing for specific entertainment events, certain of those stations would obviously lose out and would offer something else, I would assume either competing for that box office dollar or perhaps a combination of when they could get one that they could sell they would put it on and when they could not they might revert to commercial television.

The winners would also have to be careful that they do not price themselves out of the market. This is not hard to do. When you pay so much for talent, and we are doing that every day now in our live operations that we are almost getting ourselves priced out of the market with the public.

So there is a control that just exists by virtue of the economics.

The reason that the commercial television does not upgrade more than it has was answered by Mr. Lindow in his testimony. I was rather surprised, it is true, he said they just cannot afford to do it. He said they would if they had the money. We are running into this in the field of live entertainment.

We already now in our theaters pay more to the box office attractions than Las Vegas and we have reached a point where if we go any further we just won't have the people there.

Now I should emphasize again that colleges want commercial television or free TV for their public image. This is most important to them, it is paramount. The problem is very complicated. I have spent a great deal of time studying the proposed rules. I will admit they are not easy to completely understand and I am talking only about the sports rule, but I believe the examples that I gave this morning would