

area than what the networks would pay for it, blackout or no blackout?

Mr. HALL. That would be a measure that the director would have to concern himself with. An example that I had to live with was the determination of the pricing of a ticket for a particular event. We could reduce the price, and we did this on several occasions much to our chagrin; we thought we would fill the bowl for a Georgia game.

We said we are going to charge a dollar a ticket. The Georgia bowl boys took a pretty strong exception to that dollar a game. I think it had a lot to do with their attitude on the field. But we had to sell an awful lot more tickets at a dollar to make up for what I could get with many fewer people at \$3.

Now, if I am balancing a situation between what commercial TV and what STV might say, I think I would be much more inclined to at least want a price for that blacked out game in my backyard at the home rather than try to get more money from the advertiser and say, "Well, I will just let it go free."

I just don't think they would. I don't think it comes down as much to dollars and cents as to the fact, and this is why the professional teams obviously don't sell those markets—when you black out New York for the Giants games you are blacking out a fantastic market from an advertiser point of view, but they don't dare release that for more advertiser dollars because if they do, you gentlemen and I won't have nearly as much difficulty buying that ticket at the home game.

Mr. KORNEGAY. I have one other question.

On commercial television of sports events we have the timeouts between innings in baseball and timeouts in football games and that is the period when the commercials come on.

What would STV substitute for the commercials during those periods when there is no commercial?

Mr. HALL. A very careful analysis of what had transpired up to that point. I think that the interest in the sports events would be greatly heightened by the opportunity at those periods to make expert comment on what has transpired.

With these tapes that are instantaneous now it would heighten your interest in the game immeasurably.

Mr. KORNEGAY. Thank you.

Mr. MACDONALD. Mr. Harvey.

Mr. HARVEY. No questions, Mr. Chairman.

Mr. MACDONALD. Mr. Brown.

Mr. BROWN. Is there a danger in STV that we are going to put broadcasting into the entrepreneurial kind of business for the factors of Broadway theaters or the backers of sports events that are not regular like professional football or baseball, such as prizefights, where it will be a boom or bust business; that is, where they will either make a killing if they guess right on the home box office or they will lose their shirts if they guess wrong?

Mr. HALL. I am not sure that I clearly understand the question. Let us take the Broadway producer. I have had one fling at a Broadway production. Like most of them it went down the drain.

With respect to the cost of a Broadway production of a musical today, I am sure you are aware of the fact that no matter how much you trim it it will run \$500,000 or \$600,000. It looks like it will go