

Instead, we have had an expansion of both major baseball leagues and also expansion of the NFL and AFL football leagues. Is there a conclusion that can be drawn from that with regard to STV?

Mr. HALL. In this instance you must look at college football with a very definite understanding of how its problem differs from that of pro football.

I will come back to that in a moment. Now we will go to professional football. Professional football now has come very close in my opinion to establishing franchises in areas which can support a modern franchise. I doubt that there will be many more communities, and this is my own personal observation obviously, where there will be expansion. I can think of possibly two or three.

Now this means, therefore, that pro football can still look to the big, big segment of the population of this country who occasionally may get to the community and want to get in the park but who wouldn't get pro football at home now. So in the case of pro football I think the biggest impact will be the availability of the home game, which is presently blacked out, on some form of box office extension.

I don't think the impact of STV, if we do have it, I don't think it will make any material difference in whether we are going to see professional football in the foreseeable future. With respect to college football, there the problem is entirely different. The whole basis for the control plan of college football is to protect some 400 box offices. So there is almost no area where you can put a game that does not to some degree possibly interfere.

But if you extend the box office you are now going to have to have somebody pay for something when there is something free alongside of it and it will be the special audience that will want to see it.

You probably could not give the Yale-Harvard game away in some areas of the United States but we know of areas where that game would have a special audience appeal and we would like to give it to them. We don't want to give it to them at the expense of walking away from the NCAA plan.

Mr. BROWN. I want to suggest one other problem. Somebody asked you what they would do at half time. I am inclined to think we might have a little pirating on STV because at half time you might have your ham and coke in centerfield where you see the Anheuser-Busch ad and maybe the football team could sell the centerfield sign a little more dearly than they have now?

Mr. HALL. No comment.

Mr. MACDONALD. Mr. Springer.

Mr. SPRINGER. Could I ask one question and I hope you can keep this brief, at least your opinion on this.

In just what areas would pay TV expect to have programing? Could you name those?

Mr. HALL. When you use the word "areas," are you referring to geographical or events?

Mr. SPRINGER. I am referring to programing areas.

Mr. HALL. I named blacked-out professional games.

Mr. SPRINGER. Blacked out?

Mr. HALL. Yes; the game played in New York by the Giants on a given Sunday will not be televised within 75 miles of that area.

Any college game that is not on the NCAA program which is