

selected in the summer before the season begins. This embraces a considerable amount of college football that could and would go to STV.

Mr. SPRINGER. That is two.

Mr. HALL. I would say many offerings of live entertainment that would be Broadway bound. I would say special sports events like the Indianapolis 500. I would say a full schedule perhaps of National Hockey League. I would indicate that the Madison Square Garden major track meets such as the Melrose games and track meets of that national character.

Mr. SPRINGER. What about movies?

Mr. HALL. I would certainly expect that there would be motion pictures that would be made available to STV prior to their being made available to commercial TV. I would fully expect that to happen.

Mr. SPRINGER. May I just refresh your recollection. I don't know that is altogether accurate but reading the ratings, I believe it was in last Thursday night's Star or Wednesday night's Star, the ratings of this fall's new programing, that the No. 1 programing was the "Saturday Night Movie."

The second rated program was the "Friday Night Movie." The third rated program was the "Thursday Night Movie."

If those are the ones that are the big movies under free TV, there is the area that they are going to make money, isn't it?

Mr. HALL. I thought I said, sir, that in my opinion they would go—

Mr. SPRINGER. A big part of what you have been talking about in the sports field, Mr. Hall, is already covered by a ruling of the FCC. I would guess that that ruling would be made even tighter because I don't think Congress will stand around and let you make, at least I would not, and let free broadcasts of sports events be made into pay-TV for sports events that can be received on free TV.

Mr. HALL. I concur.

Mr. SPRINGER. Out of the seven you have named four in that category. Boxing is a different thing. That is a closed circuit kind of thing. I can think of one or two others. But the broad spectrum of sports is the exception. There are really only two areas where they could really make some money.

I have been trying to find out whether they can. One would be in the field of special programing of their own, which would be Broadway-bound plays.

A season would be in the field of movies. Are those not the two big areas?

Mr. HALL. I can't agree with you, sir. What I think you are doing is overlooking the vast amount of special interest in special football offerings that are not now and will not be available to commercial TV. It is nothing that Congress has to do with.

It is just that it will not be made available but it would go to the STV because of the special audience appeal that the local game would have. Right now it is not available to commercial TV.

Mr. SPRINGER. Your thought is that they would change the rules of the National Football League and the American Football League to make those available at a price. Is that what you are talking about?

Mr. HALL. I can say that the rules of the NCAA as they exist today have provided specifically for cooperation with STV if it ever is available.