

In the case of the Hartford experiment, Yale football games were placed on STV offerings.

Mr. SPRINGER. Then we are talking about live entertainment programming, movies, and a certain spectrum of the sports field.

Mr. HALL. Yes, sir.

Mr. SPRINGER. We have narrowed it down to those three and that is about right.

Mr. HALL. I would say that is about right.

Mr. SPRINGER. I think we have on the record what would happen. This is what I want to know. Can you give any opinion as to what you think the areas of a million dollars will run into?

Mr. HALL. No, sir; I can't make such a projection now.

I believe that the calculations that are made by the opponents of subscription television when they are arguing against it and, therefore, have to build up as much potential purchasing power against them as they can, I believe they have gone far overboard than what will be the case.

I do believe that the UHF station in the community where they are struggling will be able to find events that will supplement or pick up some additional revenue and that can afford to do it and that it will put some revenue, additional revenue, supplementary revenue, if you will, into the hands of the people that have these limited events you have spoken about.

Mr. SPRINGER. I think this is a third major problem. I think these are fundamentals that we ought to see just as broadly as we can.

Now we have passed the field of programming. The second is, how much money and who is this going to apply to when you talk about UHF? How the third, I would like to know what you think about how broad this appeal will be.

Let us review Hartford. It is my understanding they thought they were going to get somewhere between 3 and 6 percent. Did you understand that?

Mr. HALL. No, sir; I don't know that.

Mr. SPRINGER. As I understand it from our staff I think that was their projection. Instead of that they got 0.75, which is three-quarters of 1 percent.

Would you think three-quarters of 1 percent would fit this thing if it were put into effect?

Mr. HALL. I think I can answer that in a different way. I would not expect Zenith, and I do not represent Zenith, would be down here and spend the kind of money they have spent on experiments in the last 5 years if they did not feel they were going to be successful.

Since it is their money and not coming out of me as a taxpayer, more power to them.

Mr. SPRINGER. In the Hartford area it is my understanding that Hartford itself is somewhere between 250,000 and 300,000 people. We will say at 5 percent that would be in the nature of 15,000 receivers but this would be in the nature of 2,500 receivers. I am talking about in the city of Hartford.

They might go outside the city of Hartford which might be a half million people. That would be 2,500 sets. Do you feel this is a serious problem in opposition if this should be true nationwide?

This is a projection I don't know anything about. I am trying to apply what we do know to the national situation.