

ment of anticompetitive effects of the SBS system. The commission also indicated it was concerned about slowing down development of SBS with a hearing.

Meanwhile, opposition to creation of the SBS system is proceeding in the U.S. Court of Appeals in Washington. Prospective competitors—AT&T, Western Union and American Satellite Corp.—have appealed the commission order authorizing the SBS system, and, along with the Justice Department, which filed a limited appeal, are to file their briefs by June 15.

### Technical Briefs

**IT&T for Grundig.** International Telephone & Telegraph Corp., New York, has agreed with Grundig AG of Germany to market in Western Europe Grundig video cassette

player under ITT brand name. Other geographic market areas including U.S. are under active consideration for future, according to ITT. Unit which can record programs as well as play prerecorded tape will sell for about \$1,200.

**\$1.1 billion by 1986.** ComQuest Corp., Palo Alto, Calif., research and consulting firm, has predicted \$1.1 billion in small earth-station equipment (less than 11 meters) sales between 1976 and 1986, with 1976 annual sales of \$24 million increasing 20% yearly to \$152 million 10 years later. U.S. is expected to take half dollar volume. For smaller earth stations (4.5-meter range), ComQuest anticipates more than 1,800 in use in U.S. by 1986, with 1976-1986 sales at \$84 million. Report, "Small Earth Stations: Growth in Satellite Communications 1976-1986" is available for \$6,500 from ComQuest, 1000

Elwell Court, Palo Alto, 94303.

**Boycott.** Matsushita Electric Corp. of America claims to have been told by Kuwait that country will boycott company's products made under license from RCA Corp. Action is said to stem from March 30 agreement allowing Japanese company to supply modified version of its video-tape recorder in U.S. with RCA label. Boycott is understood to apply not only to audio and video-tape recorders but also to black and white and color television units. Apparent reason for Arab boycott is RCA's record industry ties with Israel. Syria and Qatar also are expected to join boycott. RCA had no comment, claiming all it has heard is press reports and has received no direct contact on matter. Hitachi Ltd. and Nippon Electric Co., two other Japanese companies with RCA contracts, are also said to face the boycott.

### Programming

## Fall prime-time production tab for networks to top \$601 million

**Rise of 15% over past season attributed to union hikes, added demand for better quality and the bidding competition; theater films to average \$1 million made-for-TV's about \$850,000**

The prime-time schedules of all three networks will cost 15% more than they did last year.

In dollars, that percentage means an increase of just under \$80 million. For the 72 shows that started off the season on their 1976-77 line-ups, the networks paid their suppliers \$521,400,000 (BROADCASTING, April 26, 1976). The 1977-78

schedules (a total of 73 shows) weigh in at \$601,215,000.

These totals are estimates, divined by taking the network payment for one original and one rerun of each prime-time series on the three schedules and then multiplying that total by 24, which is the industry average for a full year's worth of new episodes. (The accompanying chart lists the price for the original and the repeat of each episode, except for the four variety hours—*Donny and Marie* (ABC), *The Redd Foxx Show* (ABC), *The Carol Burnett Show* (CBS) and *The Richard Pryor Show* (NBC)—which are priced for only one episode. Variety shows are rerun only on a limited basis because of the multitude of people—dancers, singers, musicians—in line for residual payments.)

These estimates will end up on the low side because they don't take into account all the specials that crop up on the schedules, particularly during the November and February sweep periods. Neither do they consider costs of the new series that are put into production to replace the ones scuttled by low ratings.

Various industry sources point the

#### Sunday

	ABC	CBS	NBC
7:00			
7:30	Hardy Boys/ Nancy Drew Mysteries (Universal) \$385,000	60 Minutes (CBS News) \$270,000	Wonderful World of Disney (Walt Disney) \$400,000
8:00		Rhoda (MTM Enterprises) \$180,000	Off the Wall (Universal) \$155,000
8:30	The Six Million Dollar Man (Universal) \$405,000	On Own Own Talent, Associates) \$155,000	CPO Sharkey (Aaron Ruben) \$180,000
9:00		All in the Family (Norman Lear) \$270,000	
9:30		Alice (Warner Bros.) \$165,000	
10:00	ABC Sunday Movie (Various) \$940,000		The Big Event (various) \$900,000
10:30		Kojak (Universal) \$380,000	

#### Monday

	ABC	CBS	NBC
8:00			
8:30	The San Pedro Bums (Aaron Spelling Productions) \$360,000	Oan'l Boone (20th Century- Fox Television) \$370,000	Little House on the Prairie (NBC) \$370,000
9:00		The Betty White Show (MTM Enterprises) \$185,000	
9:30		Maude (Norman Lear) \$190,000	Monday Night at the Movies (Various) \$940,000
10:00	NFL Monday Night Football \$700,000		
10:30		Rafferty (Warner Bros. Television) \$360,000	

#### Tuesday

	ABC	CBS	NBC
8:00	Happy Oays (Paramount) \$200,000		The Man From Atlantis (Herb Solow Productions) \$375,000
8:30	Laverne and Shirley (Paramount) \$190,000	The Fitzpatricks (Warner Bros. Television) \$360,000	
9:00	Three's Company (Nicholl/Ross/ West) \$160,000	M*A*S*H (20th Century Fox) \$210,000	Big Hawaii (Filmways TV) \$365,000
9:30	Soap (Witt/Thomas/ Harris) \$160,000	One Day at a Time (Norman Lear) \$175,000	
10:00			
10:30	Family (Spelling- Goldberg) \$365,000	The Ed Asner Show (MTM Enterprises) \$370,000	Police Woman (Columbia Pictures Television) \$380,000

#### Wednesday

	ABC	CBS	NBC
8:00		Good Times (Norman Lear) \$175,000	
8:30	Eight Is Enough (Lorimar) \$360,000	Busting Loose (Paramount) \$180,000	Grizzly Adams (Sunn Classics) \$350,000
9:00			
9:30	Charlie's Angels (Spelling- Goldberg) \$390,000		The Oregon Trail (Universal) \$380,000
10:00		Wednesday Night Movies (Various) \$940,000	
10:30	Baretta (Universal) \$405,000		Roselli and Ryan (Universal) \$370,000