



UNITED STATES OF AMERICA  
FEDERAL TRADE COMMISSION  
WASHINGTON, D.C. 20580

Before the  
FEDERAL COMMUNICATIONS COMMISSION  
Washington, D.C.

In re  
Review of the Prime Time Access  
Rule, Section 73.658(k)  
of the Commission's Rules

MM Docket No. 94-123

Comments of the Staff of  
the Bureau of Economics of  
the Federal Trade Commission(1)

March 7, 1995

I. Introduction

On March 7, 1995, the Bureau of Economics of the Federal Trade Commission (Bureau) submitted comments to the Federal Communications Commission (FCC) in response to the Commission's Notice of Proposed Rulemaking (NPRM) regarding the Prime Time Access Rule (PTAR), Section 73.658(k) of the Commission's Rules. The NPRM was published in the Federal Register on February 1, 1995, and is available at 60 FR 50,150. The Bureau's comments are organized as follows:

II. Expertise of the Staff of the Federal Trade Commission

The Bureau's staff has extensive experience in the area of antitrust and consumer protection. The staff has conducted numerous investigations and has issued many orders and consent decrees. The staff has also been involved in many public hearings and has provided testimony before Congress and the courts.

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~~ABC~~ [2] + (3)] 71.3 83.7

~~ABC~~ ~~ABC~~ p389- 90.

**Table 2**

**Network Evening Entertainment Programming, by Production Source**

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(1) ~~ABC~~ 21.2 4.1

(2) ~~ABC~~ 35.6 3.8

(3) ~~ABC~~ 43.2 92.1

~~ABC~~ [2] + (3)] 78.8 95.9

~~ABC~~ ~~ABC~~ p389- 90.

**Table 3**

**LEADING NETWORK SUPPLIERS: PRIME TIME, FALL 1994**

SUPPLIER	SHARE OF PROGRAMMING HOURS (%)
ABC <del>ABC</del> <del>ABC</del>	17.59
<del>ABC</del>	14.81
CB <del>ABC</del>	13.89

BC		11.11
	b	11.11
	Dp	5.56
20tCF		4.63
Ct		3.70
	Ab	1.85
	Cp	1.85
	Cp	1.85
	en	1.85
Bt		1.85
	en	1.85
	en	1.85
	Ct	.93
	M	.93
Et		.93
	B	.93

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### Table 4

#### Twenty Leading Network Suppliers: Prime Time, 1977

Supplier	Share of Programming Hours (%)
b	18.4
W	6.7
SS	6.1
tn	5.4
M	5.3
Ctn	3.6
Q	3.5
tn	3.5
AdB	3.2
ECF	3.2

MDP	2.9
SH	2.9
EM	2.7
H	2.4
U	2.2
CBS	2.0



bl	12.8
ECF	7.3
en	6.4
Cln	6.1
Q	4.5

β	1.7
α	1.7
βd	1.5
β	1.5

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~~11168~~

~~11162 page 3~~

~~11164 page 15~~

~~11161, p572.~~

## B. Reducing the Ability of Networks to Dictate Programming Choices

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## D. Providing Independent Stations With a Competitive Advantage Over Network Affiliates

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(43) ~~Beppolabio~~  
~~Bozzolabio~~

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(44) ~~Bozzolabio~~

~~Bozzolabio~~ 1970, 677 ~~de~~  
~~Bozzolabio~~ 1993, 137, 68 (1994) ~~de~~ ~~CF~~ ~~de~~ ~~pl~~  
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~~Bozzolabio~~ 81, p269-86. ~~de~~  
~~Bozzolabio~~ 2 (1976), 435-41.

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(45) ~~Bozzolabio~~ "27, 1994, p6.

(46) ~~Bozzolabio~~

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(55) *Journal of Applied Behavior Analysis*, 1970, 3(1), 1-10.  
(56) *Journal of Applied Behavior Analysis*, 1973, 6(1), 1-10.  
(57) *Journal of Applied Behavior Analysis*, 1978, 11(1), 1-10.  
(58) *Journal of Applied Behavior Analysis*, 1978, 11(1), 1-10.  
(59) *Journal of Applied Behavior Analysis*, 1978, 11(1), 1-10.  
(60) 1975, p. 1-10.  
(61) *Journal of Applied Behavior Analysis*, 1970, 3(1), 1-10.  
(62) *Journal of Applied Behavior Analysis*, 1970, 3(1), 1-10.  
(63) 1970, p. 1-10.

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(69) ~~1944~~ ~~1947~~,  
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