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May 25, 1994

Mr. Jonathan Levy
Office of Plans and Policy
Federal Communications Commission
1919 M Street, NW, Room 822
Washington, D.C. 20554

MAY 25 1994

Re: Cable Showings

Dear Jon:

I am enclosing the information that you requested on cable originations, home and away, for the last two seasons by the National Basketball Association.

You will note that the percentages over the last two years are virtually identical -- 69% of all cable originations were by the home team in 1992-93 and 70% of all cable originations were by the home team in 1993-94.

While I am not certain of the relevance of this information, I can assure you that, no matter how you want to look at it -- in terms of the number of games televised at all or in terms of the number of games that have shifted from over-the-air to cable -- migration has not occurred in the NBA. Simply put, more NBA games than ever before were televised during the 1993-94 season and a record number were available on broadcast television.

Should you have any questions concerning the above, please do not hesitate to contact me.

With kindest regards, I am

Sincerely,


Philip R. Hochberg

Enclosure
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ORIGINAL

LOCAL AND REGIONAL CABLE ORIGINATIONS - NBA
(REGULAR SEASON/HOME AND AWAY)

MAY 25 1994

| NAME | 1992-93 | | 1993-94 | |
|----------------------|-----------|----------|-----------|----------|
| | <u>H</u> | <u>A</u> | <u>H</u> | <u>A</u> |
| Atlanta | 9 | 10 | 9 | 11 |
| Boston | 35 | 11 | 39 | 0 |
| Charlotte | 1 | 19 | 2 | 18 |
| Chicago | 27 | 17 | 27 | 18 |
| Cleveland | 22 | 18 | 21 | 20 |
| Dallas | 40 | 0 | 40 | 0 |
| Denver | 16 | 15 | 17 | 16 |
| Detroit | 20 | 15 | 23 | 15 |
| Golden St. | 34 | 2 | 38 | 2 |
| Houston | 40 | 0 | 31 | 0 |
| Indiana | 0 | 0 | 0 | 0 |
| Los Angeles Clippers | 11 | 4 | 0 | 0 |
| Los Angeles Lakers | 39 | 0 | 40 | 0 |
| Miami | 34 | 10 | 35 | 10 |
| Milwaukee | 0 | 0 | 0 | 0 |
| Minnesota | 13 | 12 | 13 | 12 |
| New Jersey | 36 | 24 | 38 | 32 |
| New York | 39 | 35 | 39 | 34 |
| Orlando | 37 | 4 | 37 | 3 |
| Philadelphia | 41 | 34 | 41 | 34 |
| Phoenix | 15 | 5 | 34 | 0 |
| Portland | 20 | 0 | 23 | 2 |
| Sacramento | 0 | 0 | 4 | 0 |
| San Antonio | 37 | 18 | 22 | 0 |
| Seattle | 0 | 20 | 14 | 18 |
| Utah | 7 | 17 | 4 | 21 |
| Washington | <u>29</u> | <u>1</u> | <u>30</u> | <u>0</u> |
| | 602 | 275 | 621 | 266 |

Total Cable Originations: 877 (69% home team)

887 (70% home team)