

Re: Comments of the National Football League

One would have to discount the NFL's urging to protect "localism" of the broadcasts of NFL games. As for many years now the NFL has sold the NFL Sunday ticket via C-Band and DirectTV. A reasonable person should assume that at approx \$159 per subscriber the NFL has made quite a profit selling "out of market" games. Clearly that commerce (selling the NFL Sunday Ticket) enjoyed by the NFL has the same effect as the delivery of a distant network affiliate. With one important difference. The NFL may not make as much money with the delivery of an "out of market" game via a "distant" network affiliate as it would have with another NFL Sunday Ticket subscriber.