

# High Cost Of Network

## Coverage

SF Examiner

NEW YORK — (AP) —

The three major American TV networks pooled their resources to cover President Nixon's trip to China, but even so it is costing each more than \$1 million.

Voice and pictures come over a complicated relay from Peking, but viewers here have been astonished at their excellent quality.

Asked if there was any special reason for the technical excellence, George Miller at the TV China Pool said:

"No, not really. Technically, nobody in China has been doing naything unusual. It's just a normal overseas satellite transmission."

"Technically, it's a miracle," said Sid Kaufman of CBS.

### Number of Viewers

However, network executives said one survey indicated not as many viewers as expected were watching.

New York Arbitron, the only audience survey available so far, said about 60 million Americans watched Nixon's arrival Sunday night. Network officials said this was about the same number who normally would have been viewing TV Sunday night.

The networks arranged their coverage on a pool basis but with each using its own correspondents.

Cost of the pool was \$1.5 million with ABC, CBS and NBC each paying one third.

Each network was allowed 11 persons, and for this each paid the pool \$250,000.

### Equal Sharing

The three networks so far have shared eight hours of transmission time via satellite every day at a cost of \$8300 an hour, also split three ways.

This comes to a minimum of \$66,400 a day or \$664,000 for the 10-day trip. Other costs push the total above \$3 million.

TV signals from Peking are beamed from an American-built ground station there and relayed across the Pacific via satellite. They are picked up in California and transmitted via telephone cable or microwave to China Pool headquarters in New York for distribution.