

CBS Is Disappointed By Sales Overseas Of Haldeman Show

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The two-part CBS News interview with H. R. Haldeman, for which the former White House chief of staff during the Nixon Administration was paid \$50,000, had a disappointing sale overseas, according to an official of Viacom International, which distributes CBS News programs outside the country.

Sales were made only to the British Broadcasting Corporation and Japan's Tokyo Broadcasting System, after numerous other countries had expressed interest in advance of the telecast. Lawrence Hilford, president of Viacom Enterprises, said the dissipation of interest in overseas markets apparently resulted from the press reaction here, which he said in general suggested a low news quotient in the two one-hour programs.

Mr. Hilford called "insignificant" the money CBS-TV would realize from the two sales to foreign systems. Under the arrangement with the network, Viacom and CBS split the revenues equally, after technical and distribution costs are deducted. Technical costs involve the conversion of the video tape recording from the United States standard of 525 scan lines to the 625 lines required by most other systems.

CBS News does not realize any direct benefits from the sale of its programs abroad, since all the revenues are turned over to the network itself.