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a. Whether STV would provide a beneficial supplement 15/ to the program choices now available to the public.

b. Whether STV would provide an increase in financial resources which would facilitate significant increases in the numbers of services available to the public under the present system.

c. The degree of acceptance and support which STV might be able to obtain from members of the public in a position to make a free choice.

d. Whether STV would seriously impair the capacity of the present system to continue to provide advertiser-financed programming of the present or foreseeable quantity and quality, free of direct charge to the public. This is closely related to the question of whether STV would result in significant audience diversion from conventional television and siphoning of programs and talent away from free television into STV service.

e. Other information, such as (1) modus operandi of the service; (2) the technical performance of the systems; (3) the nature of the programs offered; (4) the methods to be employed; (5) the role of participating broadcast station licensees; (6) possible monopolistic features of STV.

Comments on the question of whether STV should be authorized on a permanent basis generally fall into categories a, b, c, d and e above.

15/ The term "beneficial supplement" merely means STV programming that is not duplicative of the programming of free TV and that is desired or needed by at least a portion of the viewing public. It has no connotation of lack of impact upon free TV, which is a separate question.