

-7-

Whether STV Would Provide a Beneficial Supplement to the Program Choices now Available to the Public.

17. Hartford Programming. In joint comments filed March 10, 1965, in support of their petition for further rule making (prior to the issuance of the Further Notice) Zenith and Teco set forth in detail the STV programming offered by WHCT during the first two years of the Hartford trial. Their comments 16/ filed in response to the Further Notice supply no additional data but incorporate by reference the March 10 material. As we pointed out in the Further Notice (para. 12), that information showed an average of about 1500 hours of STV programming, consisting of about 300 separate programs, were presented each year. 17/ The programs were not available on free television either in Hartford or elsewhere in the United States. The breakdown of the programs is as follows:

<u>Category</u>	<u>Approx. Number of Programs</u>	<u>Approx. Number of Showings</u>	<u>Av. Number of Showings per Program</u>	<u>Percentage of Total Showings</u>
Feature Films	216	768	3.55	86.5%
Sports	40	40	1.0	4.5%
Special Entertainment	18	49	2.7	5.5%
Educational	<u>26</u>	<u>32</u>	<u>1.2</u>	<u>3.5%</u>
Totals	300	889	2.96	100.0%

Of the 216 feature films shown during each year, one was a first run U.S. film, 58 (27%) were first subsequent run U. S. films which were shown several weeks after the first theater run (which corresponds to the time when pictures are released to neighborhood theaters), about 149 (69%) were U.S. films of over 6 months in theater release, and 9 (4%) were foreign language films with English titles or dialogue dubbed in. The sports programs were live broadcasts of events not carried on conventional television, such as championship boxing, high school, college, and professional basketball, college football, and professional hockey. The special entertainment included plays, opera and ballet, concerts and recitals, variety, and nightclub programs. Educational features included, among other programs, three for doctors only.

16/ To avoid needless repetition, RKO--which conducted the Hartford trial--filed brief comments stating that it fully agreed with the recommendations and conclusions of Zenith and Teco.

17/ During the same period WHCT averaged about 1812 hours of conventional programming per year.