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showing on STV, the average being less than two years after STV showing. Of the remaining ones, many have already been purchased or are under option.

31. Sports. Opponents of STV state that there is virtually no major sports attraction that is not presently being broadcast on free TV. They list in overwhelming detail the kinds of sports and sports programs that free TV carries, and we shall not here repeat them. They state that the quantity and quality of sports programs exceeds all expectations of about ten years ago when this proceeding began. They concede what cannot be denied-- that STV at Hartford carried heavyweight championship boxing matches, a type of program that in recent years has not generally been carried by free TV; and they would appear to admit that other sports events carried by WHCT were not otherwise available in the market.

32. Special Entertainment and Educational Programs. As with sports, opponents describe at length the great variety and quality of special entertainment programming carried by free TV to show that it is of the same type that STV offered at Hartford, and mention that since the issuance of the First Report such programs have expanded in number and quality. Mention is also made of the growth of educational television service in this country which provides educational and cultural programming, the programming of National Educational Television (NET), the fact that since this proceeding started the number of educational television stations has increased from 23 to over 100, 19/ and the fact that recent developments suggest that there may be new financing available in the near future for programming in the educational television service which would further improve its already excellent offerings. In addition, the Oxtoby-Smith "Study of Consumer Response to Pay Television" is quoted to the effect that "the ratings for educational and cultural programs and even for available stage plays have been low....The operation of a ready market for 'cultural' programming has not materialized." Along the same line, they advert to the very limited viewing of such programming by Hartford subscribers (average of only 22 subscribers viewing educational programs).

33. As mentioned above, STV opponents, in connection with the foregoing data submitted by them, make the argument that the Hartford trial did not provide a beneficial supplement because programming of the same general type appears on free TV. With regard to feature films, the only possible advantage of STV, we are told, is that of reducing the time lag between theater release and TV viewings. At least one party says that STV will not allow viewers to see films "at a significantly earlier time." Several admit that it is possible that STV can provide films "somewhat earlier" or that STV "can somewhat accelerate" their presentation to the public. However, it is argued, because conventional television is getting more and more recent films of high quality, the difference in time of presentation over STV and free TV would be less and less important. This time differential, it is said, does not justify the use of scarce channels for STV. Opponents say that representations were

19/ Since the filing of the comments, the number has increased to 125.