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originally made to the Commission that STV would show first run films, but that such films have not been made available to STV nor is there anything to indicate that if STV were authorized on a nation-wide basis they would be. As a matter of fact, they state, only first subsequent run films and films six months or more old have been made available, and only 27% of the Hartford films were first subsequent run.

34. It is also contended as follows: The promise of STV was that it would provide viewing for members of the public interested in the fine arts, opera, educational and informative programming, and similar programming, i.e., programming for minority tastes and not for mass appeal, but Hartford has not satisfied that promise: its programming was mostly of a mass appeal type, directed at those who watch free TV the most. Its own research firm reported that it should be directed at that audience, which is less demanding in its expectations than the minority who expect more from STV. The Oxtoby-Smith study shows that there is no ready market for cultural programming. Therefore, if STV became a national service, it would be unreasonable to assume that it would do other than show the mass appeal type of programming as Hartford did, for that is where the profits would be. Thus, Hartford (allegedly because of the limitations of a one-city trial) did not provide the diversity of programming that STV promised, and national STV would not either. Whatever the facts may have been in 1955, the broadcasting environment has since changed and today, conventional commercial television, the all-channel bill, syndication, and the networks all provide a great diversity and the trend is toward greater diversity so that STV would merely be duplicative of free TV.

35. Other arguments offered are that STV promised quality programs and that most of the films shown at Hartford were run-of-the-mill films; that STV would deter the formation of a fourth national TV network; that the game of the week and "black-out" restrictions imposed by college and professional sports are a reasonable accommodation of conflicting economic and social interests, and to the extent that STV would derogate from these policies it would undermine amateur and professional sports; and that Zenith and Teco should have given information about the more recent programming of the Hartford trial in their comments since the information of the first two years of the trial may be out of date.

36. In their reply comments, Zenith, Teco and Telemeter take issue with the contentions of the opponents of STV. Zenith and Teco say that the opponents have compared the programming of a single STV experimental operation with that of the combined networks with nearly 700 million dollars to spend for programming and that it would be more realistic to have compared the programming of the networks in 1948--the second year of their operation when the weekly schedule of all four networks during the hours of 7 to 11 p.m. consisted of about 40% unprogrammed hours and 23% boxing and wrestling, with only four one-hour dramatic productions, and a feature film library of about 50 titles. They aver that given twenty years, STV may also make strides. Telemeter offers a similar argument, stating that during the formative years of TV broadcasting