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47. Conclusions. One of the most important single issues in this proceeding is whether STV would provide a beneficial supplement to the offerings of free TV. 22/ If it would, even its opponents agree that doubts about other public interest aspects of STV might possibly be resolved in its favor. However, if the programming of STV is merely duplicative of types of programs now appearing on free TV in quantity, opponents urge, and we would be inclined to agree, that it would not appear that other public interest considerations could justify the authorization of STV using broadcast channels. We believe, for the reasons given below, that STV will provide a beneficial supplement to free TV.

48. Of course, the programming of a single over-the-air trial operation at Hartford and an experimental cable operation at Etobicoke cannot form the basis for completely certain predictions about the programming that would be shown if nation-wide STV were authorized. However, programming different from free TV programming was available for the STV trials, and no arguments have been made that convince us that such programming would not continue to be available for STV if it becomes a nation-wide service. If anything, it seems that nation-wide activity would strengthen the position of STV in obtaining such programming, or even better programming. Proponents suggest that nation-wide STV would follow the pattern of the trials and that the major portion of its programming would consist of feature films and sports (91% of Hartford programming). This appears to be a reasonable forecast, and the rules which we adopt herein take cognizance of it. Should STV programming change as it develops, and should the change require amendments of our rules in the public interest, we, of course, stand ready to make them.

49. It may be useful first to analyze STV programming on the basis of the Hartford trial. We begin with sports. Opponents of STV urge that because a cascade of sports events is shown on free TV, sporting events shown on STV would be duplicative because they would be of the same type. This is unrealistic. It is elementary that if a man wishes to view a heavyweight championship fight he will not be satisfied with viewing a tennis match, a football game, or a motorcycle race instead. Such fights have generally not been carried on free TV in recent years. To let him see the fight on STV is clearly to supplement present sport-events programming on free TV. The same is true with respect to blacked-out home games of amateur or professional teams. If one wishes to view on TV the local teams in which he has a strong interest, it is at best a poor substitute to let him view teams in other parts of the country. It is a fact of life that just as heavyweight title fights are not now generally shown on free TV, home games are blacked out. The promoters and team owners do not permit them to be shown on free TV for fear of

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22/ The question of impact of STV on free TV, discussed hereinafter, is also of great importance.