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such stations to yield an expanding service envisioned by the all-channel law. As with other aspects of this or any other new service, this cannot be known until the actual operations commence. However, we note that our new rules require that STV stations carry at least the minimum of conventional service specified by our present rules.

Whether STV Would Seriously Impair the Capacity of the Present System to Continue to Provide Advertiser-Financed Programming of the Present or Foreseeable Quantity, Free of Direct Charge to the Public. The Closely Related 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.

77. With regard to the matter of impact of STV on free TV and the related subject of siphoning, we stated in the Further Notice (para. 16):

"In our judgment, our consideration of subscription television should proceed with due regard both for its potential benefits and disadvantages and for the inherent strengths and advantages of the existing system. That subscription television on a nation-wide scale can be effectively integrated into a total TV system, with advantages to the viewing audience, appears to be a reasonably sound conclusion at this point. While...there may be some impact on free TV, we do not believe that this is in itself necessarily bad or that it need occur to a degree contrary to the public interest, particularly if safeguards such as those previously mentioned are adopted. Our concern, as it must be, is with the over-all public interest and not with protection of any existing service as such. It may well be that competition between conventional and subscription TV for viewing audience and program material may result in improved and more varied fare, both for subscription viewers and those who continue to rely on conventional television. But we also emphasize that we regard the preservation of conventional television service and the continued availability of good program material to the free service as extremely important considerations...."

78. We also stated in the Further Notice (paras. 13-14) that although no final conclusions could be drawn from the Hartford trial about the extent to which STV would divert audience from conventional TV, the trial data suggest that such diversion would not be destructive of the latter service. In connection with that statement we adverted to the fact that the average Hartford STV audience at any particular time was 5.5% of the net subscribers, and that the number of subscribers was less than 1% of the net weekly circulation of the market. We stated that even with 10% penetration