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in a one-station market turned to STV it could reduce the amount of free programming by a fourth, and in prime time could replace free TV entirely. In a two-station market, in prime time the free programming could be halved. Of course, if STV were carried by new stations, any free programming (as well as STV programming) would be additive unless one were to argue that without STV the new station would have carried all free TV programming. On the other hand, the argument could be made that without STV the new station might never have gone on the air.

109. In connection with the last point, Zenith and Teco state that the Hartford trial indicates that there is a likelihood that TV stations will be primarily STV or free TV in their programming because of the demands of prime time of either service, the need of free TV stations to maintain network clearances and continuity of audience, and because existing free TV stations, especially network affiliates, may deem it imprudent to forsake present substantial profits for the speculative profits of STV. For this reason, it is observed that, to develop, STV will probably have to turn to new stations. Such stations, they urge, will not pre-empt time but will add new STV time plus conventional programming time to the total available to the market.

110. Zenith and Teco say that the limited supply of box-office attractions and the limitations on the family recreational budget will serve as brakes so that the number of free TV hours presently available to the public that could be absorbed by STV could not be great. However, it is clear (see para. 108 above) that although the number might not be great the effect could be great in communities with a limited number of television stations. Moreover, Telemeter informs us that at Etobicoke, on its three-channel cable system, it carried 54½ hours per week per channel for a total of 163½ hours per week for all channels, and that viewing averaged a little under 4 hours per week. Although this Canadian experience might not be typical, it suggests the possibility that more than 30 hours of STV programming might be available to pre-empt free TV time, but not necessarily to divert audiences from free TV. In view of these considerations, and in view of our desire to assure an adequate number of hours of free TV service to the nation, the rule we adopt today limits STV operations to markets within the Grade A contours of five or more commercial television stations, and limits STV to only one station in such markets. This, we believe, will assure that those communities will continue to receive the full three network services plus that of an independent station. In such markets, the percentage of time pre-empted from free TV would be minimal, and the effect of loss of free television programming, even if all STV programming were in prime time, would not be great. Moreover, to the extent that a new fifth station broadcasting STV programs is built in a four-station market, as a consequence of the anticipated revenues from STV broadcasting, the effect would be to add new free TV programming that would otherwise have been unavailable, since our new rules will require STV stations to carry a minimum of conventional programming.

111. Program and talentsiphoning, as we have stated, did not occur at Hartford. Whether it would occur if STV were authorized on a nation-wide