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and expense, receive STV programs of other stations. Thus, different systems in the same area might have different audiences. Competition between systems in the market place might become a popularity contest between competing systems which would be decided largely on the basis of promotional efforts rather than on their respective merits. The competition should occur before the Commission and be decided on the basis of technical merits before the STV service is regularized. With multiple systems, it will be necessary for the Commission to decide on a city-by-city basis what system should be used. This would necessitate detailed technical evaluation of the comparative merits of systems competing for the same market. If different kinds of decoders are used, their price would be greater than if only one kind were manufactured in greater quantity for a single system. In addition to the foregoing, the Chief Engineer's memorandum contained considerable detail about patents, patent holders, and the Commission's revised patent procedures adopted December 6, 1961, which are designed to prevent the public benefits of systems which the Commission specifies shall be used from being derogated by unreasonable exercise of patent rights. That information will not be repeated here.

176. The comments in favor of having a single technical system are very brief. Thus, ABC states that it favors a single system because the public interest would be served, but does not say how. ACLU favors a single system because multiple systems would have a deleterious effect on diversity of expression for the reasons mentioned in paragraph 37 of the Further Notice. Motorola gives somewhat more on the matter. It states that authorization of multiple systems would be:

"...a tragic regulatory mistake for which the public would pay a high price in years to come.

"A single technical system provides the basic tools for growth of the service, as it has for television, both monochrome and color and for FM-Stereo. A single technical system permits better regulatory control by the commission. A single technical system allows equipment manufactureres a better opportunity to plan, to produce, to control inventory, to control national distribution and service, all of which reflect in higher quality, more reliable, lower priced units for the ultimate consumer."

Motorola urges thorough field testing of all systems before a single one is selected. It states that both the Zenith and the Telemeter systems have not been adequately tested (see paras. 123-124 above), and urges the Commission to institute a formal program of technical investigation and to request the industry to reconstitute the National Television Systems Committee as a vehicle for obtaining the field performance results for the Commission to evaluate.