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177. The most lengthy arguments against limiting STV to a single technical system are presented by Teleglobe, Telemeter, and Zenith-Teco. Teleglobe offers the following: It presents a brief sketch of the history of STV systems including the development of the Teleglobe externally-connected decoder (as opposed to decoders that have to be connected to the inside of the TV set), and its centralized metering and billing system which permits immediate knowledge at a central office that a program is being viewed and which entails no coin or token insertion into the decoder or periodic sending in of tapes, code cards or the like for billing purposes. There were three STV systems in existence in 1957 when Teleglobe came on the scene. Had the Commission in 1957 decided to adopt a single technical system for STV, technical developments would have been frozen, progress stultified, and Teleglobe's novel concepts of external decoder connection and centralized metering and billing would not have emerged. Moreover,

"[a]ll systems are workable. They are all ready for the market place. But only the actual operation of the individual systems--over a period of years--with tens of thousands of subscribers--in a number of markets--will be able to establish conclusively their comparative technical merits, efficiency of collection methods, ease of operation in the subscribers' homes, degree of servicing problems and general practicability. There is no other evidence that will justify the Commission to choose now one system in preference to the others. To make a choice of a single system for nationwide use, merely on the strength of circuit diagrams and written specifications is extremely unsound. . . A commitment by the Commission to a single system--in the present circumstances--will be a deterrent to progress and inventiveness.

"A 'hands off' policy on the part of the Commission may or may not lead ultimately to the establishment of a single nationwide system. The public will not be hurt, however, since it is our proposal that television decoders should be installed by the Pay-TV operator and not sold to the subscriber."

In addition, not only would the adoption of a single system be unfair to the entrepreneurs who have pioneered STV at considerable expense and in the face of difficult opposition, but it would present a single company with a billion dollar monopoly, with profits not only from decoder sales, but from yearly royalties paid by franchise holders for use of the system. Finally, multiple systems should comply with general standards of good engineering practice, and should not be limited to one system per market since there is no technical difficulty in attaching more than one decoder to a set.

178. Telemeter presents arguments like those of Teleglobe with regard to stifling of invention and competition to improve systems if a single system is adopted. In addition, Telemeter says that because having a single system would eliminate competition, it would prematurely necessitate rate regulations, patent license regulations, and other burdens which would tend to stifle an industry which does not yet exist. It is premature, we are told, to fix upon a single system because this is not merely a technical question; it goes to the heart of the commercial organization of STV. In addition, as mentioned