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siphon from free TV, and that therefore no rule is necessary. The ultimate path that STV will follow is not clearly known. Although it may be that STV programming will follow the path of the Hartford and Etobicoke operations, and we think it well may, we would be remiss in our duties if we did not take regulatory steps to afford some assurance that free TV will continue to be available in ample quantity and quality.

250. The rules which we adopt will require that feature films shown on STV must not have been given general release in a theater ^{45/} anywhere in the nation more than two years before they are shown on STV. The purpose of this rule is to assure that the feature films shown on that service are generally of such recency that they are unlikely to appear on free TV. Thus the siphoning threat is minimized for this type of program, a type which we are told is becoming increasingly important in the programming of free TV. Since a major part of the STV programming apparently will be feature films, the importance of this rule is especially great.

251. Under prevailing practices of the motion picture industry, films are given general release for showing in some parts of the country sooner than in others. The question thus arose as to whether the two-year period should run from the date that the picture was first released anywhere in the nation, or from the date that it was released in the community where the STV station is located. We have chosen the former. This will give added

45/ As used herein, "general release" means the first run showing of a feature film in a theater or theaters in an area, on a non-reserved seat basis, with continuous performances. If a first run film is given general release at more than one theater in an area, the opening will usually be on the same date. "General release" is distinguished from "roadshowing" of a film which means the showing of a film on an exclusive first run basis by one theater in an area, on a reserved seat basis, with non-continuous performances, usually at prices greater than the theater's normal admission price. The tickets sold for roadshow performances are colloquially called "hard tickets," to describe the rectangular tickets sold for such performances as distinguished from the regular ticket torn from a roll for general release showings. "General release," as is used herein and in the rules which we adopt (Appendix D, Sec. 73.643(b)(1)), does not include special situations such as the first run showing of a picture at Radio City Music Hall in New York City on a non-reserved seat basis. We consider the general release date of such a picture for the New York City area to be the date on which the picture, after closing at Radio City, is first shown at other theaters in the immediate area on a non-reserved seat, continuous performance basis.