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200 decoders on June 29, 1962, and progressed through three years of operation, as follows:

	<u>Installed</u>	<u>Disconnected</u>	<u>Number of Subscribers at End of Year</u>
First Year	3,183	422	2,761
Second Year	3,394	1,386	4,769
Third Year	<u>1,752</u>	<u>1,670</u>	<u>4,851</u>
Three Year Total	8,329	3,478	4,851

According to Zenith-Teco, "at the close of the second year of trial operations, RKO decided to limit the number of subscribers to 5,000 for the remaining third year of trial authorized because business prudence and fairness to subscribers did not warrant further substantial expansion without some assurances that the Commission would authorize the trial beyond the third year." The 4,851 STV subscribers at the end of the third year represented 0.6% of the net weekly circulation in the TV market or 4.5% of WHCT's net weekly circulation prior to its STV operation.

5. Zenith-Teco disputes the contention that STV is a service which only the wealthy can afford. The following table shows the income level and program expenditures of the Hartford subscribers:

Hartford Subscribers By Family Income Level

<u>Income Levels</u>	<u>Proportion of Total U.S. Families ^{2/}</u>	<u>Proportion of Total Subscribers</u>	<u>Average Weekly Program Expenditure</u>
0 - \$3,999	29.1%	1.5%	\$0.99
\$4,000 - 6,999	32.5	40.8	1.25
7,000 - 9,999	21.0	43.3	1.23
10,000 and Over	<u>17.7</u>	<u>14.4</u>	<u>1.18</u>
TOTALS (rounded)	100.0%	100.0%	\$1.22 (avg.)

^{2/} Statistical Abstract of the U.S. 1964, p. 338.