

PART 3: Zenith-Teco Conclusions

Conclusion 1. STV will make available additional program choices to the viewing public. Box-office type television entertainment is not now available nor can it be available in the future on conventional TV.

Conclusion 2. STV will have minimal impact on audience for conventional TV. In Hartford, an average of 5.5% of all subscribers viewed STV programs. There seems to be an inherent limit on the amount of STV viewing the public will support. The loss of audience by conventional TV would be less than 5.5% of TV homes because the loss is limited to those homes which subscribe to STV and which otherwise would normally have been watching conventional TV had STV not been available.

Conclusion 3. Only one STV station in a market. WHCT in Hartford devoted an average of 30 hours per week to STV. This is expected to be typical of future STV operations due to the limited number of "box office" attractions and the size of the recreational budget. On this basis, in markets with 3 or more stations, STV could not absorb more than 10% to 15% of the total broadcast time. This limited time would probably result in but one STV station in the market.

Conclusion 4. STV will not siphon talent or existing programs from Conventional TV. None of the Hartford programs were available on conventional TV anywhere in the country. No one can expect the public to pay for what someone else provides free. There are too many programs of the conventional entertainment type and the public's recreational budget is too limited to permit STV to pay more than sponsors are willing to pay for such programs. Talent and writers now often work for both the motion picture industry and conventional TV. Since subscription television merely substitutes the home TV receiver for the motion picture theatre, there is no reason to believe that motion picture talent and writers would not still continue to work for conventional TV as they now do.