

TABLE 1
SUMMARY BY PROGRAM CATEGORIES OF ALL 599 FEATURES SHOWN DURING
FIRST TWO YEARS (104 WEEKS) OF HARTFORD PHONEVISION OPERATION

No. of Features	PROGRAM CATEGORIES	Total Showings of Features			Percentage of Subscribers Viewing	
		No. of Showings	Proportion of Total	Average No. Per Feature	Average For All Showings	Average Per Showing
FEATURE FILMS						
1	First Run U. S. Films	2	0.1%	2.0	10.7%	5.3%
116	First Subsequent Run U. S. Films (Shown Several Weeks After First Theater Run)	516	29.1%	4.4	27.3%	6.1%
297	Older U. S. Films (Over 6 Months in Theater Release)	958	54.0%	3.2	18.0%	5.6%
414	Subtotal—All U. S. Films	1476	83.1%	3.6	20.7%	5.8%
18	Foreign Language Films (English Titles or Dialogue Dubbed In)	61	3.4%	3.4	10.1%	3.0%
432	Subtotal—All Films	1537	86.5%	3.6	20.1%	5.6%
SPORTS						
6	Championship Boxing	6	0.3%	1.0	63.3%	63.3%
2	College Basketball	2	0.1%	1.0	13.6%	13.6%
1	High School Basketball	1	0.1%	1.0	10.7%	10.7%
21	Professional Basketball	21	1.2%	1.0	6.6%	6.6%
5	College Football	5	0.3%	1.0	6.2%	6.2%
44	Professional Hockey	44	2.5%	1.0	5.3%	5.3%
79	Subtotal—All Live Sports	79	4.5%	1.0	9.8%	9.8%
35	Special Entertainment Productions (Broadway and Off-Broadway Plays, Opera and Ballet, Con- certs and Recitals, Variety, Nightclub and Cabaret)	97	5.5%	2.7	8.7%	3.1%
50	Educational Features	57	3.2%	1.1	0.8%	0.7%
3	Medical Programs limited to 100 Doctor- Subscribers	6	0.3%	2.0	18.7%	9.3%
599	GRAND TOTALS*	1776	100.0%	2.96	16.4%	5.5%

*This reflects a cumulative total of 4,998,033 separate and precisely measurable home exposures of 1776 separate showings.