

to a nation-wide basis, some film producers and distributors did not desire to release their best or newest product.

B. Sports Events

Championship Boxing. Six heavyweight championship fights, consisting of approximately 0.3% of the first two years of Hartford's subscription programming, were the most popular subscription programs presented. These fight programs had an average audience rating of approximately 63% of all subscribers.

Prior to the commencement of the subscription trial in Hartford, no heavyweight championship boxing matches had appeared on conventional television for over ten years. The promoters of such fights had found it much more profitable to distribute them to closed circuit theater outlets rather than to conventional television. Except in Hartford, where these six fights were available on subscription television, any other member of the public desiring to see these fights either had to attend them at the arena or view them on closed circuit theater television.

The economic benefits flowing to the public from the televising of these fights may be highlighted by the following example. The Liston-Clay championship fight held in Miami in February of 1964 was carried live by WHCT in Hartford. 3,637 subscribers (83% of all subscribers) tuned in this program at a per-program cost of \$3.00. A survey conducted by RKO Phonevision revealed that there were an average of nine viewers per tuned-in-subscriber home. The 3,637 tuned-in-subscriber homes represented a total viewing audience of approximately 32,733. This same fight was available to the public via closed circuit television at several local Hartford theaters at a charge of \$5.00 per person. Therefore, an average of nine subscription television viewers were able to watch this fight over WHCT at a total cost of \$3.00, rather than a cost of \$45.00 if they had attended the theater. In terms of total viewers, 32,733 persons were able to see this fight over WHCT at a total cost of \$10,911, while, if this same number of persons had viewed the fight at the theaters (assuming the theaters had seats to accommodate them) it would have cost them \$163,665. Thus, the Hartford public viewing this fight over WHCT accrued a net saving of \$152,754 over what they would have been required to spend if they had seen it at the local Hartford theaters. This difference serves to emphasize the economic benefits which can flow to the public from the distribution of box-office events to homes via