

obtaining special entertainment productions primarily because of their ignorance of the purpose of the Hartford trial. However, during the second year, RKO was able to obtain better cooperation because of the steadily increasing subscription audience, the greater knowledge concerning subscription television brought about by the subscription operation in Hartford, and the realization by producers and talent that the type of subscription television programs produced for the Hartford trial could be of great value in the future.

The economic limitations inherent in a single market test with a limited number of subscribers precluded a continuous supply of plays then showing on Broadway. The asking price, including the price of putting such shows on videotape, plus certain uneconomic demands of some local New York City unions, often made impractical the subscription broadcast of such shows beyond a limited number for test purposes. However, these economic problems, which flowed primarily from the limitations inherent in the trial, would be eliminated if there were a number of subscription stations bargaining from a broader economic base for such Broadway plays.

The special subscription entertainment programs carried during the Hartford trial were all of box-office nature; i.e., programs not otherwise available unless the viewer went to the theater, night club, concert hall, etc., and paid an admission charge.

D. Educational and Instructional Programs

Fifty educational and instructional features, approximately 3.2% of the first two years of the Hartford subscription programming, were broadcast. These educational and instructional programs had an average audience rating of 0.8%.

Although the educational institutions in the area fully cooperated with RKO, one of the principal problems was to find sufficient product of box-office caliber, since the limited operation did not justify the production of much original educational programming.

In our opinion, subscription television's major contribution to educational programming will be the fact that a subscription system, once installed in a community, may be utilized by noncommercial educational television stations as well as commercial television stations. The basic economic support for such a system in any community will undoubtedly come from the commercial stations and from programs of a non-educational category. However, once the system is installed, the educational stations will be able to use the subscription facilities for the purpose of obtaining support for their own programs. Thus, for