All subscribers, on the average, apportioned their program expenditures among program categories as follows:

First Run U. S. Films	.07%
First Subsequent Run U. S. Films (Shown Several Weeks After First Theater Run)	40.75%
Older U. S. Films (Over 6 months in Theater Release)	40.52%
Foreign Language Films (English Titles or Dialogue Dubbed In)	2.57%
Subtotal—All Films	83.91%
Championship Boxing	7.31%
College Basketball	.17%
High School Basketball	.03%
Professional Basketball	1.22%
College Football	.30%
Professional Hockey	2.34%
Subtotal—All Live Sports	11.37%
Special Entertainment Productions (Broadway and Off-Broadway Plays, Opera and Ballet, Concerts and Recitals, Variety, Nightclub and Cabaret)	4.60%
Educational Features	.09%
Medical Programs Limited to 100 Doctor-Subscribers	.03%
	100.00%

In the final analysis, subscription programs must supplement, rather than duplicate, the program choices now available to the public on conventional television. It is the box-office program, which the public would otherwise have to pay to see, which will induce the public to pay a subscription fee.

Subscription television can show box-office attractions while conventional television cannot. The reason is not that subscription television will necessarily have more money available for program procurement than conventional television. The reason lies primarily in other economic factors.

A conventional television program has only one source of economic support—the advertising sponsor. The extent of the sponsor's