

tion may also represent that 8% of U. S. families who do not own television receivers.

The demonstrable facts established by the Hartford trial, as tabulated above, all strongly support Zenith's and Teco's earlier theoretical arguments that the economic benefits of subscription television are of equal or greater importance to the lower and middle income groups which can least afford the greater per-family cost of viewing box-office attractions outside the home. These demonstrated facts also effectively refute the argument that subscription television will appeal only to the 18% or less of American families who have incomes in excess of \$10,000 a year. Instead, the Hartford trial has now established that subscription television appeals to families at all economic levels except the 20% which, by governmental definition, are poverty stricken. It follows that subscription television has reasonably demonstrated in Hartford its potential economic value for up to 80% of U. S. television homes.

VII. THE HARTFORD TRIAL ESTABLISHES THAT SUBSCRIPTION TELEVISION WOULD RESULT IN AN INCREASE IN ECONOMIC AND PROGRAM RESOURCES WHICH WOULD FACILITATE SIGNIFICANT INCREASES IN THE NUMBER OF TELEVISION SERVICES AVAILABLE TO THE PUBLIC UNDER THE PRESENT SYSTEM.

As a preliminary matter, it is appropriate to review the need for further expansion of the number of television services available to the public if the Commission's public interest objectives and priorities for a fully developed nation-wide television system are to be achieved. The essential elements of a national competitive television system are technical capacity, programs and revenue. The Commission has provided technical capacity by its television allocation plan. However, the Commission does not have the responsibility for supplying either programs or revenue to sustain such a plan. These essential elements of a successful national competitive television system must be provided by private enterprise. While the Commission has the duty of encouraging private enterprise to provide these essential elements, it does not have the power itself to supply them or to require others to supply them.

The Commission, as of January 1, 1964, has allocated 1,942 commercial UHF and VHF television channels and 346 educational UHF and VHF channels to 1,206 communities. As of January 1, 1964, there were 564 commercial television stations in operation in 271 markets (476 VHF and 88 UHF). As of this same date, there were 30 VHF