

subscriber was approximately two hours per week. The average U. S. television home now views approximately 38 hours of television per week.²⁷ Therefore, it is obvious that 2 hours of subscription viewing will not satiate the public's appetite for the 38 hours of television programming which it now views.

Indeed, two hours of subscription viewing a week represents only slightly more than 5% of the 38 hours of programs the public now views on television. In terms of a nationwide audience, even this 5% loss of audience by conventional television could occur only in the unlikely circumstance that every U. S. television home was a subscription television subscriber—a 10% penetration by subscription television would result in maximum “siphoning” of only $\frac{1}{2}$ of 1% of the audience available to conventional television.²⁸ This minimal $\frac{1}{2}$ of 1% weekly “siphoning” would necessarily be decreased to whatever extent subscription viewing becomes additive rather than subtractive of the time now devoted to viewing conventional television programs. When one considers the fact that even during peak prime evening viewing hours between 35 and 50 percent²⁹ of television homes do not have sets in use, it is not unreasonable to assume that subscription viewing will have some additive effect by bringing back a portion of those set owners who often ignore conventional television programs.

The *de minimis* effect which subscription television would have upon conventional television program viewing may be further demonstrated by individual program ratings developed during the Hartford trial. Thus, the 599 different program features carried during the first two years of the Hartford trial involved 1,776 separate program broadcasts, because about 95% of the subscription programs were broadcast more than once. The average per-program-showing audience rating was 5.5%.³⁰ This means that an average of only 5.5% of all sub-

²⁷ Average viewing per television home per day for 1964 is estimated at 5 hours 25 minutes. *Broadcasting Magazine*, Vol. 67, No. 20, Nov. 16, 1964, p. 51.

²⁸ The average network program has a rating (Nielsen) of 19 which means it delivers approximately 10 million television homes. A siphoning effect of 0.5% nationally, therefore, would decrease the 10 million viewing homes by only 50,000.

²⁹ *Television Magazine*, Vol. XXI, No. 2, Feb. 1964, p. 43.

³⁰ The only marked departures from this average were represented by the phenomenally high audience rating achieved by championship boxing matches (63.3% rating), on the one hand, and the very low rating of educational and instructive programs (0.8% rating). See Table 1.