

office attractions as being one of the more important factors which must be considered in determining the possible effects that subscription television might have upon conventional television. It may be appropriate at this point to briefly review these numerical limitations. Current feature-length motion pictures will tend to be the dominant box-office attractions which subscription television will offer to the public. The total number of U. S. and foreign motion pictures released in the United States for the year 1963 was 420.

Other box-office attractions, such as Broadway plays, opera, heavyweight championship boxing matches, etc., are also relatively few in number. For example, over the past few years the number of Broadway and off-Broadway productions have ranged between 75 and 100 per year. The Metropolitan Opera produces between 20 and 25 different operas per year. There are perhaps no more than a dozen symphony orchestras and ballet companies which have sufficient national reputations to be considered as box-office attractions, and the total seasonal repertoire offered by these companies is highly limited. Concerts and recitals by artists of national and international reputation would probably not embrace more than 25 to 50 additional box-office attractions in related entertainment fields.

There were only 6 heavyweight championship boxing matches during the first two years of the Hartford trial. Subscription broadcasts of sporting events not available to conventional television, such as professional football home games, local and regional college football and basketball games, provide a source of program supply which would probably not exceed an additional 50 to 100 box-office attractions per year.

The foregoing establishes the known boundaries of box-office program supply. These box-office attractions represent the type of entertainment which is not now available on conventional television and for which the public pays by attending the theater, the concert hall and the sports arena. While subscription television itself may provide the economic support for a greater quantity of these types of box-office attractions, the limitations of the family recreational budget will serve to place very realistic limitations on the total supply of box-office attractions which will be available to subscription television or to any other medium. While the quantity of box-office attractions now generally available in this country is sufficient to support a subscription system and would offer a valuable supplement to the program choices now available to the public, it is readily apparent from the above that