

the number of such box-office attractions is sufficiently limited in supply that no significant percentage of the total number of conventional broadcast hours now available to the public could be absorbed by subscription television.

C. The Type of Box-Office Programming Shown During the Hartford Trial Demonstrates That Subscription Will Not Siphon Talent and Existing Programs From Conventional Television

The same 599 different box-office attractions shown during the Hartford trial could also have been shown nationwide. None of these programs were available on conventional television. Thus, current motion pictures shown in Hartford were not available to conventional television anywhere in the country. Prior to the six heavyweight championship boxing matches shown during the Hartford trial, such championship bouts had not been seen on conventional television for approximately 10 years. The college football games carried during the Hartford trial would not have been available for conventional television broadcasting under the restrictive college sports broadcasting policies adopted by the NCAA. Current Broadway plays are not shown on conventional television except on very rare occasions.³⁵ Two-hour concerts and recitals by internationally known artists have seldom, if ever, been shown on conventional television, since under the cost-per-thousand economics of advertising, sponsors are unwilling to sponsor this type of cultural program regularly on television.

Further, it is a well-known fact that stars, producers, directors, and writers often work in more than one medium even though one may pay more than the other. There is no reason to believe that subscription television would siphon talent from conventional television any more than there is reason to believe that the motion picture industry siphons talent from conventional television at the present time. Talent often works for both media. For example, top stars appearing in many of the motion pictures shown on subscription television in Hartford also appeared on conventional television during the period of the trial. Since subscription television merely substitutes the home television receiver for the motion picture theater for the release of feature-length motion pictures, there is no reason to believe that motion picture talent and writers would not still continue

³⁵ Thus, Westinghouse announced plans several years ago for carrying certain Broadway plays on conventional television. These plans apparently fell by the wayside. *Broadcasting*, Vol. 63, No. 8 Aug. 20, 1962, p. 73.