

The \$227,500,000 thus available for subscription program procurement would be allocated among the various types of program product in a ratio corresponding to the quantity of each such type of program product utilized and the public's expenditures on each type of program. It is reasonable to estimate that the ratio of the public's expenditures on various types of subscription program product, such as motion picture films, legitimate theater, opera and sporting events, will show a close correlation to the ratio of expenditures now existing. Table 9 set forth below, therefore, allocates the \$227,500,000 available for subscription program procurement among various types of program events in accordance with the average percentage of total public admission expenditures for the spectator events specified.

TABLE 9

	Average Percentage of Total Public Admission Expenditures to Specified Spectator Events*	Dollar Allocation of Subscription Revenues Available for Purchase Of Program Product
Motion Pictures	67%	\$152,425,000
Legitimate Theaters and Opera and Entertainments Of Nonprofit Institutions (Except Athletics)	19%	\$ 43,225,000
Spectator Sports	14%	\$ 31,850,000
Total	100%	\$227,500,000

* Averages for 5-year period 1958-1962 inclusive.

Statistical Abstract of the United States, 1964, No. 283, p. 208.

As is apparent from the above figures, by far the greatest percentage (86%) of the amount available for program procurement will be spent on entertainment other than sports. The fact that the public spends only 14% of its recreational dollar on spectator sports shows some correlation to the Hartford trial experience where (a) 13% of the box-office attractions during the first two years (79 out of 599) were live sports events, and (b) the subscribers allocated 11.4% of their expenditures to these sports events.

If we apply the percentage of the public's spectator event recreational dollar which is spent on sports (14%), this would allow a national subscription television system, under the above assumptions, \$31,850,000 a year for acquiring sporting events. But this amount is