

TABLE 10

RANGE OF VIEWING PERCENTAGES BY PROGRAM CATEGORIES OF ALL 599
FEATURES SHOWN DURING FIRST TWO YEARS (104 WEEKS)
OF HARTFORD PHONEVISION OPERATION

No. of Features	Program Categories	No. of Showings	Cumulative Percent For All Showings		Percent Viewing Any Separate Showing	
			Highest For Any Feature	Lowest For Any Feature	Highest For Any Feature	Lowest For Any Feature
FEATURE FILMS						
1	First Run U. S. Films	2	10.7%	10.7%	5.3%	5.3%
116	First Subsequent Run U. S. Films (Shown Several Weeks After First Theater Run)	516	81.1%	5.1%	16.2%	1.7%
297	Older U. S. Films (Over 6 Months in Theater Release)	958	71.2%	3.7%	19.8%	1.1%
18	Foreign Language Films (English Titles or Dialogue Dubbed In)	61	33.1%	1.6%	8.0%	0.5%
SPORTS						
6	Championship Boxing	6	82.9%	27.1%	82.9%	27.1%
2	College Basketball	2	15.5%	11.6%	15.5%	11.6%
1	High School Basketball	1	10.7%	10.7%	10.7%	10.7%
21	Professional Basketball	21	10.9%	3.7%	10.9%	3.7%
5	College Football	5	12.7%	2.9%	12.7%	2.9%
44	Professional Hockey	44	8.3%	2.2%	8.3%	2.2%
35	Special Entertainment Productions (Broadway and Off- Broadway Plays, Opera and Ballet, Concerts and Recitals, Variety, Nightclub and Cabaret)	97	43.0%	0.9%	29.3%	0.8%
50	Educational Features	57	8.0%	0.1%	4.5%	0.1%
3	Medical Programs limited to 100 Doctor-Subscribers	6	32.0%	10.0%	16.0%	5.0%
599	GRAND TOTALS*	1776	82.9%	0.1%	82.9%	0.1%

* This reflects a cumulative total of 4,998,033 separate and precisely measurable home exposures of the 1776 separate program showings.