

(e) *Subscription broadcast.* The term "subscription broadcast" means the period during which subscription programs are scheduled and broadcast, which shall include all times during which a television station is transmitting an approved subscription television signal.

(f) *Commercial advertising announcement.* The term "commercial advertising announcement" excludes station promotions of future subscription programs at the beginning and ending of subscription broadcasts.

§ 73.642. *APPLICATIONS AND AUTHORIZATIONS.*

(a) Any television station located in a television market and desiring to engage in subscription television operations shall first file with the Commission an application for subscription television authorization in such manner and form as the Commission may hereafter prescribe.

(b) If the Commission, upon examination of such application and upon consideration of such other matters as the Commission may officially notice, finds that the public interest, convenience and necessity would be served by the granting thereof, it will grant such application. In the event it is unable to make such a finding, the Commission will then formally designate the application for subscription television authorization for hearing and proceed pursuant to the provisions of Section 309(e) of the Communications Act and the Commission's Rules and Regulations applicable thereto. The Commission may impose such conditions upon the grant as may be appropriate, based upon the circumstances prevailing in each television market.

(c) Applications for subscription television authorization shall be accompanied by a statement signed by the patentee, licensee, manufacturer or franchise holder of an approved subscription television system that such party will commence installation of an approved subscription television system in the applicant's television market within one year after the grant of the television station's application for subscription television authorization, unless such a system is already installed in applicant's television market.

(d) A subscription television authorization will ordinarily be issued for a period which will be coterminous with the regular license period of a television station.

§ 73.643. *LICENSING POLICIES.*

(a) No subscription television authorization shall be granted to a television station having any contract, arrangement or understanding, express or implied, with a patentee, licensee, manufacturer or franchise holder of an approved subscription television system which