

EXHIBIT 3

AVERAGE PROGRAM VIEWING*

		Average Number of Subscribers	Total Program Viewing	Average Program Viewing Per Subscriber	
				Month	Annual Rate
July	1962	304	\$ 2,098.00	\$6.90	\$82.82
August		612	3,325.25	5.43	65.20
September		855	6,932.25	8.11	97.29
October		1,190	7,276.25	6.11	73.37
November		1,436	8,835.50	6.15	73.83
December		1,631	9,399.00	5.76	69.15
January	1963	1,799	10,255.00	5.70	68.40
February		1,900	9,435.50	4.97	59.59
March		2,039	11,434.75	5.61	67.30
April		2,110	7,904.25	3.75	44.95
May		2,217	10,624.25	4.79	57.51
June		2,516	10,538.00	4.19	50.26
July		2,920	17,342.00	5.94	71.27
August		3,125	14,299.75	4.58	54.91
September		3,283	14,788.25	4.50	54.05
October		3,356	12,476.75	3.72	44.61
November		3,460	11,558.50	3.34	40.02
December		3,573	15,039.75	4.21	50.51
January	1964	3,784	18,303.25	4.84	58.04
February		4,209	33,622.00	7.99	95.86
March		4,566	21,653.25	4.74	56.91
April		4,738	22,264.00	4.70	56.39
May		4,734	21,098.50	4.46	53.48
June		4,775	18,255.25	3.82	45.88
Average Annual Rate					62.15
Average Weekly Rate					1.20

*Exclusive of certain discounts to be discontinued in future operations.