

relevant information before it in addition to the specific comments invited by this Notice.

15. As we noted in our First Report, previous comments filed in this proceeding offered no fixed guideposts either in past experience or in crystalized future plans, and previous debate therefore was necessarily conducted more on the grounds of potential implications of subscription service than on the basis of demonstrable facts. We believe that since reaching that conclusion in 1957, there are a number of demonstrable facts available, such as the development and growth of wire subscription television service, CATV, and, of course, facts developed during the Hartford trial. Thus, the Commission will expect parties filing comments to make use of such facts to the extent possible. Naked assertions unsupported by facts are of little help to the Commission in reaching a decision. We, of course, recognize that any appraisal of subscription television must necessarily be predicated in part upon future estimates and projections as well as present facts, since it is keyed to future public interest goals. However, if such projections are to be of help to the Commission, they should be predicated upon methods of economic and market analysis which are within the realm of rational deduction and inference.

16. Further, in our First and Third Reports we outlined what we believed to be the central issues concerning whether subscription television should be authorized on a nation-wide basis. In summary these issues were (a) whether subscription television would provide a beneficial supplement to the program choices now available to the public; (b) whether subscription television would result in an increase of resources which would facilitate significant increases in the number of services available to the public under the present system; and (c) whether subscription television would seriously impair the capacity of the present system to continue to provide advertising-financed programming of the present or foreseeable quantity or quality, free of direct charge to the public. We are still of the opinion that these are the central issues to which comments should be directed.

17. Authority for the amendments proposed herein is contained in Sections 3(o), 4(i), 301, 303(b), 303(e), 303(g), 307 and 309 of the Communications Act of 1934, as amended.

18. In accordance with the provisions of Section 1.419 of the Rules and Regulations, an original and 14 copies of all comments, replies, pleadings, briefs or other documents filed in this proceeding shall be furnished the Commission.