

Audience penetration studies, based on taped information recorded in Telemeter units confirm these findings. They show the following:

1. Choice of film entertainment by Telemeter's Theatre In The Home audience parallels that of the regular theatergoer. Feature films that develop box-office resistance at conventional theatres or drive-ins invariably achieve low penetrations among Telemeter subscribers, despite the convenience of being able to buy such attractions at home for a single family admission charge.

2. "Blacked-out" sports events with high topical interest attain exceptional penetrations among home viewers. Conversely, sports attractions with contenders whose fortunes may lag temporarily, win fewer pay TV devotees than teams, or contestants, with winning ways.

A striking example of parallel attitudes among Home Theatre subscribers and audiences patronizing theatres in their preference of identical entertainment may be found in figures published in *Variety*, the theatrical weekly, in January, 1962. At that time the trade publication estimated the anticipated total film rentals of highest grossing motion pictures released in 1961.

The top five films shown on *Variety*'s chart matched in exact categorical order the highest audience penetrations achieved that year among Telemeter subscribers:

Picture	Anticipated rentals estimated by variety	Telemeter audience penetration (percent)
Absent Minded Professor.....	\$9,300,000	42
The Parent Trap.....	9,100,000	35
Swiss Family Robinson.....	7,900,000	32
World of Suzie Wong.....	7,300,000	28
101 Dalmatians.....	6,400,000	22

Audience responsiveness to feature motion pictures on Telemeter, it has been found, is not related to the price of admission. A 25% increase in price for motion pictures of high critical merit, has proved to be no deterrent. Most features on Telemeter were shown at \$1.00 per subscriber family. About 25 percent of the total had been scaled at \$1.25.

Herewith is a comparison of audience penetrations for motion pictures scaled at \$1.25 and \$1.00:

\$1.25 Admission		\$1.00 Admission	
	Percent of audience penetration		Percent of audience penetration
Gypsy.....	19	Gigi.....	52
Whatever Happened to Baby Jane.....	29	Ten Commandments.....	42
The Great Escape.....	26	The Interns.....	23
Hud.....	16	Mr. Hobbs Takes a Vacation.....	16
Days of Wine and Roses.....	15	Period of Adjustment.....	14
Bye Bye Birdie.....	15	Barabbas.....	14
Come Blow Your Horn.....	14	Son of Flubber.....	26
The VIP's.....	25	New Kind of Love.....	12
Love With a Proper Stranger.....	15	Fun in Acapulco.....	20
		Sword and The Stone.....	17
		Misadventures of Merlin Jones.....	16

Over a period of nearly five years, the away-from-home games of the Toronto Maple Leafs had achieved an astonishing average audience penetration of 27 percent—ranging from a high of 51% for one game to a minimum of not less than 17%.

Here, again, fluctuations in price of admission had no bearing on the subscriber audience's willingness to purchase the events. During the 1960-61 hockey season, games were offered at \$1.00 per subscriber home. Admission was increased to \$1.25 the following year and thence scaled to \$1.50. Audience penetrations remained uniformly the same.

The nine professional football games of the Toronto Argonauts televised to subscribers in 1961 were scaled at \$2.00 per home—and cumulatively averaged