

about 23% penetration. "Blacked-out" sports, it is clear are destined to be a bulwark in scheduling entertainment for the Home Theatre audience.

Special Telemeter productions, integrated with motion picture fare and sports, achieved a high overall audience response. An example of this mixture of programs with a diversity of viewer interest was demonstrated the week of April 2 to 8, 1961 when the stage musical, "Show Girl" was "piped" live from New York to Etobicoke and offered subscribers at \$1.50 per home.

Playing concurrently on Telemeter's two other Home Theatre channels were the then current motion pictures "Butterfield 8" starring Elizabeth Taylor and a popular British film "Doctor in Love," each scaled at \$1.00 per subscriber home. The three presentations achieved a cumulative audience penetration of 73%—36% for "Show Girl," 26% for "Butterfield 8" and 11% for "Doctor in Love." It is estimated that had hockey been in season at the time, total audience saturation undoubtedly would have been achieved.

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As has been noted above, audience responsiveness is in direct ratio to the stellar nature and to the volume of attractions offered. For example, during a specified test period, the amount of income generated in the Telemeter system depended solely on the amount and type of programming provided. Average income per week per customer fluctuated from about \$2 weekly, with varied but limited programming, to about 80 cents per week with only hockey and a part of the motion pictures then being currently released to the theatres in the area.

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Mr. WRIGHT. So far as I know this is the only airborne type of thing that was ever done. Most of the others were cable systems.

Mr. MACDONALD. Would you conclude that this experiment was a success?

Mr. WRIGHT. This experiment was a success because it gave us the information that we were looking for. I don't mean that an experiment on this limited basis was a financial success or it made money but it gave us the facts from which we could see that projecting this out it would be an economically viable useful thing that would be the kind of thing that could support a lot of UHF stations that otherwise are either going to be off the air or are not going to go on the air.

Mr. MACDONALD. Do you feel that any further experimentation is necessary?

Mr. WRIGHT. Mr. Chairman, I don't know what more experimentation you could really have except this.

Mr. MACDONALD. Mr. Preminger said that Hartford did not prove anything because it only involved 3,000 or 4,000 or 5,000 sets. Therefore what happened to the 5,000 or 6,000 sets is not really indicative of what would be the end result if it were done all over the country.

Do you have any comment about that?

Mr. WRIGHT. I did not mean to indicate that Hartford gave us all the answers. It by no means did. If the Commission would let us go ahead we would be going ahead to move in one large city on a large-scale basis, a much bigger basis than Hartford. We will learn an awful lot more about that before it goes to any other cities.

It is entirely possible, we can't guarantee you that the competition that we are going to face in connection with this is not going to make TV tough for the thing to succeed. We can't guarantee that it is going to succeed. We are not sure of that.

I will say this: that 3 years from now if the FCC lets us go ahead you will then see in a major city a large-scale operation of this.

Before it is something that is spread over the entire country you will have ample opportunity to determine whether or not these regula-