

derived from this system the American public will receive a type of programing superior to that which it now receives free.

An examination of the record makes it clear that the promise of pay-TV is more myth than reality. Pay-TV systems do not provide new and diverse types of program services. The Subscription TV Committee of the FCC virtually admits this fact in its report and the Hartford experiment certainly demonstrates the same fact.

In 1961, the FCC authorized the Zenith Radio Corp. to provide a test of on-the-air pay television in Hartford. Zenith had stated that the "sole purpose of subscription TV" is to provide "programs of box office quality * * * which are not now available on free television."

Accordingly, the subscription programing provided by station WHCT in Hartford as a result of the experiment should throw light on the desirability of the whole idea of subscription television. Zenith and Teco have provided a detailed listing of all programs made available to Hartford subscribers during the first 2 years of the experiment.

During that 2-year period, station WHCT broadcasts a total of 599 different subscription programs; most were repeated, so that the station provided 1,776 separate presentations or "showings" during the 2 years.

As was the case in previous pay-TV experiments in Bartlesville, Okla., and Etobicoke, Canada, the Hartford service was essentially a "movies-in-the-home" operation: 86.5 percent of the total number of "showings" were motion picture films.

Sports broadcasts accounted for another 4.5 percent; educational features for 3.5 percent; and "special entertainment productions," including the operas, ballets, and Broadway plays promised by all of the major companies supporting pay television, for the remaining 5.5 percent of program offerings.

This hardly satisfied the criterion of "not being available on free television." Television stations have made extensive use of theatrical feature films almost since the beginning of commercial television in this country.

In the past several years there has been a notable increase in the programing of relatively recent films. The same is true in the increased coverage of sports events. This trend may be expected to continue unless these programs are siphoned away from free to pay.

That the FCC Committee is concerned with this possible siphoning process is apparent from its statement that "It is at least conceivable that a successful nationwide STV system * * * could, by directing its purchases at select programs, take them from free TV and require the huge audiences of those programs to pay to see them or not see them at all. We would not consider this to be in the public interest."

To assure a "wide variety" of programs not currently available on free TV the FCC Committee suggests "limiting" subscription TV to movies less than 2 years old and to sports events which have not been televised regularly in the community within the past 2 years.

To make certain that there would be at least a minimum amount of cultural and educational programing, movies and sports could not exceed 90 percent of the whole. The futility of these suggested restrictions is patent.

If pay television is capable of even moderate penetration of free television markets, sports teams and pay television promoters would