

The number of decoders that applicants will install depends, in the first instance, upon the demand for the service, which cannot be established with any degree of certainty except through the actual experience of offering definite and specific service. Applicants intend, however, to commence operations after 2,000 decoders have been installed and to proceed to increase such installations if there is a demand for at least 10,000 decoders by the end of the first year. The restrictions upon supply of decoders and the rate at which they can be installed limit the number of decoders that would be installed during the first year of operation, in any event, to approximately 50,000 installations. The desirability of increasing the number of such installations after the end of the first year of operation is left for determination after a year of experience with the system.²⁰

At another point, the proponents stated:

Zenith Radio Corporation anticipates that it will be able to produce decoding units at the rate 1,000 per week; therefore, no more than 5,200 decoders could be supplied within the first year of operation. While the rate of installation equal to the rate of supply of decoders might be achieved, *the minimum goal of the applicants will be to install at least 10,000 decoders during the first year of operation.* They will commence operation after 2,000 decoders have been installed. The number of installations, therefore, that applicants anticipate during the first year of operation will vary between 10,000 and 50,000 depending upon demand, feasible rate of installation and experience with the system as operations proceed during the year.²¹ (Emphasis supplied.)

The Commission itself was acutely aware of the failure to attract subscribers (Appendix A):

The 4,851 STV subscribers at the end of the third year represented 0.6% of the net weekly circulation in the TV market or 4.5% of WHCT's weekly circulation prior to its STV operation.

²⁰ Applicant's Exhibits, Introduction, p. 1.

²¹ Exhibit 5, pp. 4-5.