

The tone of the paragraph suggests that the Commission regarded even a 10% penetration as being unrealizable and we agree, if one assumes the same quality of programming. This, however, is an essential assumption and in its absence the figure relating to penetration is pure speculation totally unrelated to the test situation. If speculation is in order, it was just as reasonable to assume 2% or 20%. The proponents, in fact, treat a 10% penetration as an absolute minimum and their conjectures include a 50% penetration as within reasonable expectation.

As noted, in order to conjecture as to the effect on television generally, in addition to suppositions as to penetration, the Commission indulges in suppositions concerning the average audience per subscription television program. A 10% penetration is more than 16 times greater than the .6% penetration (4,851 subscribers) actually achieved in Hartford. Notwithstanding this, the Commission assumes that only 10% of this 10% penetration would constitute the average audience for any particular program. The second figure clearly bears no relationship to any fact derived from the Hartford test. A 16-fold increase in subscribers could be achieved only in response to a substantial and significant improvement in programming. No assumptions can reasonably be drawn concerning the average number of viewers per improved program. The fact that when programming was so unattractive as to produce only a .6% penetration, the average audience was very small — 5.5% — is in no way related to what the audience would be for programming sufficiently attractive to result in a 16-time increase in the number of subscribers.

If Hartford proved anything, it was to the contrary. A review of the statistics contained in the Zenith-Teco Comments demonstrates that the 5.5% average resulted substantially from the lack of an audience for old movies. When attractive programming was presented, the audience changed drastically — the Patterson-Liston fight showed an audience of 82.6% of the subscribers and all of the 6 boxing matches had an average audience of 63.3%.