

Mr. HALL. Before I answer that I would like to make one statement. In the case of the trial in Los Angeles and San Francisco they passed some 100,000 or more homes. They signed up——

Mr. SPRINGER. A 100,000 or more homes in both or each?

Mr. HALL. In both. They had subscribers waiting for the service, until the referendum put the thing out of business, some 45,000 subscribers.

One other thing, if I may, sir, because you have touched on this programing problem. Unlike the Zenith experiment, in the case of the San Francisco-Los Angeles, the programing involved sports and movies but the amount of sports and movie time was in the area of some 75 percent with 25 percent of the time being allocated to other special offerings.

Mr. SPRINGER. I have one final question.

How much does it cost in Los Angeles and San Francisco on an average per month to receive a reasonable amount of programing?

Mr. HALL. I think there was an installation fee. I am sorry, I have the answer here but I do not wish to take the time to look for it. I think the installation fee was in the neighborhood of some \$20. Then I think it was \$4 or \$5 a month but I am not sure.

Mr. SPRINGER. It was my understanding in the Hartford thing that to get about what you wanted was somewhere in the neighborhood of between \$30 and \$40 a month.

Mr. HALL. I did not make myself clear. First, you had an installation fee. I am not clear as to whether from that point on your service was maintained without any further charge and you only paid for what you saw. Bear in mind that in the Los Angeles and San Francisco operation there were supplementary services provided the set owner around the clock so there may have been a slight charge for that supplementary service. But I don't think that is germane to the issue because in the over-the-air you don't have that.

Mr. SPRINGER. As I understand in the Hartford experiment it ran between \$30 and \$40 a month if they wanted to get anything reasonably substantial. That part I am not sure about but I hope the staff can get this because, I take it, it is not a great deal of trouble to get this particular thing.

Mr. HALL. I can only put an observation on that statement. My observation is this: When you are trying to sell somebody something and it is entertainment it is awfully hard to get very much of that entertainment dollar for any particular operation.

Mr. SPRINGER. In the Los Angeles-San Francisco experiment did they put a coin in the box?

Mr. HALL. No, sir; they didn't need to use a coin there. There was a transponder that enabled the base office in the middle of town to sweep set of the subscriber and determine instantaneously whether he was tuned into that pay program.

Mr. SPRINGER. In the Hartford experiment was this a coin in the box?

Mr. HALL. Some form of payment was made in the home but I am not qualified on that.

Mr. SPRINGER. I understood it was a coin in the box but I am not making that as a categorical statement.

Mr. MACDONALD. It was a billing device.