

B. Subscription Television Service Offers the Only Path to Improved Television Programming.

3. Today, those who watch trends in television programming are expressing alarm that the "wasteland" will become even more arid because of the accelerating depletion of feature motion pictures available for television showing. Subscription television, on the contrary, because of its vastly superior economic base, will be able to supply fresh, new programming of top quality to its viewers. The transmission of "Show Girl" from Broadway, and of "blacked-out" championship sports events on Telemeter's experimental system, has demonstrated this capability.

C. Subscription Television Will Not "Syphon" Programming Fare From Existing Television Services but Will Present "Box Office" Entertainment Not Now Regularly Available to Television Viewers.

4. Subscription television will be able to furnish current motion pictures, blacked-out sports events, and cultural programs which cannot be presented on commercial television because of economic factors. In addition, subscription television will bring current Broadway plays and similar entertainment into viewers' homes at a fraction of the cost involved in box office ticket purchases. By broadening the base of support of the legitimate theatre and other cultural attractions, subscription television will give an impetus to the growth and improvement of these media at the same time that it makes their productions available to more people at lower prices.

D. There Should Be No Unnecessary Limitations Imposed Now Upon the Ability of Subscription Television Concerns To Do Everything Required To Institute Successful Operations.

5. The financial investment required to enter the subscription television industry is significantly large. Furthermore, a subscription television operation is a complex business, involving the production and distribution of entertainment, transmission, reception and billing facilities, as well as related components. If any aspect of this complex operation is deficient—for example, if programs are not available when they are needed—the operation will not succeed and the investment will be lost. Therefore, at the outset, the subscription television concern should be allowed complete control of the various ingredients necessary to its success. This means in practice that there should be no limitation on the ability of broadcasters to be subscription television franchise holders, to engage in programming activities, to own and maintain subscription television devices in homes and to engage in other activities essential to success.