

E. Transmission Characteristics.

23. Finally, from the point of view of the television broadcaster, switching from normal to subscription operation and vice-versa, is extremely simple. All of the Telemeter encoding and special transmission equipment is contained in a package and can be easily connected to the existing transmission equipment. Switch-over can be accomplished remotely under the control of a master switching unit.

IV. BACKGROUND CONSIDERATIONS

24. Since the inception of the idea of subscription television, and particularly since the institution of this rule-making proceeding eleven years ago, those who oppose subscription television have been active and vociferous in their denouncement of the concept. It is therefore as important to point out and underscore what subscription television is *not* as it is to describe what it is.

A. The "Free" Programming Contentions.

25. Telemeter predicted in 1955 that conventional television programming was headed for the type of "vast wasteland" in which it now resides. With the rising costs of television production, necessitating multiple sponsors among the nation's largest industries to support even average programs, and with the constant depletion of feature motion pictures available to television, conventional television programming has reached a level of mediocrity that constitutes a near abuse of the potential which the medium could achieve.

26. Subscription television in contrast, because of its highly superior economic base,¹ promises to irrigate the vast wasteland with box-office type attractions not now available via conventional television.

27. For example, during Telemeter's Toronto experiment, which continued for a period of five years, Telemeter brought to the subscribing public not what it already received "free," but rather top quality, box-office attractions, such as current feature motion picture films, not available on conventional television; a live transmission from the stage of the Eugene O'Neill Theatre in New York of a performance of "Show Girl," starring Carol Channing; taped per-

¹ Telemeter's original comments in 1955 contain a detailed economic analysis of the potential of subscription television as compared with sponsored television. As is there described, the broader economic base provided by subscription television will enable it to bring to the public programs vastly superior to and beyond the economic reach of sponsored television.