

formances of Broadway and off-Broadway productions; especially produced drama for Telemeter viewers; the re-creation of the nightclub performance of the McGuire Sisters; a specially produced presentation by Gracie Fields and Stanley Holloway; the away-from-home games of the Toronto Maple Leafs Hockey Club, never before available locally on television; the otherwise "blacked-out" home games of the Toronto Argonauts professional football club; "blacked-out" championship boxing matches; and other attractions not available to the public on conventional television. It must be noted that the "blacked-out" Clay-Patterson Championship Fight last year, available to Telemeter's subscribers in Toronto, was brought into the home via the same closed-circuit facilities that carried the major boxing event to theatres throughout the United States and Canada, but at a fraction of the cost, per viewer. Theatres charged from five to seven dollars per person—Telemeter subscribers paid two dollars for the entire household.

28. When Telemeter terminated the Toronto experiment in April 1965, a large percentage of the subscribers responded to a questionnaire, with 96.9 percent of the respondents expressing regret at the discontinuance of the service.

29. In its five years of uninterrupted service, Telemeter established, beyond question, that there is a large audience willing to pay for superior entertainment in the home on a continuing basis. It thus demonstrated that the Telemeter "Theatre in the Home" performs a service to members of the public who are unable, or find it inconvenient, to avail themselves of facilities away from home.

30. Opponents of subscription television, while recognizing the superior quality of the special programming presented by Telemeter on its experimental system in Toronto, have complained about the paucity of such presentations. It is true that in the 1961-62 season there were only seven special shows, apart, of course, from sports-events and hundreds of current motion pictures—but the specials had to be produced at substantial financial losses because the audience was limited to the number of subscribers in a small experiment. As the size of the subscription television audience grows, obviously the number and quality of special programs will grow. Telemeter recognizes that only with such programming can subscription television be successful for Telemeter has never assumed, nor does it believe, that the American public will be willing to pay directly for the type of entertainment which it now pays for indirectly on advertiser-sponsored television.