

way plays, operas and revues, which are not now available to more than a small minority of the population.

68. Moreover, if subscription television can offer the public cultural programs of an uplifting quality in which talented actors do not have to step out of their roles in order to advertise toilet water and deodorants, it should be permitted to commit this "crime."

69. It must be said too, that the fact exists that there has been a "syphoning" of all kinds of talent away from the quality media such as the Broadway stage, into the quantity medium of commercial television. The result of this "syphoning" process is that talented writers and artists of every kind, have diverted their talents from the production of entertainment of a high, cultural level, into the production of vast quantities of endlessly repetitive situation comedies and soap-opera dramas in addition to other forms of mediocrity. Subscription television will provide the opportunity for talented people to work once again upon the creation of entertainment of superior quality. From the point of view of the public, subscription television will allow them to enjoy this superior programming at prices they can afford.

70. In this connection, Telemeter wishes to quote from its submission of May 25, 1965, wherein it stated:

"The average motion picture today is seen by only 5% of the population, according to industry sources. A major picture is seen by only 8% or, in rare instances, 10% of the population. A large percentage of the over 90 percent that does not attend movies would like to but does not because of inconvenience to the family or because of cost.

"A young couple with children are faced with a cost of \$4 to \$5 to go out to a movie—in addition to the expense of a baby sitter—much as they would like to see current pictures. They could afford to pay \$1 or \$1.50 to see these movies in their home. This does not mean, however, that those able and who can afford a night out at the motion picture theatre will not continue to do so. Nor does it mean that subscribers of Telemeter will not continue to spend five or six nights a week watching commercial television.

"A Broadway show that runs a whole year in a 1,200-seat theatre is seen by 499,200 persons, if every performance is sold out. A large percentage of the 9,500,000 inhabitants of the New York area and millions of others throughout the U. S. would like to see that show. They cannot for either of two reasons: price or distance from Broadway.