

scription television programming will be of the box-office nature rather than a duplication of conventional television programming. Therefore, any rule, regulation or policy announcement promulgating a requirement that subscription television not duplicate conventional programming would probably have little influence on the actual program output of subscription television.

75. To assure all interested persons who have exhibited concern in the past, therefore, Telemeter agrees that it may be desirable for the Commission to make clear that subscription television is not to duplicate conventional programming but rather is to be a theatre-in-the-home type operation providing box-office attractions, such as current motion pictures, major sports events otherwise deleted from commercial television programs, theatrical performances of dramatic and musical offerings, operas, operettas, ballets, recitals, and similar presentations, the precise form and content thereof to be determined by the subscription television licensee or entrepreneur and the viewing public. This differs from existing commercial television programming which is basically dictated by the networks and sponsors with little regard for viewer preferences.

(15) Whether Various Sections of the Act, Rules and Policies, e.g., the "Fairness Doctrine," Should Be Modified as They Affect Subscription Television?

76. As illustrated in the preceding discussion, by its nature, subscription television programming will develop as the box-office attraction type of offering, including current motion pictures, operas, Broadway plays, otherwise blacked-out sporting events, and the like. In this type of programming, the chance of the necessity for the application of such policies as the "fairness doctrine" is somewhat remote. To the extent that programming is presented which would bring such policies or rules into play, however, Telemeter sees no reason why they should not apply to subscription programming. It would appear, on the other hand, that no new safeguards, rules or regulations would be necessary to assure the proper discharge of the subscription licensee's responsibilities in these areas.¹ The Commission's existing powers have been adequate with respect to conventional programming and should remain adequate to the task of subscription television.

¹ During the course of Telemeter's Toronto operation, political candidates for public office were presented to viewers, without charge to the candidate or the subscriber, via the closed circuit facilities under policies in accord with the political broadcast provisions of the Communications Act and the "fairness doctrine."