

JUL 2 1980 RECD

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July 2, 1980

BY HAND

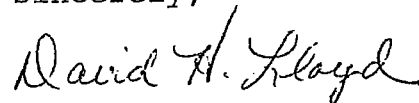
Mary Lou Burg, Chairman
Copyright Royalty Tribunal
1111 20th Street
Washington, D.C. 20036

Re: Cable Royalty Distribution Proceeding
CRT 79-1

Dear Ms. Burg:

As explained in my letter of June 13, 1980 to you we requested Kalba Bowen Associates ("KBA") to review the various exhibits they had prepared in light of the revised Nielsen data. Attached is a letter from Dr. Lemieux of KBA advising that the only changes are those in Table 4.1 of the KBA Report ("Summary of Findings from Nielsen/KBA Cable Viewing Study") and JSC Exhibit No. 6 ("Nielsen/KBA Cable Viewing Patterns: Monday-Friday, 7:00-11:00 PM only"). The revised exhibits are also attached to Dr. Lemieux's letter.

Sincerely,



David H. Lloyd

Enclosures

cc: Counsel on Attached List
Tribunal Members

KALBA BOWEN ASSOCIATES INC

INFORMATION MANAGEMENT/POLICY RESEARCH/ TELECOMMUNICATIONS PLANNING

David H. Lloyd, Esq.
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July 1, 1980

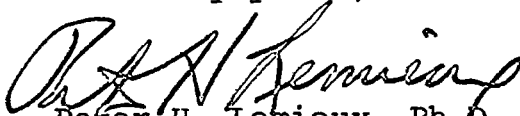
Dear David:

As you requested, we have reviewed the findings contained in our report "The Comparative Value of Nonnetwork Distant Signal Sports Programming on Cable Television" in light of the revised figures provided by the A.C. Nielsen Company.

As we expected, the revisions to the Nielsen data produced only very minor changes in our presentation, specifically in Table 4.1 to that report and to JSC Exhibit 6 which was introduced into the record in support of my testimony during rebuttal. The other tables in our report were not changed by Nielsen's reanalysis. The revised versions of these tables are attached.

In summary, no substantive changes occurred in Table 4.1, in particular regarding the shares of time and viewing for each of the three types of qualifying programming. Some minor changes did occur in JSC Exhibit 6, but again these did not require any revision to our conclusions. We have found no need to change any of the arguments or conclusions in our report and testimony as a result of the new figures provided by the A.C. Nielsen Company.

Cordially yours,



Peter H. Lemieux, Ph.D.
Research Manager

PHL/kw
Attachments (2)

NIELSEN/KBA Cable Viewing Patterns:
Monday - Friday, 7:00 - 11:00 PM only 1/

<u>Sweep</u>	<u>Sports</u>		<u>Movies/Syndication</u>		<u>Local Programming</u>	
	<u>QHR's</u> ^{2/}	<u>Audience</u> ^{3/}	<u>QHR's</u>	<u>Audience</u>	<u>QHR's</u>	<u>Audience</u>
Feb.	860	17	6064	16	819	13
May	1069	41	5850	16	889	14
July	809	50	5869	15	936	13
Nov.	488	23	6188	19	955	15
<u>Totals</u>		34		16		14
Share of Time <u>4/</u>		10		78		12
Share of Viewing <u>5/</u>		20		71		9

1/ This tabulation was performed by Kalba Bowen Associates, Inc. based on data provided by the A.C. Nielsen Company. Kalba Bowen bears full responsibility for the accuracy and any interpretations made of these data.

2/ The total number of quarter hours of this type of programming viewed on all signals in the sample. July figures include an upward adjustment by 4/3 in the number of quarter hours to reflect the fact that only three weeks were covered by the Nielsen sweep rather than the usual four.

3/ The average number of households (in thousands) per quarter hour viewing this type of program computed for all signals in the sample.

4/ The percent of total quarter hours which this type of programming represents.

5/ The percent of viewing (product of quarter hours and average audience size) which this type of program represents.

REVISED

TABLE 4.1

Summary of Findings from Nielsen/KBA Cable Viewing Study

<u>Sweep</u>	<u>Sports</u>		<u>Movies/Syndication</u>		<u>Local Programming</u>	
	<u>QHR's</u> <u>1/</u>	<u>Audience</u> <u>2/</u> (000)	<u>QHR's</u>	<u>Audience</u> (000)	<u>QHR's</u>	<u>Audience</u> (000)
Feb.	2276	13	38516	13	6044	6
May	3045	28	36929	11	6288	6
July	2735	32	36799	11	6307	5
Nov.	1723	15	37074	13	6138	7
<u>Totals</u>		24		12		6
Share of Time <u>3/</u>	5		81		14	
Share of Viewing <u>4/</u>	11		82		7	

1/The total number of quarter hours of this type of programming viewed on all signals in the sample. July figures include an upward adjustment by 4/3 in the number of quarter hours to reflect the fact that only three weeks were covered by the Nielsen sweep rather than the usual four.

2/The average number of households (in thousands) per quarter hour viewing this type of program computed for all signals in the sample.

3/The percent of total quarter hours which this type of programming represents.

4/The percent of viewing (product of quarter hours and average audience size) which this type of program represents.

ATTACHMENT

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