

1968

Subscribers	3,500,000
Penetration	6.4%
Revenue	\$240,000,000

June 17, 1968—Supreme Court gives FCC sweeping jurisdiction over cable in case where expansion of systems in San Diego was restricted pending commission hearing on importation of Los Angeles signals into that market.

June 24, 1968—Supreme Court reverses appeals court decision in *Fortnightly* case, saying cable systems do not incur copyright liability for programing they retransmit.

July 1, 1968—FCC requires that telephone companies apply to FCC for certification before building cable systems.

Dec. 16, 1968—FCC proposes rules to limit distant signal importation in all markets, require program origination and tightly control pay TV.

June 23, 1969—On-again, off-again talks between NCTA and NAB are off again as NAB board scraps joint staff agreement on cable regulation as broadcasters demand more protection.

Oct. 27, 1969—FCC requires program origination by cable systems with more than 3,500 subscribers.

Nov. 3, 1969—Supreme Court upholds FCC decision to require telephone companies to apply for certificate with commission before building cable systems. AT&T announces it will ease restrictions on pole leasebacks.

Feb. 2, 1970—FCC adopts rule prohibiting telephone companies from owning cable systems within their own service areas.

Feb. 9, 1970—Supreme Court upholds right of Nevada state PUC to regulate cable, causing other state PUC's to adopt regulations covering cable.

March 2, 1970—Supreme Court refuses review of FCC's pay TV decision.

March 30, 1970—FCC opens door to authorize domestic satellite operators.

June 29, 1970—FCC adopts wide range of cable rules, including restrictions on broadcast network ownership, crossownership within same market, siphoning of sports, expansion of distant signal importation and program origination, and setting of franchise fees.

July 6, 1970—CBS spins off program syndication and cable division into Viacom.

Oct. 19, 1970—Midwest Video challenges FCC's rules on cable systems originating programing.

May 19, 1971—Appeals court overturns FCC program origination guidelines.

Oct. 25, 1971—Irving Kahn, chairman of Teleprompter, is convicted of bribery, conspiracy and perjury in case obtaining cable franchise in Johnstown, Pa.

Nov. 15, 1971—Office of Telecommunications Policy compromise on cable rules is agreed to by cable and broadcasters, laying groundwork for further FCC action following year.

Feb. 7, 1972—FCC announces new package of cable rules in massive report and order that will take effect March 31. Rules address syndicated exclusivity, distant signal importation, public access channels and technical standards.

May 8, 1972—District court rules against CBS, saying cable can pick up signals without incurring copyright liability.

July 24, 1972—Cox Cable and ATC propose merger; six months later, Justice Department objects.

Nov. 8, 1972—HBO's inaugural cablecast is National Hockey League game transmitted to Service Electric system in Wilkes-Barre, Pa.

March 12, 1973—New York appeals court overrules district court in CBS copyright case, saying cable companies are liable for costs incurred in retransmission of local signals.

March 23, 1973—HBO produces first original pay TV event,



HBO's polka festival

Pennsylvania Polka Festival, from Allentown, Pa., fairgrounds.

April 23, 1973—Cox and ATC decide to call off merger, rather than engage in antitrust fight.

June 25, 1973—Teleprompter's national satellite system allows House speaker Carl Albert, in Washington, to address NCTA convention 3,000 miles away in Anaheim, Calif. FCC chairman Dean Burch says cable-network competition is "a good thing."



Albert

Sept. 17, 1973—FCC culminates year of loosening rules on satellites by approving application of five Domsat companies, paving way for satellite transmission of cable programing.

Oct. 22, 1973—Jack Kent Cooke takes over as chairman of Teleprompter during suspension of company's stock trading.

Jan. 21, 1974—White House releases report on cable calling for substantial deregulation and for separation of control of content and transmission as soon as industry hits 50% penetration.

March 11, 1974—Supreme Court overturns appeals court ruling in CBS copyright case, saying cable companies are not liable to pay copyright fees for programing they carry. Court also throws out FCC rules on assessing fees on industries it regulates, including cable.

March 24, 1975—FCC completes rules loosening restrictions on pay cable, paving the way for HBO's expansion.

June 30, 1975—Robert Schmidt becomes NCTA president.

July 14, 1975—FCC removes cable rebuild requirement deadline of March 31, 1977.

Oct. 6, 1975—HBO provides first live satellite feed of event, as Florida and Mississippi systems see Ali-Frazier fight from Manila.

Feb. 2, 1976—House Telecommunications Subcommittee report charges FCC with protecting broadcasters, recommends cable-only legislation.

April 5, 1976—Cable Television Administration & Marketing Society incorporates, with Greg Liptak elected president.

Oct. 4, 1976—Congress passes copyright law creating structure for cable operators to make yearly copyright payments to Copyright Royalty Tribunal.

Dec. 20, 1976—Ted Turner puts WTCG(TV) Atlanta, now WTBS(TV), on satellite for nationwide cable distribution. FCC approves use of earth stations with antennas less than nine meters in diameter.

Feb. 14, 1977—Warner Cable announces it will offer two-way interactive Qube service in Columbus, Ohio.

March 28, 1977—Appeals court overturns FCC pay cable rules,