

NEWS FROM:

C-SPAN AMERICA'S NETWORK

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C-SPAN NOW AVAILABLE TO 26 MILLION CABLE TV SUBSCRIBERS

Network cites 13 percent growth in subscribers during 1986

WASHINGTON, D.C. -- The number of basic cable subscribers who receive C-SPAN rose 13 percent in 1986, from 23 million to 26 million homes. C-SPAN's public affairs programming is now seen in 65 percent of all U.S. homes wired for cable television via 2400 affiliated cable systems.

C-SPAN II -- a program service offering live coverage of the U.S. Senate and other public affairs programming -- made its debut as a 24 hour channel on Jan. 6th ('87). C-SPAN II is currently carried on 250 cable systems and is available in 7 million cable homes. Each C-SPAN II affiliate also carries the original C-SPAN channel on its system.

Affiliate Marketing Director Kate Hampford is optimistic that C-SPAN's upward trend will continue, projecting that by March 1988, C-SPAN will be available to 30 million cable subscribers and C-SPAN II will be in 10 million homes. Ms. Hampford bases her projections on the more aggressive rebuilds of older systems, the repositioning of channels due to industry deregulation, and to TCI's commitment to add C-SPAN and C-SPAN II to its systems.

C-SPAN is a non-profit cooperative, created and supported by the cable television industry. Forty top cable industry executives currently serve on C-SPAN's board of directors.

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CABLE SATELLITE PUBLIC AFFAIRS NETWORK