Then, out of the videotapes we received in exchange for our own Access Catalog, announcements in RADICAL SOFTWARE, and promotional mailings, we proposed to assemble a Video Access Catalog, which would be a program tape offering excerpts from the video software for money, or (less) money and blank videotape to do the copying on. The other was an information marketplace to make their own tapes for distribution.

In either case, we hoped that others would set up their own distribution system so that master tapes would stay with the producers and we would pass on sales orders to them so that they could do their own distribution. Or, they could agree to let us hold their masters and do their distribution for them.

To avoid an overly centralized role on our part, we designed the system so that master tapes would stay with the producers and we would pass on sales orders to them so that they could do their own distribution. Or, they could agree to let us hold their masters and do their distribution for them.

In the past 3 months we have exchanged videotapes with 15 groups or individuals. We have sold tapes to 8 other people. (A complete listing of these transactions is in the box below.)

These sales were made at our original price structure of $55 an hour for outright purchase, $28 a half hour. That price includes blank tape, handling and mailing.

In addition to those sales and exchanges, we received some finished tapes whose producers want us to do distribution. Along with a sales form, they are listed on the inside back cover of this issue of RADICAL SOFTWARE:

While we are buying blank videotape at below our original estimate, the rise in postal rates and low volume have led us to keep our sales prices the same.

These are our temporary conclusions:

The exchange part of the network has been more successful than the sales attempt. This is because most people actively involved in alternate television know each other while straight cash customers are just now learning of our work.

As we exchange videotapes, we have learned of many other exchanges going on. To aid that process we pledged ourselves to keep our sales prices the same.

To avoid an overly centralized role on our part, we designed the system so that master tapes would stay with the producers and we would pass on sales orders to them so that they could do their own distribution. Or, they could agree to let us hold their masters and do their distribution for them.

In either case, we hoped that others would set up their own distribution system so that master tapes would stay with the producers and we would pass on sales orders to them so that they could do their own distribution. Or, they could agree to let us hold their masters and do their distribution for them.

To avoid an overly centralized role on our part, we designed the system so that master tapes would stay with the producers and we would pass on sales orders to them so that they could do their own distribution. Or, they could agree to let us hold their masters and do their distribution for them.