GLOBAL/GMG MERGER INQUIRY

Third party submission—an independent media company

On a national basis the merger/Takeover may just look within guidelines.

The merger creates a series of regional monopolies ie areas such as South Wales where there are no similar alternatives.

Global have Red Dragon adding Real gives them a total monopoly over the major population centres, excluding Swansea.

Less than 55% of brands are fully national, only the Oligopoly of London based Agencies, can do deals that give the share of revenue Global will demand, by ‘averaging it across’ their portfolios.

Any regional business where its radio plan is dictated by its customer geography will be forced into the single or dominant supplier ....Global, whatever the price.

Aquisitions by highly leveraged businesses who need to force market price to give payback to banks and shareholders are not useful in building a vibrant diverse UK media industry.