GLOBAL/GMG MERGER INQUIRY

Third party response to the provisional findings

21 March 2013

I have attached latest booked radio spreadsheets for . You will observe that a mix of stations have indeed been necessary to utilise in order to keep within very tight budgets to maintain a good overall cover, reach and frequency of our clients core target audience at a much lower competitive CPT and ultimately keep radio part of the media mix. You will note the Global stations are seldom included due to cost.

Also attached is a spreadsheet where we have tried to give our client the confidence to use other groups in London and South Wales rather than Global stations (you will see these very regions on attached schedules) to achieve a better target reach at a much lower CPT, however the client have felt that they must pay these higher CPTs to maintain the response they are achieving therefore have still been booked.

I hope by confidentially supplying you with this information I am exhibiting an example of radio planning and purchasing in the UK regions of the East Midlands; Cardiff; North Wales, the North-East; South and West Yorkshire; and central Scotland.

I am assisting you with this to help keep a level competitive costing scheme and ultimately enabling our clients to achieve the audience they need to reach within their precious allocated budgets.

Agency AP