GLOBAL/GMG MERGER INQUIRY

Third party response to the provisional findings

27 March 2013

I do not believe that the merger would lead to higher prices in the key geographical area that I work (the north east). There are still other radio stations in existence that will act as competition.

Furthermore there are always other media options available and increasing prices could easily switch advertiser spend away from radio and onto other media options. In the north east this is especially true of TV. If radio costs rose to high they simply make the jump to TV a much smaller one.

Also a single point of sale could even be used to package airtime campaigns together in order to improve prices.

Agency AQ