Overall we agree with your findings in that this merger will lead to higher rates for advertisers due to lack of competition and choice.

- Advertisers use multiple types of media to meet their advertising needs and other media may be bought as a complement to radio or as a substitute for it.
  - *Agency AS said: We agree with this statement.*

- There are advertising campaigns for which radio advertisers cannot easily substitute other media;
  - *Agency AS said: Media choice is dependent on a number of factors including cost and reach.*

- The main factors advertisers take into account when choosing between radio stations include:
  - Geographic coverage: radio stations are weaker substitutes where their geographic coverage is very different;
    - *Agency AS said: We agree with this statement.*
  - Relative strength in terms of audience: stations with a large share of listeners are better placed to attract advertisers than those with a low share of listeners;
    - *Agency AS said: We agree with this statement.*
  - Demographics: the greater the divergence between stations’ audience, the weaker they are likely to be as substitutes for each other.
    - *Agency AS said: We agree with this statement.*
  - The strength of an advertiser’s bargaining position, and the price he or she is likely to receive will be affected by the relative strength of the alternative options.
    - *Agency AS said: We agree with this statement. By having more competition for a similar offer we are able to negotiate better rates.*