GLOBAL/GMG MERGER INQUIRY

Third party response to the provisional findings

26 March 2013

Based on the campaigns that we purchase radio airtime for, it is normally an additional channel to the primary campaign. Very rarely would radio be the main focus of our campaigns. It is a relatively small element of the work that we undertake. However we do have clients located across the whole country and whenever competition is reduced, this does generally mean an increase in cost, where they are able to dominate as market leader.

As radio is a supplementary channel though, if the price rose too much it would simply be removed from the schedule as no longer cost effective.

Agency AZ