My opinion on the Global - GMG merger is that it will have a very negative effect in terms of rising prices and lack of competition. In particular to our business we will be massively effected in the Midlands and Wales. Global Radio already have a monopoly in the radio industry in certain areas of the country e.g. Birmingham where they own Heart, Capital and now potentially Smooth. This means they would own a station that covers every demographic age group in the city. Although this means you can buy the stations easier through a single agency account manager in one call or email it also means that they are able to dictate the price that we pay. This is because we will have no real alternative but to use them as they own all the biggest stations in the area.

I also believe that quality of service and the product will deteriorate as more networking and consolidation of programming / news coverage will take place to cut costs, whilst a premium will be charged as they are the market leaders and have the monopoly on certain areas of the country. From past experience I feel market leadership arrogance will affect their willingness to negotiate and tailor make packages for clients.

I am hugely against this merger as I believe the impact would be very negative for all current and future advertisers especially where there are areas of domination i.e as you have identified the East Midlands; Cardiff; North Wales; Greater Manchester; the North-East; South and West Yorkshire; central Scotland; and also the West Midlands.

Agency AY