GLOBAL/GMG MERGER INQUIRY

Third party response to the provisional findings

26 March 2013

We understand that the Competition Commission is investigating Global’s merger with RSL. I am the Media Director of Agency BB.

Our agency plans and buys space all media channels not only commercial radio but also, television, various digital media, Direct mail, Out of Home and Print.

Apparently the provisional findings of the CC concluded that there was likely to be (or potentially to be), a real drop in competition in the radio market based on consolidation within the NW of England.

As part of the overall commercial communications and advertising process, we believe that radio actually competes for share of advertising spend versus all media channels, not just radio.

We also believe that Capital, Real and Smooth all try and to attract different audiences. As radio advertisers see the use of demographics and geography as important to target potential customers with a variety of messages relevant to their specific audiences.

It could well be that Global’s merger may actually see an increase in investment to commercial radio (benefit for listeners, knock on for advertisers) in the fore-mentioned area.

As such we support the proposed merger and hope the CC may also see it as a positive step for radio in Manchester.

Agency BB