I write to you with regard to the Competition Commission’s investigation into Global Radio’s merger with Real and Smooth Ltd. I understand your provisional findings concluded there could be a substantial lessening of competition in the radio market in Central Scotland. This surprised me given that Central Scotland is one of the most vibrant and competitive media markets in the UK with STV (Scottish Television), Trinity Mirror’s Daily Record and Sunday Mail and their stable of local papers, News International’s Scottish Sun and Sunday Times Scotland, The Herald and Evening Times Group, The Scotsman newspaper and Outdoor specialists, Forrest Media and this is before you consider two of Bauer Media’s most successful stations Radio Clyde and Radio Forth.

In all my dealings as an advertiser in Scotland and across the UK, I have always viewed the sector as a media market and not simply a radio sector. Commercial radio is extremely popular in Scotland but the fact that radio accounts for less than 6% of all advertising spend in Scotland – and just 3% in Britain – would indicate that it is illogical to suggest that this merger would adversely affect competition. In fact I believe that Capital, Real, Smooth and Real XS target very different audiences and therefore will widen the choice for advertisers.

I use these as examples of healthy competition in the media sector alongside collaboration for the greater good and we need strong, viable, ethical companies prospering in Scotland.

I fully support Global’s merger and I would urge you to do likewise.

Yours sincerely,

Advertiser G