

GLOBAL/GMG MERGER INQUIRY

Third party response to the provisional findings

21 March 2013

I am writing again to offer my opinion about the Global Radio buy out in South Wales.

We have a range of media options open to us in South Wales of which radio is one. We have advertised on both Capital and Real, and continue to do so.

For us, radio has proven to be the best option. By using both stations we continue to hit the right geographical areas and demographic due to the very real differences between these two stations; Capital is predominantly the younger listener with a more branded, commercial feel and hits the right city based audience and Real has a more mature audience with a stronger 'South Wales' feel but with larger geographical coverage. We need both for our business.

As a business, we feel that the existence of both stations within the geographical area, affords us some competitive edge and I believe that this would be gone if we were limited to just one station. Price is a key driver for our advertising decisions, if the price of radio advertising became unacceptable to us, and that competitive edge was lost, we would choose a different approach. Currently, we largely follow the radio route but should this become unsustainable, then we would have to choose alternative options in order to meet our objectives; such as local press etc.

There are certain times of the year when it suits us better to advertise on Capital, due to listener demographic, and vice versa with Real. I believe that if they were to become one station or if one of these stations were lost in South Wales, that firstly the resulting 'Global brand' (whatever that may be) would lose considerable listeners, as both stations have a unique appeal, and secondly the radio advertising option would become less competitive and less appealing to advertisers such as ourselves.

I do believe that both stations have a place in South Wales and I do think that a very good argument can be made to keep both.

MPS Education Ltd