

**GLOBAL GMG MERGER INQUIRY**

**Third party submission – 23 November 2012**

Dear Sir Madam,

I am writing to you about the acquisition of GMG Media by Global Media.

I very much welcome a Heart FM station to Yorkshire which would replace the now damaged and tainted Real Radio (verbally announced as 106 to 108 FM Real Radio), but only if Capital (verbally announced as 105 Capital FM) was sold to UTV to create a Juice FM station, on the similar lines to the Juice FM station in Liverpool, Merseyside. This would in a way return to the 'Galaxy 105' days in which its main product was almost solid dance music and the license for the 105 FM frequency wouldn't require any modifications as its within its contractual rights to broadcast.

If Global Media did get the full go ahead with merging Real into Heart it wouldn't be too hard as both stations operate on similar genres, thus being Hot AC. The only difference being is that it would be Global running the show outright and not its subsidiary, Real and Smooth Limited (RSL).

Elsewhere it would be harder as in the Cambridgeshire and neighbouring counties area there is about six Heart FM stations which in my own opinion four of which should be sold to either UK Radio Developments (UKRD) or Town and Country Broadcasting to enable a mix of music from all genres within the stations licensing.

In the North West, to enable a fair and equal competition, Capital would have to close so that Real XS (formally Rock Radio? I think) would be able to continue broadcasting otherwise there would be far too many 'clone' stations transmitting the same genre of music e.g. Key 103, 102 Capital and Radio City. Likewise with Real North West projected to becoming Heart, almost a decade since the 105.4 FM was rebranded from Century to Real. Again I welcome it, however the licence for the 105.4 frequency in my own opinion should be sold to UK Radio Developments (UKRD) since they don't operate in the area.

The networked Sunday afternoon programme Big Top 40 would moreorless continue since all commercial stations 'take' the programme but it should feature all artists and not what Global wants its audience to hear. An example of this was when Loreen, of Eurovision fame came in at number one in the UK charts in May / June of 2012 with the track 'Euphoria' but the track was not played, just verbally mentioned.

Yours Faithfully  
S. Dawson