

GLOBAL/GMG MERGER INQUIRY

Third party response to the provisional findings

11 March 2013

In summary I don't believe it would be a good idea for Capital SW to acquire GMG as clients like & want choice & want to know they are having a good deal.

This helps in stretching the clients budget further & ensures the radio stations are giving the best deals as they are fighting for the business. If there was just one large station, I believe they wouldn't give as much value to campaigns as they do now—as they would expect to get the business!

I would definitely look to push different media more if I felt the rates weren't competitive as I wouldn't want my clients to be forced into a corner to buy radio as that is the main station.

I would consider TV & Outdoor a lot more or the smaller stations where I could still get regionality & just target the areas I want.

Currently clients can choose to advertise in SE Wales, South West Wales etc or Wales which is great. There is also very different radio stations with different music / audiences for clients to buy into, depending on what fits their brand & will meet their objectives. If there was just one larger station, myself & client feel this will push prices up, allow radio stations to be less flexible on prices & packages. Also the radio stations won't be so niche. I would image most things will get networked & there will be very little flexibility to localise things. I also believe large National agencies would end up getting more business, taking business away from smaller companies like mine, due to their buying power across the UK, hence taking money out of the welsh economy.

Media Agency Z