

6 March 2013

FAO Competition Commission

Dear Sir/Madam

As the Chief Executive of [Advertiser C]

I would like to offer my opinion regarding the proposed merger of Global Radio and Real and Smooth Ltd.

Scotland has a hugely competitive and vibrant media industry, based mainly here in the Central belt, and radio is only a small, albeit important, part of this sector. Commercial radio competes with television and press, outdoor media and local press alongside the burgeoning digital media sector.

I say this as head of an organisation which collaborates with and advertises in all sectors of the media and that includes Bauer Media group. A strong radio sub-sector is important not only for this area but for media across Scotland.

If you wish to discuss this any further, I can be contacted on .

Kind regards

Yours sincerely

**Group Chief Executive**