

## **GLOBAL/GMG MERGER INQUIRY**

### **Third party response to the provisional findings**

**28 February 2013**

Dear Sirs

I am writing in support of Global Radio's merger proposals which are being considered by the Competition Commission.

I am the CEO of the Capital FM Arena in Nottingham. We are the leading arena venue in the East Midlands with a capacity of 10,000 and shows, concerts and events staged at the venue attracting some 500,000 customers each year.

We enjoy a strong and positive partnership with Capital FM (which is part of the Global Radio Group) as our 'naming rights' partner ....and the key decision in the alliance was the strength of the brand in the region and the quality of the broadcasting in our key target areas of Nottingham, Leicester and Derby. The profile of the Capital FM radio offering is aligned with our own demographic customer base...another key factor in choosing to partner with Global Radio.

I believe the merger will enable Global to increase investment in commercial radio for listeners in the East Midlands in the areas of programming and marketing and this, in turn, will help to raise the profile of the Capital FM Arena across the region. This is extremely important in terms of creating awareness and driving ticket sales to ensure listeners continue to attend the Capital FM Arena rather than chose an alternative venue to see a particular show. The UK Arena circuit is extremely competitive and our ability to attract shows/concerts is vitally important in terms of continuing to provide employment opportunities for the 250+ staff that we employ. Moreover, the economic impact of these events to Nottingham and the region is estimated at £50m per annum.

Clearly, the lifeblood of a commercial radio station is the advertisers that avail themselves of this form of media advertising...and I believe the merger will actually drive competition in the region and this will be good for local advertisers.

I trust these points will be taken into account as part of the consultation process...I am happy to furnish any further information to the CC should it be required.

Yours faithfully

Geoff Huckstep  
Chief Executive

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**National Ice Centre & Capital FM Arena Nottingham**