



272 St Vincent Street, Glasgow, Scotland G2 5RL
Tel: +44 (0) 141 566 4999 / Fax: +44 (0) 141 566 4998
Email: admin@dfconcerts.co.uk

Competition Commission
Victoria House
Southampton Row
London
WC13 4AP

Tuesday 5th March 2013

Dear Sir/Madam

I am writing to you regarding Global Radio's acquisition of GMG Radio; namely to state that as a purchaser of a substantial amount of media I disagree with your findings and see no reason why the purchase cannot go ahead.

As Marketing and Communications Director of DF Concerts and Events I am responsible for campaigns which use a wide variety of media to achieve our objectives. We negotiate directly with media owners on a daily basis and buy radio to appropriately target audiences/customers for each artist or event campaign. The people at Real and Smooth in Scotland are solutions based and bringing Capital into the mix will strengthen the offering. We also book Bauer Radio, in Scotland they have a major market share and for many years their geographical domination has been to their advantage.

We do not buy radio based on rates, for any radio station/media owner to price themselves out of the market based on market share in a geographical area given the plethora of effective media available (i.e. TV, press, outdoor, digital) would backfire and in my opinion be commercial suicide.

I believe that there will be sufficient choice should the merger be approved and look forward to working with the group as they look to grow very specific audience through their brand choices.

Yours faithfully

Lisa Maule
Marketing & Communications Director
DF Concerts & Events

DF Concerts Limited
Registered Office: Whitehall House, 33 Yeaman Shore, Dundee DD1 4BJ
Registered in Scotland No: 333566

