

GLOBAL/GMG MERGER INQUIRY

Third party response to the provisional findings

6 March 2013

To whom it may concern

I am writing in response to the Competition Commissions Provisional findings in relation to the merger of Global and RSL.

As Commercial Director of a Professional Sports Club and Stadium Owner, I have overall responsibility for the marketing function of the club and we undertake advertising for a range of products including season cards, match tickets, match day hospitality conference and events, Christmas parties and concerts.

We utilise a wide range of media platforms for our advertising here in the North East including print, radio, outdoor and online / digital.

I do not believe that the merger of Global and RSL would result in increased prices and if this were the case we would simply look to place our media pound with an alternative platform such as Bauer radio which would provide the closest match for some of our products such as football and music concerts.

I do believe this merger can only benefit the North East and strengthen both radio brands, which in turn helps us to achieve our business goals.

At present both Capital and Real / Smooth are our current commercial radio partners [X] and we work very closely with both because each station targets different demographics and therefore offers us the opportunity to target different messages to their audiences and increase our reach.

For example, [X] [an event] targeting a slightly older audience with a male bias, is promoted on Real Radio whilst [another event] [X] is best promoted via Capital FM which also plays the same artists and reaches a younger audience.

Global Radio are an exciting and innovative radio company who believe in developing and growing strong radio brands such as Capital, Heart and Classic FM. The only way for Global and RSL to grow is to invest in developing their brands, invest in marketing in these brands and provide segmented audiences for clients such as ourselves to achieve their marketing objectives by reaching these different audiences. We support the merger as we believe this will provide us with a better product and more options and choice for our media pound.

Yours faithfully

Commercial Director of a Professional Sports Club and Stadium Owner