



Ms Gabriela de Costa
Slaughter & May
One Bunhill Row
London
EC1Y 8YY

Direct Line 01698 402240
Fax
E-mail brian.sweeney@strathclydefire.org
Our Ref BPS/ BB
Your Ref
If phoning or calling ask for Brian P Sweeney
Chief Officer
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Dear Ms Costa

Acquisition of Real and Smooth Radio Ltd by Global

I refer to the above proposed acquisition and to the provisional findings of the Competition Commission indicating issues relating to the lessening of competition in a number of areas in the UK but specifically in Central Scotland. Strathclyde Fire & Rescue invest substantial sums annually in the provision of media advertising through Television, Radio, Newspapers and a range of other sources. As a primary emergency service covering West Central Scotland we are adopting a stratified approach to the messaging we will deliver to young people, mature adults and the elderly population. Our marketing strategies are therefore complex and often interdependent. The media market place in Scotland offers us only one outlet for the provision of television advertising and a decreasing number of newspapers for print media advertising. In relation to Radio, there is a very well established, small but defined market.

Strathclyde Fire & Rescue therefore works across the existing marketplace in an innovative and highly productive partnership approach. Our relationship with Global Radio is particularly productive and our use of Global, particularly in targeting a younger audience has demonstrated outstanding results. We also advertise with Real Radio and with Radio Clyde and other smaller providers, however, I see many advantages and few disadvantages to the alignment of Global and Real Radio. Strathclyde Fire & Rescue would be very comfortable for this acquisition to be permitted to progress and would offer the opinion that such an acquisition would be beneficial to the radio industry in Scotland and would, in my opinion, in no way distort the price of advertising in West Central Scotland.

In considering the financial elements of our marketing mix, I remain conscious that Radio accounts for only 3% of the entire advertising market in the UK and therefore this acquisition would have no adverse effect on pricing. It is therefore my conclusion that the proposed merger of Global Radio with Real and Smooth Radio Ltd would offer significant advantages to organisations (such as mine) which have invested heavily in Radio air time through a removal of duplication, a streamlining of the product on offer, the better targeting of individuals who are most at risk from fire and the capability of my organisation to deliver a best value product.

I therefore believe that this merger and acquisition would act in the best interests of the Radio Industry in Scotland and would offer the opinion that it would enhance rather than lessen the competitiveness of the Radio Industry in Scotland.

Yours sincerely

Brian P Sweeney
Chief Officer