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Minister for Business, Enterprise, Technology and Science



Llywodraeth Cymru
Welsh Government

Received 25-02-13 OB.

Simon Polito
Deputy Chairman
Competition Commission
Victoria House
Southampton Row
London
WC1B 4AD

21st February 2013

Dear Simon

I am writing to you regarding the Competition Commission's provisional decision in the Global Radio merger inquiry, which suggests that Global Radio will not be allowed to retain its existing status and own Real Radio Wales.

Increasing the plurality of news services is of great importance within Wales. It is my understanding that full clearance by the Competition Commission of Global Radio's acquisition of Real Radio Wales will allow Global to make an all-Wales commercial radio news service. Failure of the Competition Commission to approve the acquisition will deny this to listeners.

I would therefore urge that you allow the acquisition, on the grounds that it will enhance consumer choice in the coverage of Welsh affairs, especially in the area of political news.

With regard to advertising it is my understanding that local business will not be negatively impacted. Those businesses that choose to advertise have many choices on how to spend their budgets including local press, outdoor ads, local cinema, local websites, paid-for online advertising etc.

Global Radio's existing stations do not compete for advertising with local stations which include Wrexham, Anglesey, the north coast and Cardiff. The smaller stations rely on very localised advertising relevant to a small geographical area, while Real Radio offers advertising reach on a larger regional scale. Advertisers would be able to choose to buy campaigns of different scales on either local or on regional stations.

Edwina Hart

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Wedi'i argraffu ar bapur wedi'i ailgylchu (100%)

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