

GLOBAL/GMG MERGER INQUIRY

Third party response to the provisional findings

6 March 2013

Dear Sir or Madam,

I am the owner and Managing Director of West Yorkshire Windows and we are not only the installer of the year across the whole of the UK, but one of the largest window, conservatory and orangerie companies across the whole of South and West Yorkshire. Consequently we invest significant amounts of money in advertising and marketing across the whole of the area. Our success is built on creating strong partnerships with all our media partners and importantly, built on negotiating the best deals and value for our organisation from the media owners.

We select the media across the region not only on a value and cost basis, but also on appropriateness of audience and demographic, and try to match a media's potential audience with our potential buyers, and we feel that each of the radio stations in the Yorkshire area offer either a different audience profile or a particular strength within a defined geographical area. We therefore feel we have a series of choices in this competitive media marketplace.

Looking at the provisional findings from the competition commission, it appears that there is a feeling that a merger between Capital and Real radio will reduce the choices available for advertising in our marketplace. In our opinion, we feel that the choices available now are significantly more than were available a few years ago, and as we have proven over the past number of years, we can and do, on an ongoing basis, choose our media selection from local newspapers, regional newspapers, ITV Yorkshire, poster and outdoor advertising, online, magazines and of course radio.

When it comes to radio alone, we have the choice of over 6 or 7 commercial radio stations in our area, so the proposal of a merger of 2 of these stations, does not in itself I believe, significantly reduce the choice available. Furthermore, should such a newly merged duo of stations attempt to drive the price of advertising upwards, we would simply choose one of the many other alternative marketing channels available.

Many Thanks

Andrew Glover
West Yorkshire Windows
Wakefield Wildcats