



Australian Competition & Consumer Commission

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Our Ref: C2004/948  
Contact Officer: Michael Green  
Contact Number: 02 6243 1088

22 July 2004

Ms Lisa Huett  
Mallesons Stephen Jaques  
Level 28, Rialto  
525 Collins Street  
Melbourne VIC 3000

Dear Ms Huett

**Re: Third line forcing notification No. N40731,  
lodged by Sensis Pty Ltd (Sensis)**

I refer to the above third line forcing notifications lodged with the Australian Competition and Consumer Commission (the Commission) on 30 June 2004.

You have described the conduct as:

- (i) Sensis (as agent for CitySearch) proposes:
  - (A) to supply or offer to supply a CitySearch Product as a particular price; or
  - (B) to give or allow or offer a discount, allowance, rebate or credit in relation to a CitySearch Product,on condition that the person also acquires one or more Sensis Products.
- (ii) Sensis (as agent for Telstra) proposes:
  - (A) to supply or offer to supply a Sensis Product as a particular price; or
  - (B) to give or allow or offer a discount, allowance, rebate or credit in relation to a Sensis Product,on condition that the person also acquires one or more CitySearch Products.
- (iii) Sensis (as agent for CitySearch) proposes to refuse:
  - (A) to supply a CitySearch Product as a particular price; or
  - (B) to give or allow or offer a discount, allowance, rebate or credit in relation to a CitySearch Product,



for the reason that the person has not acquired, or agreed to acquire, one or more Sensis Products.

- (iv) Sensis (as agent for Telstra) proposes to refuse:
  - (A) to supply a Sensis Product as a particular price; or
  - (B) to give or allow or offer a discount, allowance, rebate or credit in relation to a Sensis Product,for the reason that the person also has not acquired, or agreed to acquire, one or more CitySearch Products.

'CitySearch Products' - CitySearch products and services supplied by Sensis as an agent for CitySearch. The CitySearch web site service supplies businesses with paid advertising options, including the set up and hosting of multiple page web sites, weblistings, the 'Platinum' product, banner and tile products that provide business information content and other online services such as domain name registration.

'Sensis Products' - White Pages OnLine products and services supplied by Sensis as an agent for Telstra. The paid advertising options on the White Pages OnLine site include enhanced listings and other online search products such as Business Finder and cross reference feature. Yellow Pages OnLine products and services supplied by Sensis as an agent for Telstra. The paid advertising options on the Yellow Pages OnLine site include the 'Platinum' product, the 'online solution' product (that includes among other things a graphic image, contact details, email address, opening hours, a list of products and services etc) and the more basic 'email/URL' advertising listing.

Legal immunity provided by the notification commenced on 14 July 2004.

On the basis of the information that you have provided, it is not intended that further action be taken in this matter at this stage.

As with any notification, please note that the Commission may act to remove the immunity afforded by this notification at a later stage if it is satisfied that the likely benefit to the public from the conduct will not outweigh the likely detriment to the public from the conduct.

This letter has been placed on the Commission's public register. If you wish to discuss any aspect of this matter, please do not hesitate to contact Michael Green on (02) 6243 1088.

Yours sincerely



Tim Grimwade  
General Manager  
Adjudication Branch

