



Australian
Competition &
Consumer
Commission

Our Ref: C2006/1070
Contact Officer: Tina Pigliardo
Contact Number: (03) 9290 1481

PO Box 1199
Dickson ACT 2602
470 Northbourne Ave
Dickson ACT 2602
ph (02) 6243 1111
fax (02) 6243 1199
www.accc.gov.au

12 July 2006

Shane Simpson
Partner
Simpsons Solicitors
Locked Bag N6
SYDNEY NSW 1225

Dear Mr Simpson

**Third line forcing notification N31620 lodged by
My World Pty Ltd (My World)**

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) by My World on 5 June 2006. The notification has been placed on the ACCC's public register.

My World have described the conduct as follows:

My World will provide certain offers and discounts to customers on condition that the customers pay for the goods/services offered using their My World MasterCard.

My World describes the discounts and offers provided as follows:

- *Exclusive ticket allocations*- access to an exclusive allocation of tickets to entertainment events.
- *Pre-ticket allocations*- first notice and access to pre-sale tickets to entertainment events up to 72 hours before they are available to the general public.
- *Discounted ticket pricing*- access to discounted tickets to entertainment events.
- *Trade Promotions*- automatic entry into My World trade promotions such as opportunities to meet and greet entertainers, enter sound check areas at



entertainment events, access photographers' pits at events, win signed merchandise, posters, programs and photos, win tickets to events and to win CDs/DVDs.

- *Merchandise*- the opportunity to access and purchase merchandise before it is offered for sale to the general public and an opportunity to access and purchase merchandise after events at a discounted price.
- *Retail Partner Benefits* – access to other discounts and special offers through My World partners including restaurants, hotels, airlines and rental companies.

Legal immunity conferred by the notification commenced on 19 June 2006.

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

However, while the restrictions on access for non-My World MasterCard cardholders is unlikely to be of concern in most instances, given the limitations described in the notification, the ACCC would be concerned if the arrangements limited non-cardholders access to popular or limited run events.

In order to address these concerns, the ACCC requests My World provide details of specific events to which an 'exclusive allocation' or 'pre-ticket allocations' will apply under the notification including:

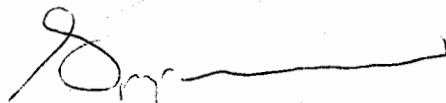
- the number of tickets offered for sale by My World
- the maximum percentage of tickets to which My World offers will apply and
- an estimated capacity of the relevant venue.

The ACCC would appreciate receiving such details prior to the commencement of each promotion.

Please note that the ACCC 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 ACCC's public register. If you wish to discuss any aspect of this matter, please do not hesitate to contact Tina Pigliardo on (03) 9290 1481.

Yours sincerely



Scott Gregson
General Manager
Adjudication Branch