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Australian
Competition &
Consumer
Commission

Our Ref: C2007/25
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22 June 2007

By Email

Dear Sir/Madam

Exclusive dealing notification N90330 lodged by Eastern Suburbs Newspapers

On 12 November 1993 General Newspapers Pty Limited, Double Bay Newspapers Limited and Brehmer Fairfax Limited, trading as Eastern Suburbs Newspapers (ESN), lodged notification **N90330** with the Trade Practices Commission (TPC). The TPC is now the Australian Competition and Consumer Commission (**the ACCC**).

The notification concerns real estate agents contracting with ESN for the provision of real estate display advertising in respect of property located in the eastern suburbs of Sydney. The contracts require that real estate agents agree to place 75 % of their total advertising centimetre volume, in respect of real estate display advertising for property located in the eastern suburbs of Sydney, with the Wentworth Courier (**the 75% requirement**).

The ACCC is undertaking a review of the notification. I am writing to you as a party who may be interested in providing a submission to the ACCC in relation to the review.

Background

The ACCC is the independent Australian government agency responsible for administering the *Trade Practices Act 1974* (**the Act**). A key objective of the Act is to prevent anti-competitive conduct and to encourage competition and efficiency in business resulting in a greater choice for consumers in price, quality and service.

The competition provisions of the Act prohibit certain forms of anti-competitive conduct or arrangements, including conduct known as exclusive dealing. Exclusive dealing involves one trader imposing restrictions on another's freedom to choose with whom, in what or where they deal. Exclusive dealing may be characterised in two ways; third line forcing and exclusive dealing other than third line forcing.



Third line forcing involves the supply of goods or services on condition that the purchaser acquires goods or services from a particular third party, or a refusal to supply because the purchaser will not agree to that condition.

Exclusive dealing other than third line forcing involves the supply of goods or services on condition that the purchaser will not acquire, or will limit the acquisition of goods or services from a competitor of the supplier.

In some cases, exclusive dealing is prohibited outright (for example, third line forcing), in other cases, it is prohibited only where it substantially lessens competition.

The notification lodged by ESN concerns conduct that may be exclusive dealing other than third line forcing.

The notification process

While the Act prohibits certain forms of anti-competitive conduct, it also recognises that conduct which may breach the competition provisions of the Act may, in certain circumstances, deliver a benefit to the public. Consequently, the Act allows parties to obtain immunity from legal action for exclusive dealing in certain circumstances.

One way in which a party may obtain protection from legal action for exclusive dealing conduct is by lodging a notification with the ACCC.

The ACCC may revoke an exclusive dealing (other than third line forcing) notification at any time if it is satisfied that conduct will substantially lessen competition and the public benefits will not outweigh the anti-competitive detriments resulting from the substantial lessening of competition. Revocation of a notification removes the protection from legal action afforded to the notified conduct.

Notification N90330 lodged by ESN

As indicated above, ESN lodged exclusive dealing (other than third line forcing) notification N90330 with the TPC on 12 November 1993. The TPC did not take any action in respect of the notification at that time.

ESN has recently advised that it continues to enter into advertising contracts on substantially the same terms as notified in 1993, and continues to rely on the protection afforded by the notified conduct in doing so.

Review of notification

As noted, the ACCC may review an exclusive dealing notification at any time. Triggers for review may be complaints from persons affected by the exclusive dealing conduct, a change in market conditions or further information coming to light.

Recently concerns have been raised with the ACCC regarding the conduct notified by ESN. Having considered the concerns raised the ACCC has decided to review the notification. As noted, the ACCC may revoke the notification if following its review, it is satisfied that the conduct will substantially lessen competition and the public benefits

will not outweigh the anti-competitive detriments resulting from the substantial lessening of competition.

To assist the ACCC's review of the notified conduct I would appreciate your comments to the questions below in respect of display advertising for eastern suburban Sydney real estate. As explained in greater detail in the attached *Guidelines for excluding information from the public register*, you may request that information you provide to us be excluded from the public register.

1. The ACCC understands that you have placed advertisements in the Wentworth Courier in the past. Have you entered into a contract with ESN for the provision of real estate advertising in the Wentworth Courier? If so, is the contract subject to the terms contemplated in ESN's notification, that is, the 75% requirement?
2. How important is advertising in the Wentworth Courier to your business?
3. In what other mediums, if any, do you advertise? Please include details of other print display advertising as well as advertising in other mediums such as the internet, shop fronts etc.
4. With respect to print display advertising of properties in eastern suburban Sydney, what percentage of your advertising is with: the Wentworth Courier and; other publications? Does the extent to which you advertise in the Wentworth Courier differ from the extent to which you advertise in community newspapers in other areas of Sydney? If so, what factors, including but not limited to the 75% requirement, influence this decision?
5. With respect to eastern suburban Sydney real estate:
 - a. Do you consider other print media publications to be a viable alternative to advertising in the Wentworth Courier?
 - b. Do you consider other print media to be viable alternative to the extent that they can be utilised **instead of** advertising in the Wentworth Courier?
 - c. If you do not consider other print media publications can be sufficiently viable advertising platforms that they can be utilised instead of the Wentworth Courier, to what extent are they an important additional advertising platform?
6.
 - a. Do you consider advertising online is a viable alternative to advertising in the Wentworth Courier?
 - b. Do you consider online advertising to be a viable alternative to the extent that it can be utilised **instead of** advertising in the Wentworth Courier?
 - c. If you do not consider online advertising can be a sufficiently viable advertising platform that can be utilised instead of the Wentworth

Courier, to what extent it can be an important additional advertising platform?

7. a. Do you consider any other form of advertising to be a viable alternative to advertising in the Wentworth Courier?
 - b. Do you consider any other form of advertising to be a viable alternative to the extent that it can be utilised **instead of** advertising in the Wentworth Courier?
 - c. If you do not consider any other form of advertising can be a sufficiently viable advertising platform that can be utilised instead of the Wentworth Courier, to what extent can they be an important additional advertising platform?
8. If your display advertising placed with the Wentworth Courier is subject to the 75% requirement, to what extent does this constrain you in placing display advertising in other print media publications?
 9. To what extent, if at all, does the 75% requirement constrain you in placing advertising in other mediums such as online? For example, does the 75% requirement impact on the way your total advertising budget is spent?
 10. a. To what extent would you consider changing your advertising strategy in response to a hypothetical price increase for print display advertising in the Wentworth Courier, by, for example, 10%? For instance, would you cease to advertise, or reduce your advertising spend with the Wentworth Courier? If so, in what, if any other print media publications, or other advertising mediums would you increase your advertising spend?
 - b. Would your response to a price increase be different if you were not subject to the 75% requirement?

The ACCC would also be interested in any general comments you have regarding the public benefits and anti-competitive detriments generated by the notified arrangements.

Request for submissions

To assist the ACCC in its consideration of the notification, it would be helpful to obtain a submission from you regarding your views on to the issues outlined above.

The ACCC asks for submissions to be made in writing, so that they can be placed on the ACCC's public register. This ensures that parties interested in the matter have access to the issues raised in relation to the notified conduct. A copy of this letter will also be placed on the public register.

Submissions can be sent to:

The General Manager
Adjudication Branch
Australian Competition and Consumer Commission
PO Box 1199
DICKSON ACT 2602

Alternatively, submissions can be faxed to (02) 6243 1211, or emailed to adjudication@accc.gov.au.

As noted parties who lodge a submission with the ACCC may request that confidential information included in their submission be excluded from the public register.

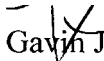
If you intend to provide the ACCC with a submission, it would be appreciated if you could do so by **18 July 2007**.

Please advise if you do not wish to provide a submission at this stage but would like to be kept informed of the progress of this matter. If possible, please provide your email address for future correspondence. Also, please forward this letter to any other party you believe may be interested in this matter.

Please note that if the ACCC does not hear from you, you will be removed from the ACCC's list of interested parties for this matter.

If you have any questions or wish to discuss any aspect of this matter, please contact Gina D'Ettorre on 03 9290 1483.

Yours faithfully


Gavin Jones
Director
Adjudication Branch

Interested Parties

Rain & Horne:	Bondi Beach Double Bay
Ray White Real Estate:	Double Bay Group
Richardson & Wrench:	National Head Office Double Bay
First National:	Surrey Hills Randwick
LJ Hooker:	Bondi Beach
Century21:	Double Bay Mosman
Laing & Simmons Frank Knight Realty McGrath Real Estate Agents MGM Properties Julie Feller Real Estate Goodyer Donnelly Real Estate Ballard Property Di Jones Real Estate NG Farah Bresic Whitney Bernard McGrath Property Bradfield & Prichard South Sydney Realty LJ Levi Real Estate Vantage Real Estate	Double Bay Head Office