



**Australian
Competition &
Consumer
Commission**

GPO Box 3131
Canberra ACT 2601

23 Marcus Clarke Street
Canberra ACT 2601

tel: (02) 6243 1111
fax: (02) 6243 1199

www.accc.gov.au

Our Ref: C2008/1607
Contact Officer: Joanne Palisi
Contact Number: (02) 6243 1323

21 October 2008

Ms Richelle Fitzgerald
Acting General Counsel
LG Electronics Australia Pty Ltd
PO Box 212
HORSLEY PARK NSW 2175

Dear Ms Fitzgerald

**Third line forcing notification N93605 lodged by
LG Electronics Australia Pty Ltd (LG)**

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 29 September 2008. The notification has been placed on the ACCC's public register.

LG proposes to offer a gift (4 months access to BigPond Movie services) to customers who purchase a participating product (Blu-Ray DVD player) on condition the customer agrees to the terms and conditions of Telstra BigPond Movie services.

Legal immunity conferred by the notification commenced on 13 October 2008.

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 ACCC may act to remove the immunity afforded by the 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 assessment has been made on the basis that LG and Telstra BigPond Movie Services will disclose all relevant terms and conditions to prospective customers.

A copy of 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 Joanne Palisi on (02) 6243 1323.

Yours sincerely

A handwritten signature in black ink, consisting of a large, stylized initial 'R' followed by a long horizontal line extending to the right.

Dr Richard Chadwick
General Manager
Adjudication Branch