



Australian
Competition &
Consumer
Commission

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Our Ref: N95347
Contact Officer: Clare McGinness
Contact Number: (03) 9290 6909

(9) April 2011

Mr Anthony Poole
AUSTAR Entertainment Pty Limited
Level 1, 46-52 Mountain Street
Ultimo NSW 2007

Dear Mr Poole

Third line forcing notification N95347 lodged by AUSTAR Entertainment Pty Ltd

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 4 April 2011. The notification has been placed on the ACCC's public register.

AUSTAR Entertainment Pty Limited proposes to offer customers a discount on their subscription television services, on condition they acquire mobile telephone services from Southern Cross Telco Limited (SCT). This offer will only be made to customers who already have a mobile phone contract with AUSTAR United Mobile Pty Limited - which has been acquired by SCT. The offer will only be extended until the later of 30 June 2012 or the end date of the customer's fixed term contract for subscription television service with AUSTAR Entertainment Pty Limited.

Legal immunity conferred by the notification commenced on 18 April 2011.

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 AUSTAR Entertainment Pty Limited will disclose all relevant terms and conditions to prospective clients.

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 Clare McGinness on (03) 9290 6909

Yours sincerely

A handwritten signature in black ink, appearing to be 'R Chadwick', with a long horizontal line extending to the right.

Dr Richard Chadwick
General Manager
Adjudication Branch