



**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: C2011/150
Contact Officer: Pamela Cue
Contact Number: 02 6243 1066

15 February 2011

Simon Snow
Partner
Gilbert + Tobin
Level 37
2 Park Street
Sydney NSW 2000

Sent via Email: ssnow@gtlaw.com.au

Dear Mr Snow

**Third line forcing notifications N95245 & N95246 lodged by Greater Union
Organisation Pty Limited and Birch Carroll & Coyle Limited**

I refer to the above third line forcing notifications lodged with the Australian Competition and Consumer Commission (the ACCC) on 1 February 2011. The notifications have been placed on the ACCC's public register.

Greater Union Organisation Pty Limited and Birch Carroll & Coyle Limited (trading as Event Cinemas, Greater Union and Birch Carroll & Coyle) propose that between 28 March 2011 to 3 April 2011, they will provide a discounted movie ticket to any non Gold Class screening session which is set up and on sale during the period, on the condition that the customer purchases the ticket using PayPal through Pocket Cinema (a free iPhone and iPad application).

Legal immunity conferred by the notification will commence on 15 February 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 the Greater Union Organisation Pty Limited, Birch Carroll & Coyle Limited and Pocket Cinema will disclose all relevant terms and conditions to their 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 Pamela Cue on (02) 6243 1066.

Yours sincerely



Dr Richard Chadwick
General Manager
Adjudication Branch