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Form G

Commonwealth of Australia
Competition and Consumer Act 2010 — subsection 93 (1)
NOTIFICATION OF EXCLUSIVE DEALING

To the Australian Competition and Consumer Commission:

Notice is hereby given, in accordance with subsection 93 (1) of the *Competition and Consumer Act 2010*, of particulars of conduct or of proposed conduct of a kind referred to subsections 47 (2), (3), (4), (5), (6), (7), (8) or (9) of that Act in which the person giving notice engages or proposes to engage.

PLEASE FOLLOW DIRECTIONS ON BACK OF THIS FORM

1. Applicant

- (a) Name of person giving notice:
(Refer to direction 2)

N95628

Showbiz International Pty Ltd ATF The Showbiz International Trust ABN 59 485 775 100

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- (b) Short description of business carried on by that person:
(Refer to direction 3)

The sale of premium event tickets and packages (ticket, accommodation, corporate hospitality, dinner) and the provision of event-related distribution and marketing services to artists, event promoters, producers and venues. The particular notified conduct consists of promotion to Showbiz' Australia customer database of seasonal and special offers to be purchased online at www.showbiz.com.au from time to time.

- (c) Address in Australia for service of documents on that person:

Showbiz International, Level 3, 579 Harris Street, Ultimo NSW 2007

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2. Notified arrangement

- (a) Description of the goods or services in relation to the supply or acquisition of which this notice relates:

Tickets and ticket packages (including a combination of accommodation, meals and/or travel) to live entertainment, sporting and cultural events.

- (b) Description of the conduct or proposed conduct:

Showbiz International will offer PayPal members exclusive offers with purchases from www.showbiz.com.au. The exclusive offers will only be made available to customers who make a purchase on



www.showbiz.com.au and pay for their purchase with PayPal. The offer will be promoted directly to PayPal members and Showbiz subscribers, and on www.showbiz.com.au website

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(Refer to direction 4)

3. Persons, or classes of persons, affected or likely to be affected by the notified conduct

- (a) Class or classes of persons to which the conduct relates:

(Refer to direction 5)

Only customers who pay for the purchase with PayPal and are PayPal members will be eligible to take up the offer. Therefore Showbiz customers who do not have a PayPal account will not be eligible to take up the offer.

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- (b) Number of those persons:

- (i) At present time:

Showbiz has approximately 570,000 web customers and 310,000 email subscribers.

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- (ii) Estimated within the next year:

(Refer to direction 6)

Showbiz estimates the number of web customers will grow to approximately 650,000 and 400,000 email subscribers within the next year.

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- (c) Where number of persons stated in item 3 (b) (i) is less than 50, their names and addresses:
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4. Public benefit claims

- (a) Arguments in support of notification:

(Refer to direction 7)

- Encourages users to make use of PayPal's secure, reliable and popular payment system, at no cost to themselves and with all the advantages that entails.

- These offers represent even better value to our customers.

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- (b) Facts and evidence relied upon in support of these claims:
- Showbiz' business is 75% conducted online and our customers are already comfortable with this.
 - PayPal has ~4 million active members in Australia, Showbiz has ~650,000 web customers. Since signing up with PayPal in August, 15% of Showbiz' sales are through PayPal already.
 - Using PayPal rather than some other payment method does not cost the customer anything
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5. Market definition

Provide a description of the market(s) in which the goods or services described at 2 (a) are supplied or acquired and other affected markets including: significant suppliers and acquirers; substitutes available for the relevant goods or services; any restriction on the supply or acquisition of the relevant goods or services (for example geographic or legal restrictions):
(Refer to direction 8)

Market: consumers of live entertainment products and package deals, purchased online via phone or Internet; box-office retail sale of tickets, which does not represent a substantial amount of Showbiz' business.

Substitute products are available from other ticket vendors such as Ticketek and Ticket Master, as well as individual hotel and travel providers.

6. Public detriments

- (a) Detriments to the public resulting or likely to result from the notification, in particular the likely effect of the notified conduct on the prices of the goods or services described at 2 (a) above and the prices of goods or services in other affected markets:
(Refer to direction 9)

- Customers suffer the minor inconvenience of needing to sign up for a free PayPal account in order to be eligible to receive the offer.
 - The package prices on offer are competitive and usually lower than equivalent products. The prices for equivalent products will not likely be effected.
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- (b) Facts and evidence relevant to these detriments:
- The nature of the promotion requires that customers be registered with both Showbiz and PayPal. Registration is free in each case.

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7. Further information

- (a) Name, postal address and contact telephone details of the person authorised to provide additional information in relation to this notification:

Megan Cox – Level 3, 579 Harris St ULTIMO NSW 2007

02 8289 8542

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Dated.....9-11-11.....

Signed by/on behalf of the applicant

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(Signature)

Craig McMaster.....

(Full Name)

.Showbiz International.....

(Organisation)

Group CEO.....

(Position in Organisation)

