



**Australian  
Competition &  
Consumer  
Commission**

Our Ref: 50296  
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11 December 2012

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

Dear Mr Snow

**Third line forcing notifications N96382 – N96386 lodged by Nine Entertainment Co. Pty Limited & Ors**

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 28 November 2012. The notification has been placed on the ACCC's public register.

The five notifying Parties are: Nine Entertainment Co. Pty Limited, Nine Network Australia Pty Ltd, Ticketek Pty Limited, ninemsn Pty Ltd and ACP Magazines Limited.

Each of the Notifying Parties proposes to offer to supply, and supply, some or all of the following services: advertising services, promotional services, event services, sponsorship services, creative and strategic marketing services and related services (Services) to advertisers at a discount off the rates at which it would otherwise offer them (Bundle Discount) on the condition that the advertiser also acquires particular Services from one or more other Notifying Parties.

The Notifying Parties may refuse to offer or provide the Bundle Discount to advertisers who do not agree to acquire particular Services from another Notifying Party.

Legal protection conferred by the notification will commence on 12 December 2012.

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 legal protection provided 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 each of the Notifying Parties 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 Luke Griffin on (02) 6243 1114.

Yours sincerely

A handwritten signature in blue ink, consisting of a stylized initial 'R' followed by a long horizontal line.

Dr Richard Chadwick  
General Manager  
Adjudication Branch