

Our Ref: 51787  
Contact Officer: Michael Drake  
Contact Number: (03) 9658 6517



**Australian  
Competition &  
Consumer  
Commission**

23 July 2013

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By email: [Rebecca.Cope@allens.com.au](mailto:Rebecca.Cope@allens.com.au)

Dear Ms Downes

**Third line forcing notification N96866 lodged by Samsung Electronics Australia Pty Ltd on behalf of Quickflix**

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 19 July 2013. The notification has been placed on the ACCC's public register.

From time-to-time and for a limited promotional period, Quickflix Limited (**Quickflix**) will offer to supply, and supply a six month POST & PLAY Unlimited subscription (**Bonus Gift**) for no additional charge to persons on the condition that such persons acquire a Samsung Galaxy Note 8.0 N510 tablet and a Samsung EFC-1C9NIECSTD Book Cover (together the **Participating Product**) from a Samsung Experience Store.

Quickflix will not supply a Bonus Gift for no additional charge to persons who have not acquired the Participating Product from a Samsung Experience Store.

Legal protection conferred by the notification will commence on 2 August 2013.

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 Samsung and Quickflix 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 Michael Drake on (03) 9658 6517.

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