



**Australian
Competition &
Consumer
Commission**

Our Ref: 50564
Contact Officer: Michael Drake
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22 January 2013

Ms Miranda Duigan
Senior Legal Counsel
Foxtel Management Pty Ltd
5 Thomas Holt Drive
North Ride NSW 2113

By Email: Mark.Giunta@foxtel.com.au

Dear Ms Duigan

Exclusive notification N96519 lodged by Foxtel Management Pty Ltd

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 15 January 2013. The notification has been placed on the ACCC's public register.

From February 2013, Foxtel Management Pty Ltd (**Foxtel**) proposes to make a bonus offer to AFL Club members. New Foxtel subscribers who are AFL Club members will be eligible to receive:

- A discounted 12 month subscription to Foxtel's 'Get Started' package, the 'Sports' tier of content, and a Foxtel iQ or MyStar set top unit at the discounted price of \$60 per month;
- A VISA gift card worth \$50 that can be used to purchase merchandise or membership from the participating AFL Club; and
- An AFL Club branded remote control.

Legal immunity conferred by the notifications commences on 29 January 2013.

On the basis of the information that you have provided, it is not intended that further action be taken in relation to the notifications at this stage.

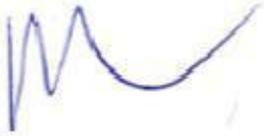
As with any notification, please note that the ACCC may act to remove the immunity afforded by this notification at a later stage if it is satisfied that the likely benefit to the public from the conduct will not outweigh the likely detriment to the public from the conduct.

This assessment has been made on the basis that Foxtel will disclose all relevant terms and conditions to current and prospective customers. Please note that the notification does not provide statutory protection from legal action

under the Australian Consumer Law for false, misleading or deceptive conduct. It is a matter for you to ensure that the proposed conduct complies with all relevant parts of the Act.

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, appearing to read 'Richard Fleming', with a stylized, cursive-like flourish.

Richard Fleming
Acting General Manager
Adjudication Branch