

Our Ref: 51659
Contact Officer: Hannah Ransom
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**Australian
Competition &
Consumer
Commission**

1 July 2013

Marc Dunn
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Dear Mr Dunn

Third line forcing notification N96832 lodged by Samsung Electronics Australia

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 28 June 2013. The notification has been placed on the ACCC's public register.

Samsung Electronics Australia (Samsung) proposes to offer consumers a 12 month subscription to Samsung Music Hub for free, if the consumer acquires a Samsung 19500 Galaxy S4 smartphone from a Samsung Experience Store. The Samsung Music Hub is an online and mobile application subscription service that allows consumers to stream music over the internet.

Legal protection conferred by the notification will commence on 12 July 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 Electronics Australia Pty Ltd and the Samsung Experience Store 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 Hannah Ransom on 02 6243 1255.

Yours sincerely

A handwritten signature in blue ink, appearing to be 'Richard Chadwick'.

Dr Richard Chadwick
General Manager
Adjudication Branch