



Australian
Competition &
Consumer
Commission

Our Ref: 54252
Contact Officer: Sam Campbell
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14 April 2014

Rose Owen
General Counsel
News Limited
2 Holt Street
Surry Hills NSW 2010

Dear Ms Owen

Third line forcing notification N97357 lodged by Pinpoint Pty Limited t/a Cinema Savers

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 9 April 2014. The notification has been placed on the ACCC's public register.

Pinpoint Pty Limited, trading as Cinema Savers, proposes to offer certain News Corp Australia digital news subscribers free or discounted cinema tickets vouchers via the Cinema Saver online service.

Pinpoint Pty Limited will be able to refuse to offer free or discounted cinema ticket vouchers via the Cinema Saver online service unless the offeree has acquired a subscription to News Corp Australia's digital news service.

Legal protection conferred by the notification will commence on 23 April 2014.

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 Pinpoint Pty Limited and News Corp Australia 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 Sam Campbell on (03) 9290 1870.

Yours sincerely

Dr Richard Chadwick
General Manager
Adjudication Branch