

Our Ref: 54628
Contact Officer: Michael Drake
Contact Number: (03) 9658 6517



**Australian
Competition &
Consumer
Commission**

19 May 2014

Mr Leon Spellson
Nine Live Pty Ltd
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SYDNEY NSW 2000

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Dear Mr Spellson

Third line forcing notification N97407 lodged by Nine Live Pty Ltd

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the **ACCC**) on 15 May 2014. The notification has been placed on the ACCC's public register.

Nine Live Pty Ltd proposes to offer consumers the opportunity to purchase tickets for an upcoming series of concerts by an internationally renowned artist during a 48 hour pre-sale period on the condition that the consumer is also a Telstra customer (i.e. has at least one Telstra product or plan, such as a mobile phone, home phone, internet plan, or subscription television service).

Nine Live also proposes to offer the chance to purchase, or enter competitions to win, "special experiences" such as artist meet-and-greet sessions and VIP backstage access to consumers on the condition that they are Telstra customers.

Legal protection conferred by the notification will commence on 29 May 2014.

I understand that the total number of tickets that will be available under the proposed pre-sale promotion will not exceed 40 per cent of the total tickets available for each event. On the basis of the information 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 Nine Live, Telstra and any other relevant 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 Michael Drake on (03) 9658 6517.

Yours sincerely

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

Dr Richard Chadwick
General Manager
Adjudication Branch