



**Australian
Competition &
Consumer
Commission**

Our Ref: 54926
Contact Officer: Tess Macrae
Contact Number: (03) 9290 1835

GPO Box 3131
Canberra ACT 2601

24 June 2014

23 Marcus Clarke Street
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Rose Owen
General Counsel
News Limited

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Dear Ms Owen

Third line forcing notification N97503 lodged by Pinpoint Pty Limited t/a Preferred Seating

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 17 June 2014. The notification has been placed on the ACCC's public register.

Pinpoint Pty Limited, trading as Preferred Seating, proposes to offer certain News Corp Australia digital news subscribers free or discounted vouchers to be used towards payment of tickets and events on sale via the Preferred Seating online service.

Legal protection conferred by the notification will commence on 1 July 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 Tess Macrae on (03) 9290 1835.

Yours sincerely

Dr Richard Chadwick
General Manager
Adjudication Branch