

Blanch, Belinda

From: Bernard Zimmermann <bernardz@possolutions.com.au>
Sent: Wednesday, 1 April 2015 11:56 AM
To: Adjudication
Cc: Ransom, Hannah
Subject: Our submission for authorisation A91472

Sensitivity: Confidential

Categories: Submission

29/March/2015

Dear Sirs,

RE: The Association of Magazine Publishers of Australia Inc- application for authorisation A91472- interested parties' consultation.

We are one of the largest if not the largest point-of-sale suppliers involved in magazine sales by newsagents. We have been heavily engaged in the magazine category for almost 30 years so we would like to make the following comments in relation to the Magazine Publishers of Australia's Application.

We could contribute considerably to this study and should be allowed to get involved both in the setup, the monitoring and the reporting. We can provide much including an independent second opinion. Not only that but we could also supply to the ACCC information that the Association of Magazine Publishers of Australia Inc cannot such as comparisons of sales of magazines to those that are not part of the Magazine Publishers of Australia Inc and also we can supply what we see as vital to this investigation which is the date the magazines were removed from the shelf so being withdrawn from public sale and are now in the newsagent's warehouse. We could in addition expand the comparisons historical and current against shops not involved in these tests - the A/B testing systems.

We are also a leader in retail data mining having some of the best data mining facilities for magazines out. From our own experience we feel our data mining abilities are currently better than the Magazine Publishers of Australia Inc.

As it is much of the information required for processing the magazine data will probably come out of our systems anyway why not use it better.

If required, we would be happy to elaborate on this letter further.

Waiting for your further response

Yours truly,

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