

Our ref: PH:14/290
Your ref: 56316

5 June 2015

Dr. Richard Chadwick
General Manager, Adjudication
Australian Competition and Consumer Commission
23 Marcus Clarke Street
Canberra ACT 2601
By Email: adjudication@accc.gov.au

Dear Dr Chadwick

MPA – Application for Authorisation A91472

I refer to our telephone conversation of 3 June 2015.

Please find enclosed a letter provided to my client by Boston Analytics, which they have consented to being provided to the Commission. I note that this letter proposes that a Final Report will be provided to my client shortly after the conclusion of the Pilot. This is likely to be during January 2016.

My client has instructed me to confirm that it will promptly provide this Final Report to the Commission for inclusion on its public register, as well as providing copies to the ANF and Pilot participants.

Yours sincerely



Paul Holm
Director

Direct Line: 02 9261 2702
Email: Paul.Holm@ahlaw.com.au

Encl.

Level 7, 46 Market Street Sydney 2000
PO Box 66 QVB Sydney NSW 1230

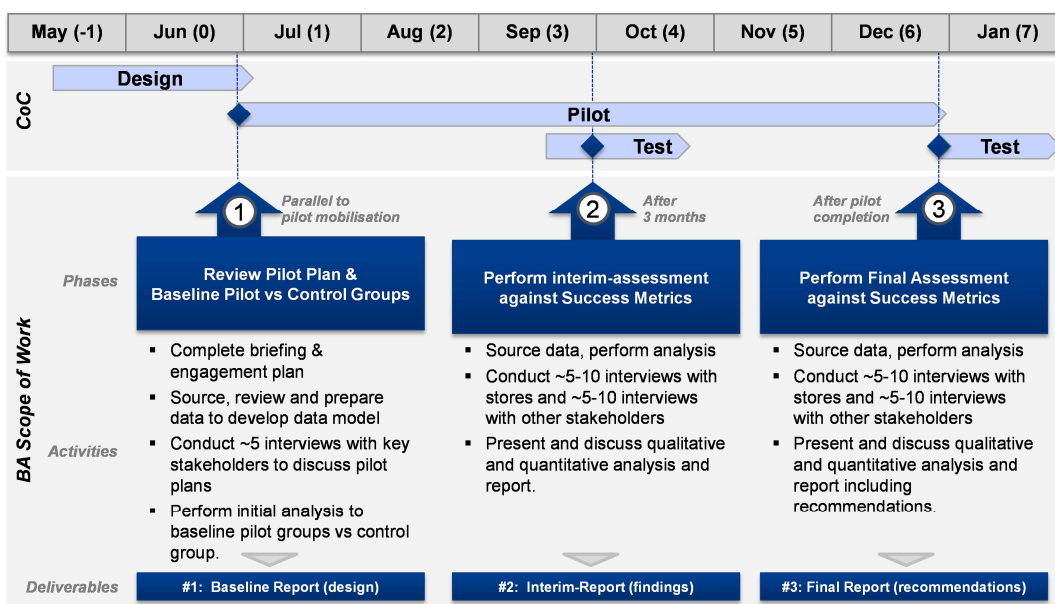
telephone 02 9261 2704
facsimile 02 9261 2558

Mary Ann Azer
MPA Executive Director
 54 Park St., Sydney, NSW 2000

June 4, 2015

I am writing on behalf of Boston Analytics (“BA”) to thank you for awarding us the Code of Conduct Pilot Assessment.

BA will work in collaboration with the Code of Conduct (“CoC”) Program Team to provide an independent and robust evaluation to the pilot against the CoC objectives and success metrics. The intent of this evaluation is to inform the CoC strategy and articulate the CoC value proposition to all stakeholders (stores, distributors and publishers). The Pilot Assessment will be based on qualitative and quantitative analysis and will be done in 3 phases:



We are looking forward to commence planning and mobilization activities on week commencing 8th June for an official start of Phase 1 around the 29th June 2015.

One of the critical success factors will be the timely sourcing and preparation of data including:

- News agencies profiles
- Magazine Category Segmentation Information
- Sales data
- Financial / Ledger data for the stores if available,
- Point of Sale data

Kinds Regards

Maged Boctor
 Managing Partner, Australia & New Zealand