

From: Brian Rogers [<mailto:brian@thesun.co.nz>]
Sent: Friday, 1 July 2016 3:16 p.m.
To: Registrar
Subject: Submission against merger proposal, Fairfax/NZME

To The Registrar, NZ Commerce Commission:

As a director and owner of Sun Media Ltd, a family owned New Zealand media business established 16 years ago, I wish to register this submission AGAINST the proposed merger of media operations, by Fairfax NZ Ltd and NZME (formerly Wilson & Horton Ltd).

To allow the control of such a large segment of the media industry, in the hands of one company, would be a great injustice to all New Zealanders.

A merger between these two largest media companies in the country is not in the best interests of the existing media industry and residents of this country.

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If this merger is approved it will create a monopolistic news service, covering radio and print. Digital news choices will be reduced to one source. Of the two major players, currently Stuff and NZ Herald, only one would survive.

A merger would create a monopolistic approach to advertising sales, with predatory pricing to the exclusion of Independent publishers across NZ.

Smaller, independent publishers would be driven out of their respective areas and local community.

Such a merger would result in reduction in the quality and quantity of Editorial scrutiny and content across the country.

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Also the reduction in employment opportunities in all publishing categories, and the resulting drop in training through the established and approved ITO's, i.e. a dumbing down of the industry .

Thank you for the opportunity to submit to this proposal. I trust the Commission will act in the best interests of smaller, independent and locally owned New Zealand businesses and employers; and all New Zealand citizens.

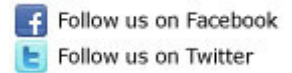
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