

**From:** Les whiteside [mailto:whitesidemedi@gmail.com]  
**Sent:** Wednesday, 29 June 2016 5:36 p.m.  
**To:** Registrar  
**Subject:** Fairfaxand NZME merger

To whom it may concern

On behalf of Wellington Suburban Newspapers and The Blenheim Sun Newspaper I want to register this submission against Wilson and Horton Ltd (trading as NZME) and Fairfax NZ Ltd who are seeking authorization to merge their media operations in New Zealand.

A merger between the two largest media companies in the country is not in the best interests of the existing print media industry.

If this merger is approved as outlined it will open up the possibility for:

- A monopolistic news service, covering radio and print, giving New Zealanders a poor service.
- Digital news choices reduced to one source, ie currently Stuff and NZ Herald, only one will survive. This has come about through poor business planning and has had a major impact on both their primary newspaper media.
- A monopolistic approach to advertising sales, with predatory pricing to the exclusion of Independent publishers across NZ. As mentioned by both parties this has been the life blood for their operations. Unfortunately particularly Fairfax have shown the only way for them to get increased sales is to discount advertising revenue. This has impacted on smaller publisher where they have had to loose the business because it hasnt been viable. I personally can see this increasing and Fairfax bulling the advertising market into a single buy throughout NZ. This is certainly not good for smaller publishers.
- Driving smaller independent publishers out of their respective areas and local community. Again Fairfax will have a monopoly and will be able to offer advertisers a one shop buy ,particularly for the North Island.
- A reduction in the quality and quantity of Editorial scrutiny and content across the country. This is already happening with Fairfax employing younger staff and laying off senior staff because of the cost.
- The reduction in employment opportunities in all publishing categories, and the resulting drop in training through the established and approved ITO's.
- . The fundamental reason for this merger is because both parties are losing too much (money) through their online business. This is one way of ensuring a paid module, instead of giving it away free.
- . Where Fairfax and NZME currently compete, these publications should be offered to a third party. Fairfax will obviously close one of these publications down where this

duplication exists. The reader and the advertiser will be disadvantaged.

Les Whiteside

Publisher

021 360008

Phone: (03) 5777 868

**The Blenheim Sun**

Online at <http://blenheimsun.co.nz>

The Blenheim Sun is No1 in Marlborough says the LATEST ABC Audit 2014

The largest circulating newspapers in Marlborough. 18,535 copies Source ABC Audit 2014

**Twice Weekly Wednesday and Fridays**

More than 38,840 hits on-line for March 2016