OPEN SUBMISSION:
Sun Media supports the interim decision of the Commerce Commission to decline the proposed merger.
It would be detrimental to Sun Media and many other small publishers throughout NZ, as the reduction in competition and increased power of the merged companies would result in even more price fixing than is attempted now.
This would be an assault on the many private New Zealand owned operations, purely for the benefit of two Australian-owned giants.
We agree with the commission’s preliminary view that a merger would substantially lessen competition, particularly in community newspapers, markets for premium digital advertising and Sunday papers. There would be no incentive to curb subscription and retail prices for papers and the advent of paywalls would be inevitable for one, if not both of the major news websites.
A merger would be highly detrimental to the consumer and the advertiser. Any merger would weaken editorial objectivity and narrow the diversity of editorial scrutiny.
We applaud the Commission for genuinely and intelligently investigating the proposal and thank its personnel for their understanding and time to listen to all sides affected in this case.

CONFIDENTIALLY:
[ ]
Thanks for your time and consideration.

Brian & Claire Rogers, Sun Media Directors.

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**The Weekend Sun** is the largest circulating, most read newspaper in Bay of Plenty
83,000 readers per issue. Source Nielsen CMI 2 Year Provincial Q1 2014 - Q4 2015.

**Coast & Country News** Bay of Plenty and Waikato Farm, Orchard and Rural Lifestyle News.
Delivered to over 31,050 rural addresses every month, from Gisborne to Franklin County.

**Waterline Magazine** The region's own quarterly watersport magazine. Free to clubs and active boating,
fishing, sail and dive enthusiasts throughout the BOP, Coromandel and Central NI.

**SunLive News** Direct from the scene to your screen or mobile as it happens.
The Bay’s news first. [www.sunlive.co.nz](http://www.sunlive.co.nz)

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