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From: [Redacted]
Sent: Thursday, 16 November 2023 9:31 am
To: Registrar
Subject: Regarding proposed merger between Serato and ATC

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Tēnā koutou Commerce Commission members,

I'm writing to voice my support for the proposed merger between Serato and ATC. Both companies are known for their groundbreaking innovations in the DJ industry. I believe this merger isn't about limiting NZ competition but rather combining the expertise of two industry innovators.

Serato and Pioneer have a track record of pushing the boundaries of DJ software and hardware. This merger could lead to even more exciting and advanced DJ products for consumers. It's essential to recognize that the DJ market is global, and there are plenty of alternatives available to consumers, including Virtual DJ, Traktor and Engine Prime. In summary, I encourage the Commerce Commission to consider the potential for enhanced innovation and growth in the DJ industry that this merger offers. It's an opportunity for New Zealand to continue fostering technological advancements without stifling competition.

Thank you for your time and consideration.

[Redacted]

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