

Senate Standing Committee on Economics

ANSWERS TO QUESTIONS ON NOTICE

Treasury Portfolio

Additional Estimates 20-21 February 2008

Question: aet 51

Topic: Illyria Consolidated Media

Hansard Page: E129

Senator MURRAY asked:

Senator MURRAY - ...And the other one that I would like to know on notice is whether the Illyria Consolidated Media deal is one the ACCC have an interest in and are examining in the broader issue of media competition.

Answer:

The Australian Competition and Consumer Commission (ACCC) commenced monitoring the proposed acquisition by Illyria Pty Limited (Illyria) and Consolidated Press Holdings Limited of Consolidated Media Holdings Limited (CMH) on 22 January 2008. Upon receipt of a substantive submission from the parties in relation to the proposal, the ACCC commenced an informal review on 15 February 2008 pursuant to section 50 of the *Trade Practices Act 1974*.

In order to assist in the assessment of the likely impact of the proposed acquisition in media markets, the ACCC commenced market inquiries with interested parties. Market inquiries were due to be completed by 7 March 2008. However, on 6 March 2008 an Australian Securities Exchange announcement was released by CMH stating that Illyria had been unable to finalise equity financing arrangements. As a result of that announcement, the ACCC paused its assessment of the proposal pending receipt of further information regarding its status.

On 7 April 2008, CMH announced to the ASX that the proposal had been withdrawn. The ACCC review concluded with no decision made.