



# Watchdog Approves Vodafone-Three Merger: Green Light Expected

## Description

The government's organization that checks on competition in the UK mobile market says Vodafone and Three can join together if they promise to keep prices fair and improve 5G. Before, the organization was worried that combining the two companies could raise prices and stop competition. But now, they think the concerns can be fixed if the companies agree to their ideas. Vodafone thinks the proposal is good and will help the deal go through.

Vodafone and Three want to combine their businesses in the UK. They would have around 27 million customers together. The organization checking on competition thinks the deal could be good for the mobile industry if they make sure prices stay okay. They also want to make sure other smaller mobile companies can still offer good deals.

People in the mobile industry believe that this deal could make the market more competitive, which is good for everyone. They have until November 12th to respond to the proposals, and a decision will be made by December 7th.

## Vocabulary List:

1. **Competition** /,kɒmpə'tɪʃən/ (noun): The activity or condition of competing against others.
2. **Proposals** /prə'pɒz.zəlz/ (noun): Suggestions or plans put forward for consideration.
3. **Customers** /'kʌs.tə.məz/ (noun): Individuals or organizations that purchase goods or services.
4. **Promised** /'prɒm.ɪst/ (verb): Committed to do something or make something happen.
5. **Combining** /kəm'baɪn.ɪŋ/ (verb): Joining or merging two or more entities together.
6. **Competitive** /kəm'pet.ɪ.tɪv/ (adjective): Having a strong desire to compete or succeed.

## Comprehension Questions

### Multiple Choice

1. What is the government organization that checks on competition in the UK mobile market?  
Option: Federal Communications Commission (FCC)  
Option: Office of Communications (Ofcom)  
Option: National Telecommunications and Information Administration (NTIA)



---

Option: Competition and Markets Authority (CMA)

2. What is one condition set by the organization for Vodafone and Three to join together?

- Option: Maintain fair prices
- Option: Reduce network coverage
- Option: Increase prices drastically
- Option: Ignore 5G advancements

3. How many customers would Vodafone and Three have together if they combine their businesses in the UK?

- Option: 15 million
- Option: 27 million
- Option: 40 million
- Option: 50 million

4. What is the deadline for responding to the proposals regarding the Vodafone and Three combination?

- Option: October 31st
- Option: November 12th
- Option: December 5th
- Option: December 15th

5. What is the expected decision date for the Vodafone and Three combining proposal?

- Option: November 30th
- Option: December 7th
- Option: December 15th
- Option: December 31st

6. What outcome do people in the mobile industry anticipate from the Vodafone and Three deal?

- Option: Decreased competition
- Option: Increase in prices
- Option: Improved competitiveness
- Option: No impact on the market

### **True-False**

7. The government organization initially supported the combination of Vodafone and Three without any conditions.



- 
8. Vodafone is against the proposal suggested by the organization checking on competition.
  9. The organization is concerned that the combination of Vodafone and Three could lead to a lack of competition.
  10. The organization aims to ensure that smaller mobile companies can still offer competitive deals in the market.
  11. The Vodafone and Three deal could potentially harm the mobile industry as a whole.
  12. The decision on the Vodafone and Three combining proposal will be made by October 25th.

### Gap-Fill

13. Before reaching an agreement with the organization, there were concerns that combining Vodafone and Three could raise prices and decrease competition. The organization believes these concerns can be addressed if the companies agree to their ideas. Vodafone thinks the proposal is good and will help the deal go through. They have until \_\_\_\_\_ to respond to the proposals.
14. The organization wants to ensure that Vodafone and Three promise to keep prices \_\_\_\_\_ and improve 5G as part of their joining conditions in the UK mobile market.
15. If Vodafone and Three combine their businesses in the UK, they would have around \_\_\_\_\_ customers in total.
16. The organization checking on competition believes the deal between Vodafone and Three could be beneficial for the mobile industry if they ensure that prices \_\_\_\_\_ in the market.
17. People in the mobile industry view the potential combining of Vodafone and Three as a step towards making the market \_\_\_\_\_, which is advantageous for all stakeholders.
18. A decision on the Vodafone and Three deal will be made by \_\_\_\_\_, based on the



responses received regarding the proposed conditions by the companies.

## Answer

**Multiple Choice:** 1. Competition and Markets Authority (CMA) 2. Maintain fair prices 3. 27 million 4. November 12th 5. December 7th 6. Improved competitiveness

**True-False:** 7. False 8. False 9. True 10. True 11. False 12. False

**Gap-Fill:** 13. November 12th 14. fair 15. 27 million 16. stay okay 17. more competitive 18. December 7th

## Answer

### CATEGORY

1. Sci/Tech - LEVEL2

### Date Created

2024/11/06

### Author

aimeeyoung99

ESL-NEWS.COM