

***Case No COMP/M.4282 -  
MONDADORI / EMAP  
FRANCE***

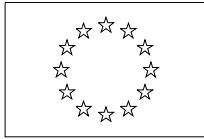
Only the English text is available and authentic.

**REGULATION (EC) No 139/2004  
MERGER PROCEDURE**

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Article 6(1)(b) NON-OPPOSITION  
Date: 17/08/2006

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COMMISSION OF THE EUROPEAN COMMUNITIES

Brussels, 17-VIII-2006

SG-Greffe(2006) D/204655

MERGER PROCEDURE  
ARTICLE 6(1)(b) DECISION

SIMPLIFIED PROCEDURE

PUBLIC VERSION

To the notifying party:

Dear Madams and Sirs,

**Subject: Case COMP/M.4282 – Mondadori / Emap France**

Notification of 11.07.2006 pursuant to Article 4 of Council Regulation (EC) No. 139/2004<sup>1</sup>

Publication in the Official Journal of the European Union No. C 168, 20/07/2006

1. On 11/07/2006, the Commission received a notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No 139/2004 by which the undertaking Arnoldo Mondadori Editore S.p.A (“Mondadori“, Italy) belonging to the Fininvest group acquires within the meaning of Article 3(1)(b) of the Council Regulation control of the whole of the undertaking Emap International Magazines SAS (“Emap France“, France), by way of purchase of shares.
2. The business activities of the undertakings concerned are:

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<sup>1</sup> OJ L 24, 29.1.2004 p. 1

- for Mondadori: is a subsidiary of the Italian multimedia group Fininvest, and is mainly active in the field of publishing and distribution of books and magazines as well as printing and radio in Italy.
  - for Emap France: is mainly active in the field of publishing and distribution of French language magazines and to a marginal extent of publishing and distribution of books in France.
3. After examination of the notification, the Commission has concluded that the notified operation falls within the scope of Council Regulation (EC) No. 139/2004 and of paragraph 5, subparagraph c) of the Commission Notice on a simplified procedure for treatment of certain concentrations under Council Regulation (EC) No 139/2004<sup>2</sup>.
  4. For the reasons set out in the Notice on a simplified procedure, the Commission has decided not to oppose the notified operation and to declare it compatible with the common market and with the EEA Agreement. This decision is adopted in application of Article 6(1)(b) of Council Regulation (EC) No. 139/2004.

For the Commission,

Philip LOWE  
Director General

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<sup>2</sup> OJ C 56, 05.3.2005 p.32