

Disclaimer :

The Competition DG makes the information provided by the notifying parties in section 1.2 of Form CO available to the public in order to increase transparency. This information has been prepared by the notifying parties under their sole responsibility, and its content in no way prejudices the view the Commission may take of the planned operation. Nor can the Commission be held responsible for any incorrect or misleading information contained therein.

COMP/M. 4611 – EGMONT / BONNIER (BOOKS)

SECTION 1.2

Description of the concentration

The Swedish media group Bonnier and the Danish Egmont group have agreed to combine the two groups' respective book activities in Norway and Denmark. By the Transaction, Egmont acquires of all the shares in Bonnier's Danish book publishing company Bonnier Forlagene A/S.

The Bonnier group is a family owned media group based in Sweden. Operations are conducted in more than 20 countries with particular focus in Northern Europe, and involve most media channels. The group comprises approximately 150 companies and units. The Transaction relates solely to Bonnier's book activities in Denmark.

In Denmark, Bonnier is active within the book sector through Bonnier Forlagene A/S and its businesses units Lindhardt & Ringhof, Forlaget Carlsen, Børsens Forlag, Bonniers Bogklubber, Alfabet a Forlag and Akademisk Forlag. Bonnier's activities in Denmark cover publishing in full assortment and sale through its book clubs.

The Egmont group is a provider of entertainment in Scandinavia and other parts of Europe in particular. The media group operates more than 100 companies in 21 countries through five main divisions.

In Denmark, Egmont pursues its book activities through the Danish publishing house Aschehoug Dansk Forlag A/S. Aschehoug Dansk Forlag A/S and its business units are active within publishing in full assortment and distance sales.

The statutory framework for the publishing industry in Denmark has changed over the years towards becoming increasingly market oriented. The Parties believe that rationalization and consolidation in the publishing sector in Denmark is overdue. Also, the Parties believe that the Danish book markets are challenged by English language literature since a substantial part of the Danish population is able to read English language literature and since the Danish translation of the English language best-sellers are usually not available until six months after the publication of the English version. Also, English language books are generally cheaper than Danish language books due to the translation- and editing costs.¹ A superior

¹ English language literature is not included in the tables relating to and in the analysis of the Danish markets affected by the Transaction, cf. Section 7. The Parties do not publish any English language literature. The primary

economic rationale of the Transaction is to gain economics of scale and cost advantages, in order to be profitable as a general publisher in the long run, and thereby be able to continue with broad publishing lists in small language areas.

sellers of English language literature in Denmark are Arnold Busck, Altheneum (owned by Gyldendal) and the Campus bookshops. The Parties are not able to provide the Commission with information relating to the publishers of English literature for the Danish market. In order to obtain detailed information on quantities and titles, the Parties kindly propose the Commission to contact Amazon, Bertrams and Gardners. In relation to school books, the Parties kindly propose the Commission to contact Campus Bogladerne, since it is the Parties' understanding that they are publishing English language school books for the Danish market. The contact details relating to Amazon, Bertrams, Gardners and Campus Bogladerne are included in Annex 1.2 ("Additional contact details for the Commission's market investigation").

¹ English language literature is not included in the tables relating to and in the analysis of the Danish markets affected by the Transaction, cf. Section 7. The Parties do not publish any English language literature. The primary sellers of English language literature in Denmark are Arnold Busck, Altheneum (owned by Gyldendal) and the Campus bookshops. The Parties are not able to provide the Commission with information relating to the publishers of English literature for the Danish market. In order to obtain detailed information on quantities and titles, the Parties kindly propose the Commission to contact Amazon, Bertrams and Gardners. In relation to school books, the Parties kindly propose the Commission to contact Campus Bogladerne, since it is the Parties' understanding that they are publishing English language school books for the Danish market. The contact details relating to Amazon, Bertrams, Gardners and Campus Bogladerne are included in Annex 1.2 ("Additional contact details for the Commission's market investigation").