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COMP/M.5121 - News Corp/Premiere

SECTION 1.2

Description of the concentration

This notification concerns the proposed acquisition by News Corporation (“News Corp”) of a controlling interest in Premiere AG (“Premiere”).

News Corp is a media company mainly active in the United States, Europe, Australia, Asia, and the Pacific Basin. In the German and Austrian TV sector, News Corp’s activities are limited to the supply of broadcasting rights for films and TV programs through Twentieth Century Fox International to a number of TV channel broadcasters; the wholesale supply of the National Geographic Channel and of a Turkish-language FTA channel, FOX Türk (in Germany, News Corp is also about to launch the new Fox Channel, which is expected to be on-air as of May 20, 2008); and the supply of conditional access services, set-top-box technology, and middleware products to Pay TV operators, through its subsidiary NDS Ltd.

Premiere is mainly active in the provision of Pay TV channels to viewers in certain German-speaking territories. In particular, Premiere typically offers its own, as well as third party channels directly to final customers (i.e., households, as well as bars, hotels etc.) via its satellite platform, as well as via cable and IP-TV (the latter only in Germany), as part of different channel packages.

News Corp submits that the Transaction will not have a detrimental effect on competition regardless of the market definition.