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M.8409 - PROSIEBENSAT 1 MEDIA / TELEVISION FRANCAISE 1 / MEDIASET / JV

SECTION 1.2

Description of the concentration

ProSiebenSat.1 Media SE, the holding company of one of Germany's major Free-TV networks, Television Française 1 S.A., the holding company of one of France's major TV networks, and Mediaset S.p.A., the holding company of one of Italy's and Spain's major TV networks, (together the "**Parties**") intend to establish a full-function joint venture regarding the international marketing and sale of video advertising inventory served before, during and after video content available on digital media operated by the Parties or by third parties.