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M.8564 - VIACOM INTERNATIONAL MEDIA NETWORKS ITALIA / DE AGOSTINI EDITORE / DEA BROADCAST JV

SECTION 1.2

Description of the concentration

The Proposed Concentration relates to the acquisition of joint control of DeA Broadcast S.r.l. (“**DeA Broadcast**”) by Viacom International Media Networks Italia S.r.l. (“**VIMNI**”) and De Agostini Editore S.p.A. (“**DeA Editore**”).

VIMNI is an Italian company ultimately controlled by Viacom Inc., a global entertainment content company that creates television programs, motion pictures, short-form content, applications (“**apps**”), games, consumer products, social media experiences and other entertainment content.

DeA Editore is the publishing arm of the De Agostini Group, which is active internationally in several sectors and namely, gaming, publishing, media & communications and financial investment services.

DeA Broadcast is a newly created Italian limited liability company to which DeA Editore contributed the digital terrestrial free-to-air 24-hour Italian language kids-targeted national television channel branded “Super!” and the website located at the URL <http://www.supertv.it>.