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**M.8714 - P7S1 / TF1 / MEDIASET / CHANNEL 4 GROUP / EBX**

**SECTION 1.2**

**Description of the concentration**

Channel 4 Group, one of the United Kingdom's major television networks, intends to accede, and acquire joint control of, European Broadcaster Exchange (EBX) Limited, a full-function joint venture active in the international marketing and sale of video advertising inventory served before, during and after video content available on digital media operated by the shareholders of EBX or by third parties which was established by 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.