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M.9676 - LOV GROUP / BANIJAY / ESG

Description of the concentration

On 22 May 2020, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation by which Lov Group/Mr Courbit acquires within the meaning of Article 3(1)(b) of the Merger Regulation sole control over Banijay Group ("Banijay", France) and Endemol Shine Group ("ESG", the Netherlands).

The parties' main activities are as follows:

- Lov Group is a French holding company. It is active in the production of TV content via Banijay as well as in the online gambling and luxury hotels sectors.
- Banijay is an independent TV production and distribution company which creates, produces and distributes general entertainment TV content, either based on formats and programs it develops or formats it acquires from third parties.
- ESG is an international producer and distributor of TV content. It develops general entertainment content and licenses its portfolio to third parties.

The main markets concerned by the Transaction are the production of general entertainment TV content and the licensing of broadcasting rights for general entertainment TV content.