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M.9714 - VIACOM / BEIN / MIRAMAX

SECTION 1.2

Description of the concentration

The Commission has received notification of a proposed concentration pursuant to Article 4 of the EU Merger Regulation by which Viacom International Inc., based in the US, will acquire joint control, within the meaning of Article 3(1)(b) of the EU Merger Regulation, of MMX Media Finance, LLC ("**Miramax**"), by way of an acquisition of a membership interest of Miramax. Miramax is currently controlled by beIN Corporation, which will retain a joint controlling interest in Miramax post-transaction.

Viacom is a global media and entertainment company that creates premium content and experiences for audiences worldwide. Viacom is owned by ViacomCBS Inc. ("**ViacomCBS**"), whose portfolio includes CBS, Showtime Networks, Paramount Pictures, Nickelodeon, MTV, Comedy Central, BET, CBS All Access, Pluto TV and Simon & Schuster, among others. In addition to offering streaming services and digital video products, ViacomCBS provides capabilities in production, distribution and advertising solutions for partners on five continents.

beIN is a Qatar-based entertainment company active, *inter alia*, in the sports media business. Miramax is a U.S. entertainment company known for producing and distributing films and television shows, including award-winning properties such as *Pulp Fiction*, *Shakespeare in Love*, *Kill Bill* and *Good Will Hunting*.