

***Case No COMP/M.2480 -
THOMSON / CARLTON /
JV***

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**REGULATION (EEC) No 4064/89
MERGER PROCEDURE**

Article 6(1)(b) NON-OPPOSITION
Date: 26/07/2001

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COMMISSION OF THE EUROPEAN COMMUNITIES

Brussels, 25.07.2001
SG (2001) D/290354

PUBLIC VERSION

MERGER PROCEDURE
ARTICLE 6(1)(b) DECISION

SIMPLIFIED PROCEDURE

Subject: Case No. COMP/M.2480-Thomson/Carlton/JV
Notification of 25.06.2001 pursuant to Article 4 of Council Regulation (EEC) No. 4064/89¹
Publication in the Official Journal of the European Communities No. C 190/8, 06.07.2001.

1. On 25.06.2001, the Commission received notification of a proposed concentration pursuant to Article 4 of Council Regulation (EEC) No. 4064/89 by which Carlton Communications PLC ("Carlton", UK) and Thomson Multimedia S.A. ("Thomson", France) create a joint venture Technicolor Cinema Advertising LLC ("TCA") by way of purchase of shares in a newly created company constituting a joint venture.
2. The business activities of the undertakings concerned are :
 - for Carlton : broadcasting, pay TV and media services
 - for Thomson : media services, consumer products and components
 - for TCA : intermediary between advertising agencies and cinemas
- 3 After examination of the notification, the Commission has concluded that the notified operation falls within the scope of Council Regulation (EEC) No. 4064/89 and of paragraph

¹ OJ L 395, 30.12.1989 p. 1; corrected version OJ L 257 of 21.9.1990, p. 13, as last amended by Regulation (EC) No 1310/97, OJ L 180, 9.7.1997, p. 1, corrigendum in OJ L 40, 13.2.1998, p. 17.

4(a) of the Commission Notice on a simplified procedure for treatment of certain concentrations under Council Regulation (EEC) No 4064/89².

4. For the reasons set out in the Notice on a simplified procedure, the Commission has decided not to oppose the notified operation and to declare it compatible with the common market and with the EEA Agreement. This decision is adopted in application of Article 6(1)(b) of Council Regulation (EEC) No. 4064/89.

For the Commission

Mario MONTI
Member of the Commission

² OJ C 217, 29.07.2000, p. 32.