

***Case No COMP/M.3757 -  
3i / PROVIDENCE /  
CROWN  
ENTERTAINMENT***

Only the English text is available and authentic.

**REGULATION (EC) No 139/2004  
MERGER PROCEDURE**

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Article 6(1)(b) NON-OPPOSITION  
Date: 15/04/2005

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COMMISSION OF THE EUROPEAN COMMUNITIES

Brussels, 15/04/2005

SG-Greffe(2005) D/201789/90

MERGER PROCEDURE  
ARTICLE 6(1)(b) DECISION

SIMPLIFIED PROCEDURE

PUBLIC VERSION

To the notifying parties

Dear Madam(s) and/or Sir(s),

**Subject: Case No. COMP/M. 3757 – 3i/Providence/Crown Entertainment  
Notification of 09/03/2005 pursuant to Article 4 of Council Regulation (EC) No.  
139/2004<sup>1</sup>  
Publication in the Official Journal of the European Union No. C 65, 17.03.2005**

1. On 09/03/2005, the Commission received notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No. 139/2004 by which the undertakings 3i Group (“3i”, UK) and Providence Equity Offshore Partners IV (“Providence”, USA) acquire within the meaning of Article 3(1)(b) of the Council Regulation joint control of the undertakings Crown Entertainment (UK) and Crown Media International (USA) by way of purchase of shares.
2. The business activities of the undertakings concerned are :
  - for 3i: international private equity house;
  - for Providence: global private investment firm specializing in media and communications companies;
  - for Crown Entertainment and Crown Media International: compile and distribute the Hallmark branded pay-TV channels.

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<sup>1</sup> OJ L 24, 29.1.2004 p. 1

3. After examination of the notification, the Commission has concluded that the notified operation falls within the scope of Council Regulation (EC) No. 139/2004 and of paragraphs 5a and 5c of the Commission Notice on a simplified procedure for treatment of certain concentrations under Council Regulation (EC) No. 139/2004<sup>2</sup>.
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 (EC) No. 139/2004.

For the Commission

(signed)  
Neelie KROES  
Member of the Commission

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<sup>2</sup> OJ C 56, 05.03.2005 p. 32