

***Case No COMP/M.5815 -
PFD/ RADIO SALÛ/
ANTENNE***

Only the English text is available and authentic.

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

Article 6(1)(b) NON-OPPOSITION
Date: 16/06/2010

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EUROPEAN COMMISSION

Brussels, 16.6.2010
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PUBLIC VERSION

MERGER PROCEDURE
ARTICLE 6(1)(b) DECISION

SIMPLIFIED PROCEDURE

To the notifying party:

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

**Subject: Case No COMP/M.5815 - PFD/ RADIO SALÜ/ ANTENNE
Notification of 10.05.2010 pursuant to Article 4 of Council Regulation (EC) No
139/2004¹
Publication in the Official Journal of the European Union No C 133,
22.05.2010, p.11**

- (1) On 10.05.2010 the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation by which the undertakings Rheinisch-Bergische Verlagsgesellschaft mbH ("RBVG", Germany) through its subsidiary PFD Pressefunk GmbH ("PFD", Germany) and Lagardère SCA ("Lagardère", France) through its subsidiary Radio Salü – Euro Radio Saar GmbH ("Radio Salü", Germany) acquire within the meaning of Article 3(1)(b) of the Merger Regulation joint control of the undertaking 107.8 Antenne AC Rundfunkbetriebsgesellschaft mbH & Co. KG ("Antenne AC", Germany) by way of purchase of shares. Antenne AC is currently wholly owned by Radio Salü.

¹ OJ L 24, 29.1.2004, p. 1 ("the Merger Regulation"). With effect from 1 December 2009, the Treaty on the Functioning of the European Union ("TFEU") has introduced certain changes, such as the replacement of "Community" by "Union" and "common market" by "internal market". The terminology of the TFEU will be used throughout this decision.

- (2) The business activities of the undertakings concerned are :
- for RBVG: Media company active in several German and foreign media markets including publishing of newspapers, printing, local TV and radio broadcasting;
 - for PFD: Local and regional radio broadcasting;
 - for Lagardère: Worldwide media group. Lagardère is mainly active in the sectors such as book and magazine publishing; radio and TV broadcasting; film and TV production and distribution; advertising sales brokerage; website publishing; travel retail; and brokerage and management of sport-related rights;
 - for Radio Salü: Radio broadcasting;
- (3) - for Antenne AC: Radio broadcasting.
- (4) After examination of the notification, the European Commission has concluded that the notified operation falls within the scope of the Merger Regulation and of paragraph 5(a) of the Commission Notice on a simplified procedure for treatment of certain concentrations under Council Regulation (EC) No 139/2004².
- (5) For the reasons set out in the Notice on a simplified procedure, the European Commission has decided not to oppose the notified operation and to declare it compatible with the internal market and with the EEA Agreement. This decision is adopted in application of Article 6(1)(b) of the Merger Regulation.

For the European Commission,
(Signed by Nadia Calviño on behalf of)
Alexander ITALIANER
Director General