



EUROPEAN COMMISSION  
DG Competition

***Case M.7999 - HEARST CORPORATION / ADVANCE  
PUBLICATIONS / JV***

Only the English text is available and authentic.

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

---

Article 6(1)(b) NON-OPPOSITION  
Date: 07/06/2016

***In electronic form on the EUR-Lex website under document  
number 32016M7999***



EUROPEAN COMMISSION

Brussels, 07.06.2016  
C(2016) 3626 final

PUBLIC VERSION

SIMPLIFIED MERGER  
PROCEDURE

**To the notifying parties:**

Dear Sirs,

**Subject: Case M.7999 - HEARST CORPORATION / ADVANCE PUBLICATIONS / JV Commission decision pursuant to Article 6(1)(b) of Council Regulation (EC) No 139/2004<sup>1</sup> and Article 57 of the Agreement on the European Economic Area<sup>2</sup>**

1. On 4 May 2016, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation by which the undertakings Hearst Publishing Services, Inc., belonging to The Hearst Corporation ("Hearst", United States of America), and Advance Publications, Inc. ("Advance Publications", United States of America) acquire within the meaning of Article 3(4) of the Merger Regulation joint control of the whole of a joint venture (the "JV") by way of purchase of shares in, and contribution of assets to, a newly created company constituting a joint venture.<sup>3</sup>
2. The business activities of the undertakings concerned are:
  - for Hearst: newspapers, magazines, cable television, TV stations, credit rating services, medical information services and internet activities.
  - for Advance Publications: newspapers, magazines, internet sites related to its print publications, cable television, development of film, television and digital video programming.

---

<sup>1</sup> 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.

<sup>2</sup> OJ L 1, 3.1.1994, p. 3 (the 'EEA Agreement').

<sup>3</sup> Publication in the Official Journal of the European Union No C 174, 14.5.2016, p. 17.

- the JV will provide procurement, circulation management and back-office services relating to the publishing of print magazines, including digital editions thereof, to its parents and to third parties.
3. 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 139/2004.<sup>4</sup>
  4. 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 and Article 57 of the EEA Agreement.

*For the Commission*  
*(Signed)*  
*Johannes LAITENBERGER*  
*Director-General*

---

<sup>4</sup> OJ C 366, 14.12.2013, p. 5.