



EUROPEAN COMMISSION
DG Competition

***Case M.8034 - VERIZON / HEARST / DREAMWORKS /
AWESOMENESS TV***

Only the English text is available and authentic.

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

Article 6(1)(b) NON-OPPOSITION
Date: 04/07/2016

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EUROPEAN COMMISSION

Brussels, 4.7.2016
C(2016) 4333 final

PUBLIC VERSION

SIMPLIFIED MERGER
PROCEDURE

To the notifying parties

Dear Sirs,

Subject: Case M.8034 – VERIZON / HEARST / DREAMWORKS / AWESOMENESS TV

Commission decision pursuant to Article 6(1)(b) of Council Regulation (EC) No 139/2004¹ and Article 57 of the Agreement on the European Economic Area²

1. On 10 June 2016, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation by which the undertaking Verizon Media LLC, ("Verizon" of the United States) acquires within the meaning of Article 3(1)(b) of the Merger Regulation, joint control of the whole of the undertaking AwesomenessTV Holdings, LLC ("AwesomenessTV" of the United States), a joint venture currently held by Hearst Group ("Hearst" of the United States), and DreamWorks Animation SKG, Inc ("DreamWorks" of the United States), by way of purchase of shares.³
2. The business activities of the undertakings concerned are:
 - for Verizon: provider of communications, information and entertainment products and services to consumers, businesses and governmental agencies;
 - for Hearst: provision of media and information, including ownership in cable television channels, newspapers and investments in digital and video companies;

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 OJ L 1, 3.1.1994, p. 3 (the 'EEA Agreement').

³ Publication in the Official Journal of the European Union No C 221, 18.06.2016, p. 7.

- for DreamWorks: company creating animated feature films, original TV series, shorts, interactive media, live entertainment, themed experiences, consumer products, publishing, and trailblazing technology;
 - for AwesomenessTV: producer of video content.
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(c) of the Commission Notice on a simplified procedure for treatment of certain concentrations under Council Regulation (EC) No 139/2004.⁴
 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

⁴ OJ C 366, 14.12.2013, p. 5.