



EUROPEAN COMMISSION
DG Competition

***Case M.8564 - VIACOM INTERNATIONAL MEDIA
NETWORKS ITALIA / DE AGOSTINI EDITORE / DEA
BROADCAST JV***

Only the English text is available and authentic.

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

Article 6(1)(b) NON-OPPOSITION
Date: 22/08/2017



EUROPEAN COMMISSION

Brussels, 22.8.2017
C(2017) 5866 final

PUBLIC VERSION

To the notifying parties

**Subject: Case M.8564 - VIACOM INTERNATIONAL MEDIA NETWORKS ITALIA / DE AGOSTINI EDITORE / DEA BROADCAST JV
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**

Dear Sir or Madam,

1. On 28 July 2017, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation by which which the undertakings Viacom International Media Networks Italia S.r.l. (belonging to the Viacom group, "VIMNI", United States of America) and De Agostini Editore S.p.A. (belonging to the De Agostini group, "DeA Editore", Italy) acquire within the meaning of Article 3(1)(b) of the Merger Regulation joint control of the undertaking DeA Broadcast S.r.l. ("JV", Italy), a newly created company constituting a joint venture, by way of purchase of shares.³
2. The business activities of the undertakings concerned are:
 - for VIMNI: part of Viacom group, active in the development of television programs, motion pictures, short-form content, applications, games, consumer products, social media experiences and other entertainment content;
 - for DeA Editore: part of DeAgostini group, active in publishing, media and communications, gaming, and financial investment services;
 - for the JV: development of a thematic channel and its related website.
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

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 253, 4.08.2017, p. 12.

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.