



EUROPEAN COMMISSION
DG Competition

***Case M.8714 - P7S1 / TF1 / MEDIASET / CHANNEL 4
GROUP / EBX***

Only the English text is available and authentic.

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

Article 6(1)(b) NON-OPPOSITION
Date: 06/03/2018

***In electronic form on the EUR-Lex website under document
number 32018M8714***



EUROPEAN COMMISSION

Brussels, 6.3.2018
C(2018) 1498 final

PUBLIC VERSION

To the notifying parties:

**Subject: Case M.8714 - P7S1 / TF1 / MEDIASET / CHANNEL 4 GROUP / EBX
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 2 February 2018, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation by which ProSiebenSat.1 Media SE, Television Francaise 1 S.A., Mediaset S.p.A., and Channel Four Television Corporation acquire within the meaning of Article 3(1)(b) and 3(4) of the Merger Regulation joint control of the whole of European Broadcaster Exchange (EBX) Limited by way of purchase of shares.³
2. The business activities of the undertakings concerned are:
 - for ProSiebenSat.1 Media SE: a holding company of one of Germany's major free television networks, also active in the areas of multimedia and merchandising,
 - for Television Francaise 1 S.A.: a holding company of one of France's major free and pay television networks, engaged in various business activities related to the audio-visual sector,

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 53, 13.02.2018, p. 5.

- for Mediaset S.p.A.: a holding company of one of Italy's and Spain's major free and pay television networks, engaged in various business activities related to the audio-visual sector,
 - for Channel 4: a holding company of one of United Kingdom's major television networks, a publicly owned and commercially funded public service broadcaster,
 - for EBX: a company active in the international marketing and sale of video advertising inventory served before, during, and after video content available on digital media such as websites and apps on smartphones or smart-TVs.
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 139/2004.⁴
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.