



EUROPEAN COMMISSION  
DG Competition

***Case M.9156 - CMI /  
HACHETTE FILIPACCHI  
/  
LAGARDERE  
PUBLICITE /  
LAGARDERE DIGITAL  
FRANCE***

Only the English text is available and authentic.

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

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Article 6(1)(b) NON-OPPOSITION  
Date: 30/11/2018

***In electronic form on the EUR-Lex website under document  
number 32018M91566***



## EUROPEAN COMMISSION

Brussels, 30.11.2018  
C(2018) 8261 final

PUBLIC VERSION

### **To the notifying parties:**

**Subject: Case M.9156 - CMI / HACHETTE FILIPACCHI / LAGARDERE PUBLICITE / LAGARDERE DIGITAL FRANCE**  
**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>**

Dear Sir or Madam,

1. On 8 November 2018, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation by which the undertakings Czech Media Invest ("CMI", Czech Republic) acquires within the meaning of Article 3(1)(b) and 3(4) of the Merger Regulation sole control of the whole of Hachette Filipacchi Associés, Lagardère Publicité, and Lagardère Digital France (the "Target", France), by way of purchase of shares.<sup>3</sup>
2. The business activities of the undertakings concerned are:
  - for CMI: (i) the publishing of press titles and their related editorial websites, radio broadcasting, and (ii) the sale of advertising spaces in such media.
  - for the Target: (i) publishing of magazines titles and their related editorial websites and (ii) the sale of advertising spaces in such media.
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>

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<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 414, 15.11.2018, p. 14.

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

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*