



EUROPEAN COMMISSION
DG Competition

***Case M.9714 - VIACOM /
BEIN / MIRAMAX***

Only the English text is available and authentic.

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

Article 6(1)(b) NON-OPPOSITION
Date: 21/02/2020

***In electronic form on the EUR-Lex website under document
number 32020M9714***



EUROPEAN COMMISSION

Brussels, 21.02.2020
C(2020) 1119 final

PUBLIC VERSION

To notifying parties

**Subject: Case M.9714 -VIACOM / BEIN / MIRAMAX
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 29 January 2020, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation by which Viacom International Inc. (“Viacom”, USA) and beIN Media Group, LLC (“beIN”, Qatar) acquire within the meaning of Articles 3(1)(b) and 3(4) of the Merger Regulation joint control of MMX Media Finance, LLC (“Miramax” or “the JV”, USA) by way of purchase of shares.³
2. The business activities of the undertakings concerned are:
 - for Viacom: global media and entertainment company,
 - for beIN: entertainment company active, inter alia, in the sports media business,
 - for the JV: entertainment company producing and distributing films and television shows.
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

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 40, 06.02.2020, p. 35.

⁴ 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)
Olivier GUERSENT
Director-General