



EUROPEAN COMMISSION
DG Competition

***Case M.11229 - MFE-MEDIAFOREUROPE /
PROSIEBENSAT1***

Only the English text is available and authentic.

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

Article 6(1)(b) NON-OPPOSITION
Date: 26/09/2023

***In electronic form on the EUR-Lex website under document
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EUROPEAN COMMISSION

Brussels, 26.9.2023
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PUBLIC VERSION

MFE-MEDIAFOREUROPE N.V.
Viale Europa 46
20093 Cologno Monzese, Milan
Italy

**Subject: Case M.11229 – MFE-MEDIAFOREUROPE / PROSIEBENSAT1
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 24 August 2023, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation, by which MFE-MEDIAFOREUROPE N.V. (“MFE”, Netherlands), controlled by Fininvest S.p.A. (Italy), will acquire within the meaning of Article 3(1)(b) of the Merger Regulation sole control of the whole of ProSiebenSat.1 Media SE (“P7S1”, Germany). The concentration is accomplished by way of purchase of shares.³
2. The business activities of the undertakings concerned are the following:
 - MFE is a multinational media group that operates Italian and Spanish language Free-TV channels, radio stations and Pay-TV channels and engages in business activities related to the audio-visual sector including the sale of advertising across various distribution platforms,
 - P7S1 is a mass media and digital company that operates in the entertainment, dating and video, and commerce and venture segments, focusing on German-speaking countries.

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 307, 31.08.2023, p. 37.

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)
Olivier GUERSENT
Director-General

⁴ OJ C 366, 14.12.2013, p. 5.