V

(Announcements)

PROCEDURES RELATING TO THE IMPLEMENTATION OF COMPETITION POLICY

EUROPEAN COMMISSION

Prior notification of a concentration

(Case M.8409 — ProSiebenSat.1 Media/Television Française 1/Mediaset/JV)

Candidate case for simplified procedure

(Text with EEA relevance)

(2017/C 253/08)

1. On 27 July 2017, the Commission received notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No 139/2004 ([1]) by which the undertakings ProSiebenSat.1 Media SE ('P7S1', Germany), Television Française 1 S.A. ('TF1', France), belonging to the Bouygues Group and Mediaset S.p.A. ('Mediaset', Italy), controlled by the Fininvest group acquire within the meaning of Article 3(1)(b) and 3(4) of the Merger Regulation joint control of a newly created company constituting a joint venture (the 'JV)' by way of a purchase of shares.

2. The business activities of the undertakings concerned are:

— for P7S1: the holding company of one of Germany's major free-to-air television networks. The core business of P7S1 and its subsidiaries is free-to-air television financed by advertising offered in Germany, Austria and Switzerland. In addition, P7S1 is mainly active in the areas of multimedia and merchandising,

— for TF1: the holding company of one of France's major free-to-air television networks. TF1 and its subsidiaries operate French-language free-to-air and pay-TV channels and are engaged in various business activities related to the audio-visual sector. TF1 is part of the Bouygues Group, a diversified group of companies with activities in the construction, telecoms and media sectors,

— for Mediaset: the holding company of one of Italy's major television networks. Through its controlling stake in Mediaset España Comunicación S.A., Mediaset also holds one of Spain's major TV networks. They operate Italian-language and Spanish-language free-to-air television and pay-TV channels and are engaged in various business activities related to the audio-visual sector including the sale of advertising across various distribution platforms. Mediaset is part of the Fininvest group of companies with activities in the media, publishing, sports and financial sectors,

— for the JV: international marketing and sale of video advertising inventory served before, during and after video content available on digital media operated by the Parties or by third parties.

3. On preliminary examination, the Commission finds that the notified transaction could fall within the scope of the Merger Regulation. However, the final decision on this point is reserved. Pursuant to the Commission Notice on a simplified procedure for treatment of certain concentrations under the Council Regulation (EC) No 139/2004 ([2]) it should be noted that this case is a candidate for treatment under the procedure set out in this Notice.

([1]) OJ L 24, 29.1.2004, p. 1 (the 'Merger Regulation').
([2]) OJ C 366, 14.12.2013, p. 5.

4. The Commission invites interested third parties to submit their possible observations on the proposed operation to the Commission.

Observations must reach the Commission not later than 10 days following the date of this publication. Observations can be sent to the Commission by fax (+32 22964301), by email to COMP-MERGER-REGISTRY@ec.europa.eu or by post, under reference M.8409 — ProSiebenSat.1 Media/Television Française 1/Mediaset/JV, to the following address:

European Commission
Directorate-General for Competition
Merger Registry
1049 Bruxelles/Brussel
BELGIQUE/BELGIË