EUROPEAN COMMISSION

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PUBLIC VERSION

To the notifying parties

Subject: **Case M.9482 – SKT / COMCAST / JV**
Commission decision pursuant to Article 6(1)(b) of Council Regulation (EC) No 139/2004[1] and Article 57 of the Agreement on the European Economic Area[2]

Dear Sir or Madam,

1. On 7 August 2019, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation by which SK Holdings Co., Ltd. ("SKT", South Korea) and Comcast Corp. ("Comcast", USA) acquire within the meaning of Article 3(1)(b) and 3(4) of the Merger Regulation joint control of the whole of SK Telecom CS T1 Co., Ltd., a newly established joint venture (the "JV", South Korea). The concentration is accomplished by purchase of shares.[3]

2. The business activities of the undertakings concerned are:

   – for SKT: media, security, commerce and telecommunications services, including operations of a mobile network in South Korea.

   – for Comcast: media, technology and entertainment services, including professional sports and live entertainment.

   – for the JV: operation of a professional team for online multiplayer video game competitions.

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 279, 19.8.2019, p. 38.

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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)
Cecilio MADERO VILLAREJO
Acting Director-General

4 OJ C 366, 14.12.2013, p. 5.