EUROPEAN COMMISSION

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PUBLIC VERSION

To the notifying parties

Subject: **Case M.9976 – SILVER LAKE PARTNERS/ENGIE/HALL DES LUMIERES 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 23 October 2020, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation by which Endeavor Operating Company, LLC ("Endeavor", United States of Amercia) ultimately controlled by Silver Lake Partners ("Silver Lake", United States of Amercia) and Culturespaces USA, Inc (United States of Amercia), ultimately controlled by ENGIE SA ("ENGIE", France), acquire within the meaning of Articles 3(1)(b) and 3(4) of the Merger Regulation joint control over a newly created joint venture ("JV", USA), by way of purchase of shares in a newly created company.[3]

2. The business activities of the undertakings concerned are:

   – Endeavor: talent representation, commercial marketing and endorsements, brand strategy, activation and licensing, media production and distribution, and event management.

   – Culturespaces: management of cultural establishments, including museum and art centres, historic monuments, gardens and collection and digital art centres.

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 365, 29.10.2020, p. 10.

Commission européenne, DG COMP MERGER REGISTRY, 1049 Bruxelles, BELGIQUE
Europese Commissie, DG COMP MERGER REGISTRY, 1049 Brussel, BELGIË

Tel: +32 229-91111. Fax: +32 229-64301. E-mail: COMP-MERGER-REGISTRY@ec.europa.eu.

– JV: The JV will create and manage a digital art centre in New York City, USA. The main activities of the JV will include the display of digital immersive cultural exhibitions based on art and/or music. The secondary activities of the JV will include site privatization for evening events, digital video and music experiences, digital thematic exhibitions, and sales of derivative products, snacks and beverages.

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)
Olivier GUERSENT
Director-General

4 OJ C 366, 14.12.2013, p. 5.