Prior notification of a concentration
(Case M.9976 – Silver Lake Partners/Engie/Hall Des Lumieres JV)
Candidate case for simplified procedure

(Text with EEA relevance)

(2020/C 365/09)

1. On 23 October 2020, the Commission received notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No 139/2004 ([1]).

This notification concerns the following undertakings:

— Endeavor Operating Company, LLC ('Endeavor', USA) ultimately controlled by Silver Lake Partners ('Silver Lake', USA)

— Culturespaces USA, Inc (USA), ultimately controlled by ENGIE SA ('ENGIE', France)

— The JV, a newly created joint venture ('JV', USA)

Endeavour and Culturspaces acquire within the meaning of Articles 3(1)(b) and 3(4) of the Merger Regulation joint control of the JV.

The concentration is accomplished by way of purchase of shares in a newly created company constituting a joint venture.

2. The business activities of the undertakings concerned are:

— for Endeavour: talent representation, commercial marketing and endorsements, brand strategy, activation and licensing, media production and distribution, and event management;

— for Culturespaces: management of cultural establishments, including museum and art centres, historic monuments, gardens and collection and digital art centres;

— for the 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. 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 the Notice.

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. The following reference should always be specified:

M.9976 – Silver Lake Partners/Engie/Hall Des Lumieres JV

Observations can be sent to the Commission by email, by fax, or by post. Please use the contact details below:

Email: COMP-MERGER-REGISTRY@ec.europa.eu

Fax +32 22964301

Postal address:

European Commission
Directorate-General for Competition
Merger Registry
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([1]) OJ L 24, 29.1.2004, p. 1 (the 'Merger Regulation').
([2]) OJ C 366, 14.12.2013, p. 5.