V

(Announcements)

PROCEDURES RELATING TO THE IMPLEMENTATION OF COMPETITION POLICY

EUROPEAN COMMISSION

Prior notification of a concentration

(Case M.10681 – RTL Deutschland/Seven.One Entertainment Group/Addressable TV Technology JV)

Candidate case for simplified procedure

(Text with EEA relevance)

(2022/C 304/06)

1. On 1 August 2022, 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:

— RTL Deutschland GmbH ('RTL Deutschland', GERMANY),

— Seven.One Entertainment Group GmbH ('Seven.One Entertainment Group', GERMANY),

— The Addressable TV GmbH ('Addressable TV Technology JV', GERMANY),

RTL and Seven.One Entertainment Group will acquire within the meaning of Article 3(1)(b) and 3(4) of the Merger Regulation joint control of Addressable TV Technology 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 the following:

— RTL Deutschland is active in TV and online entertainment as well as production and broadcasting services,

— Seven.One Entertainment Group is active in TV and online entertainment as well as production and broadcasting services.

3. Addressable TV Technology JV will develop services aimed at fostering optimized accessibility and implementation of pre-existing non-proprietary technical standards on Addressable TV ('ATV') technology. In particular, it will define ATV technology functionalities and provide broadcasters and consumer electronics manufacturers with app-based tools that enable them to test and certify their respective ATV technologies match the refined technical implementation requirements defined by the Addressable TV Technology JV.

([1]) OJ L 24, 29.1.2004, p. 1 (the 'Merger Regulation').

4. 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 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.

5. 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.10681 – RTL Deutschland/Seven.One Entertainment Group/Addressable TV Technology JV

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

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Fax +32 22964301

Postal address:

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([2]) OJ C 366, 14.12.2013, p. 5.