PROCEDURES RELATING TO THE IMPLEMENTATION OF COMPETITION POLICY

EUROPEAN COMMISSION

Prior notification of a concentration

(Case M.9714 — Viacom/beIN/Miramax)

Candidate case for simplified procedure

(Text with EEA relevance)

(2020/C 40/06)

1. On 29 January 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:

— Viacom International Inc. ('Viacom', USA), belonging to ViacomCBS Inc.,

— beIN Media Group, LLC ('beIN', Qatar), belonging to beIN Corporation,

— MMX Media Finance, LLC ('Miramax', USA), currently solely controlled by beIN.

Viacom and beIN acquire within the meaning of Article 3(1)(b) and 3(4) of the Merger Regulation joint control of Miramax.

The concentration is accomplished by way of purchase of shares.

2. The business activities of the undertakings concerned are:

— for Viacom: global media and entertainment company,

— for beIN: entertainment company active, inter alia, in the sports media business,

— for Miramax: entertainment company producing and distributing films and television shows.

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.9714 — Viacom/beIN/Miramax

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

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

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