Prior notification of a concentration

(Case M.9156 — CMI / Hachette Filipacchi / Lagardère Publicité / Lagardère Digital France)

Candidate case for simplified procedure

(Text with EEA relevance)

(2018/C 414/16)

1. On 8 November 2018, 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:

— Czech Media Invest ('CMI', Czech Republic),

— Hachette Filipacchi Associés, Lagardère Publicité, and Lagardère Digital France (France), belonging to the Lagardère Group.

CMI acquires within the meaning of Article 3(1)(b) of the Merger Regulation sole control of the whole of Hachette Filipacchi Associés, Lagardère Publicité, and Lagardère Digital.

The concentration is accomplished by way of purchase of shares.

2. The business activities of the undertakings concerned are:

— for CMI: (i) the publishing of press titles and their related editorial websites, radio broadcasting; and (ii) the sale of advertising spaces in such media,

— for Hachette Filipacchi Associés, Lagardère Publicité, and Lagardère Digital France: (i) publishing of magazines titles and their related editorial websites; and (ii) the sale of advertising spaces in such media.

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.9156 — CMI / Hachette Filipacchi / Lagardère Publicité / Lagardère Digital France

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:

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Directorate-General for Competition
Merger Registry
1049 Bruxelles/Brussel
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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.