V

(Announcements)

PROCEDURES RELATING TO THE IMPLEMENTATION OF COMPETITION POLICY

EUROPEAN COMMISSION

Prior notification of a concentration

(Case M.9680 — La Voix Du Nord/SIM/Mediacontact/Roof Media)

Candidate case for simplified procedure

(Text with EEA relevance)

(2020/C 31/04)

1. On 17 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:

— La Voix du Nord (France), belonging to the group Rossel & Cie (Belgium),

— Mediacontact (France), belonging to the group SIPA (France),

— Société d'Investissements Medias ('SIM', France), belonging to the group Crédit Mutuel (France),

— Roof Media (France), currently jointly controlled by Mediacontact and La Voix du Nord.

SIM acquires within the meaning of Article 3(1)(b) and 3(4) of the Merger Regulation joint control, with La Voix du Nord and Mediacontact, of the whole of Roof Media.

The concentration is accomplished by way of purchase of shares.

2. The business activities of the undertakings concerned are:

— La Voix du Nord is active in the print and digital media sector, both free and fee-paying, mainly in Hauts-de-France and Champagne-Ardenne;

— Mediacontact is active in the print and digital media sector, both free and fee-paying, mainly in western France;

— SIM represents the commercial brand 'EBRA' (Est Bourgogne Rhône Alpes), which is a media arm of the Crédit Mutuel group active in the print and digital media sector, both free and fee-paying;

— Roof Media specialises in streaming technology for video content.

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 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.

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

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

Observations must reach the Commission not later than 10 days following the date of this publication. The following reference should always be specified:

M.9680 – La Voix du Nord/SIM/Mediacontact/Roof Media

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

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