

V

*(Announcements)*PROCEDURES RELATING TO THE IMPLEMENTATION OF COMPETITION
POLICY

EUROPEAN COMMISSION

Prior notification of a concentration**(Case COMP/M.6609 — Lagardère/Bouygues/JV)****Candidate case for simplified procedure****(Text with EEA relevance)**

(2012/C 188/03)

1. On 20 June 2012, the Commission received notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No 139/2004 ⁽¹⁾ by which the undertakings Lagardère Publicité (France), a member of the Lagardère group (France), and TF1 Publicité (France), controlled by the Bouygues group (France), acquire within the meaning of Article 3(1)(b) of the Merger Regulation joint control of Newco (France) by way of purchase of shares in a newly created company constituting a joint venture.

2. The business activities of the undertakings concerned are:

- Lagardère Publicité is the Lagardère group's advertising sales division,
- The Lagardère group is active in particular in the areas of book and magazine publishing, and audio-visual production and distribution,
- TF1 Publicité is the TF1 company's advertising sales division,
- The Bouygues group is active in the areas of television, telecommunications, construction and public works, road building, real estate, and energy and rail transport infrastructures,
- Newco will sell at auction and in real time the spare advertising space of its website editor clients.

3. On preliminary examination, the Commission finds that the notified transaction could fall within the scope of the EC 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 EC Merger Regulation ⁽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. Observations can be sent to the Commission by fax (+32 22964301), by email to COMP-MERGER-REGISTRY@ec.europa.eu or by post, under reference number COMP/M.6609 — Lagardère/Bouygues/JV, to the following address:

European Commission
Directorate-General for Competition
Merger Registry
J-70
1049 Bruxelles/Brussel
BELGIQUE/BELGIË

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

⁽²⁾ OJ C 56, 5.3.2005, p. 32 ('Notice on a simplified procedure').