

Prior notification of a concentration
(Case M.7865 — Lov Group Invest/De Agostini/JV)
(Text with EEA relevance)
(2015/C 413/12)

1. On 7 December 2015, the Commission received a notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No 139/2004 ⁽¹⁾ by which the undertakings Lov Group Invest SAS ('Lov Group', France) and De Agostini SpA ('De Agostini', Italy) acquire within the meaning of Article 3(1)(b) and Article 3(4) of the Merger Regulation joint control of the whole of a joint venture (the 'JV'), by way of contribution to the JV of their respective businesses in the production and distribution of TV content, namely Banijay Holding SAS ('Banijay') and Zodiak Media ('Zodiak Media').

2. The business activities of the undertakings concerned are:

- for Lov Group: production and distribution of TV content, online gambling, crowdfunding, and luxury hotels,
- for Banijay: production and distribution of TV content,
- for De Agostini: publishing, production and distribution of media content (including operation of TV channels broadcasted in Italy only), games as well as activities in the finance sector,
- for Zodiak Media: production and distribution of TV 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.

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 M.7865 — Lov Group Invest/De Agostini/JV, to the following address:

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

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