Prior notification of a concentration
(Case COMP/M.6355 — Axel Springer France/Mondadori France/AR Technology)
Candidate case for simplified procedure
(Text with EEA relevance)
(2011/C 294/09)

1. On 26 September 2011, 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 Axel Springer France SAS (Axel Springer France, France) controlled by Axel Springer AG (Germany) and Mondadori France SAS (Mondadori France, France) ultimately controlled by Fininvest Finanziara d’Investimento SpA (Italy) acquire within the meaning of Article 3(1)(b) of the Merger Regulation joint control of the undertaking AR Technology SAS (AR Technology, France) by way of purchase of shares.

2. The business activities of the undertakings concerned are:
— for Axel Springer France: publication of magazines in France, operation of websites and sale of advertising space,
— for Mondadori France: publication of magazines in France, operation of websites and sale of advertising space,
— for AR Technology: operation of Internet portals for classified used vehicle advertisements and casting.

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.6355 — Axel Springer France/ Mondadori France/AR Technology, to the following address:

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

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