

Prior notification of a concentration
(Case M.10065 — Advent/Nielsen Global Connect)
Candidate case for simplified procedure

(Text with EEA relevance)

(2020/C 419/13)

1. On 26 November 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:

- Advent International Corporation ('Advent', USA);
- Nielsen Global Connect (United Kingdom), belonging to Nielsen Holdings Plc (United Kingdom).

Advent acquires within the meaning of Article 3(1)(b) of the Merger Regulation sole control of the whole of Nielsen Global Connect. The concentration is accomplished by way of purchase of shares.

2. The business activities of the undertakings concerned are:

- for Advent: global private equity investor with holdings in five core sectors, namely business and financial services, healthcare, industrial, retail consumer and leisure, and technology.
- for Nielsen Global Connect: market research services, consisting of retail transactional measurement data, consumer behaviour information and analytics.

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.10065 — Advent/Nielsen Global Connect

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:

European Commission
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.