

Prior notification of a concentration
(Case M.9676 – Lov Group/Banijay/ESG)

(Text with EEA relevance)

(2020/C 183/07)

1. On 25 May 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:

- Lov Group Invest ('Lov Group', France),
- Banijay Group ('Banijay', France), controlled by Lov Group and DeAgostini,
- Endemol Shine Group ('ESG', the Netherlands), controlled by Apollo Management and The Walt Disney Company.

Lov Group acquires within the meaning of Article 3(1)(b) of the Merger Regulation sole control of the whole of Banijay and ESG.

The concentration is accomplished by way of purchase of shares.

2. The business activities of the undertakings concerned are:

- for Lov Group: production of TV content (through Banijay) in Europe, activities in the online gambling and luxury hotels sectors,
- for Banijay: creation, production and distribution of entertainment TV content for broadcasters in Europe and other countries worldwide, and
- for ESG: production and distribution of TV content and licensing to third parties, development of general entertainment content in Europe and other countries worldwide.

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. The following reference should always be specified:

M.9676 – Lov Group/Banijay/ESG

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:

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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').