

V

(Announcements)

PROCEDURES RELATING TO THE IMPLEMENTATION OF THE COMPETITION
POLICY

COMMISSION

Prior notification of a concentration

(Case COMP/M.5541 — GE/NewsCorp/Disney/Hulu JV)

Candidate case for simplified procedure

(Text with EEA relevance)

(2009/C 119/04)

1. On 19 May 2009, 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 General Electric ('GE', USA), News Corporation ('NewsCorp', USA) and The Walt Disney Company ('Disney', USA) acquire within the meaning of Article 3(1)(b) of the Council Regulation joint control over Hulu LLC ('Hulu', USA), an existing company currently jointly controlled by GE and NewsCorp, by way of purchase of shares.

2. The business activities of the undertakings concerned are:

- for GE: Infrastructure, industrial products, finance, healthcare, media and entertaining,
- for NewsCorp: Entertainment, television, newspapers, magazines, book publishing,
- for Disney: Entertainment and media,
- for Hulu: TV and film entertainment over the internet.

3. On preliminary examination, the Commission finds that the notified transaction could fall within the scope of Regulation (EC) No 139/2004. However, the final decision on this point is reserved. Pursuant to the Commission Notice on a simplified procedure for treatment of certain concentrations under 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. Observations can be sent to the Commission by fax (+32 2 2964301 or 2967244) or by post, under reference number COMP/M.5541 — GE/NewsCorp/Disney/Hulu 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.

⁽²⁾ OJ C 56, 5.3.2005, p. 32.