

Prior notification of a concentration
(Case COMP/M.5815 — PFD/Radio Salü/Antenne)
Candidate case for simplified procedure
(Text with EEA relevance)
(2010/C 133/11)

1. On 10 May 2010, 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 Rheinisch-Bergische Verlagsgesellschaft mbH ('RBVG', Germany) through its subsidiary PFD Pressefunk GmbH ('PFD', Germany) and Lagardère SCA ('Lagardère', France) through its subsidiary Radio Salü — Euro Radio Saar GmbH ('Radio Salü', Germany) acquire within the meaning of Article 3(1)(b) of the Merger Regulation joint control of the undertaking 107.8 Antenne AC Rundfunkbetriebsgesellschaft mbH & Co. KG ('Antenne AC', Germany) by way of purchase of shares. Antenne AC is currently wholly owned by Radio Salü.
2. The business activities of the undertakings concerned are:
 - for RBVG: Media company active in several German and foreign media markets including publishing of newspapers, printing, local TV and radio broadcasting,
 - for PFD: Local and regional radio broadcasting,
 - for Lagardère: Worldwide media group. Lagardère is mainly active in the sectors such as book and magazine publishing; radio and TV broadcasting; film and TV production and distribution; advertising sales brokerage; website publishing; travel retail; and brokerage and management of sport-related rights,
 - for Radio Salü: Radio broadcasting,
 - for Antenne AC: Radio broadcasting.
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.5815 — PFD/Radio Salü/Antenne, 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 (the 'EC Merger Regulation').

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