



## MERGER ANNOUNCEMENT

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### Competition and Consumer Protection Commission clears proposed acquisition by eir of Setanta Sports Ireland Limited and Setanta Sports Hibernia Sarl

29/01/2016

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The Competition and Consumer Protection Commission has today cleared the proposed transaction whereby eircom Limited, would acquire sole control of (i) Setanta Sports Channel Ireland Limited and (ii) certain assets and the business of Setanta Sports Hibernia S.à.r.l., from Setanta Sports Broadcasting Limited, subject to the provisions of section 28(C)(1) of the Competition Act 2002 as amended. The proposed transaction, which was notified on 18 December 2015, satisfies the criteria for a media merger set out in section 28(A)(1) of the Competition Act 2002.

The Commission has formed the view that the proposed transaction will not substantially lessen competition in any market for goods or services in the State. The Commission will publish the reasons for its determination on its website no later than 60 working days after the date of the determination and after allowing the parties the opportunity to request that confidential information be removed from the published version.

#### **Additional Information**

eircom Limited (trading as *eir*) is a private company based in Heuston South Quarter, Dublin. eircom Limited (trading as *eir*) is involved, primarily in the State and also in the UK, in the telecommunications sector.

eircom Limited (trading as *eir*) is also involved, within the State, in the broadcasting of television channels on its internet protocol television broadcasting platform under its “eir Vision” brand.

Setanta Sports Broadcasting Limited, a private company headquartered in Dublin City, is involved in the acquisition, production and distribution of television content and in the operation of subscription-based sports channels for broadcast in the State through its wholly-owned subsidiaries Setanta Sports Channel Ireland Limited and Setanta Sports Hibernia S.à.r.l.