



Determination of the Competition Authority

Determination No. M/04/001 of the Competition Authority, dated 29th January, under Section 21 of the Competition Act, 2002

Notification No. M/04/001 – Celtic Media Group Limited proposed acquisition of The Anglo-Celt Limited

Introduction

1. On 2nd January the Competition Authority, in accordance with Section 18 (1) of the Competition Act, 2002 (“the Act”) was notified, on a mandatory basis, of a proposal whereby Celtic Media Group Limited (“CMG”), via a new subsidiary company to be formed, would acquire sole control of The Anglo-Celt Limited (“Anglo-Celt”) by acquiring directly 20% of the shares held by individuals, and the remaining 80% which is owned by Oswestry investment Company, an unlimited company. The Authority, in accordance with s 23(1)(b) of the Act, notified the parties that it considers the transaction to be a media merger.

The Parties

2. CMG through its subsidiary Celtic News Group Limited (“CNG”), owns business carried on by Meath Chronicle Limited (“MCL”). MCL is involved in two main business activities; (a) printing, publishing and distributing the Meath Chronicle newspaper (“Meath Chronicle”), and (b) contract printing for other newspapers. It publishes the Meath Chronicle, a Wednesday morning weekly newspaper. The Meath Chronicle has a circulation of around [X] copies; [X] paid and [X] unpaid. This newspaper is targeted mainly at the Co. Meath readership. MCL prints over [X] other titles on contract basis. Meath Chronicle owns a state-of-the-art [X] printing facility located at Mullaghboy, out side Navan. This plant was completed in 2002 and at full capacity it can produce [X] full processed colour copies per hour. CMG claims that capacity exists for servicing new contracts.
3. Anglo-Celt operates out of Co. Cavan. It consists of two separate companies;
 - (a) The Anglo-Celt which is involved in printing, publishing and distributing the Anglo-Celt newspaper. The Anglo-Celt newspaper is the only weekly newspaper in Co. Cavan. It has a readership of between [X] that is targeted at Co. Cavan; and
 - (b) Celtrim Printing Limited (“CPL”) which is involved in the contract printing of a number of regional, college and special interest titles. CPL upgraded its printing plant in 2000. It has a printing capacity of [X] copies per hour.

Analysis

4. Market enquiries indicated that The Meath Chronicle and The Anglo-Celt newspapers do not compete for classified advertising. Similarly, market enquiries indicated that they do not compete for readership.



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5. CMG has confirmed that following the merger it will [~~✗~~] but it will continue to publish the Anglo-Celt newspaper. Market enquiries and information submitted by the parties indicated that the printing demand of the Anglo-Celt customers would be met by MCL or the available options on the printing market. There is minimal or no overlap between the parties printing activities.
6. As there is minimal or no competitive overlap between the activities of the parties within the State, the transaction will not have a significant impact on competition within the State.

Determination

The Competition Authority, in accordance with Section 21(2) of the Competition Act, 2002, has determined that, in its opinion, the result of the proposed acquisition will not be to substantially lessen competition in markets for goods and services in the State and, accordingly, that the acquisition may be put into effect.

For the Competition Authority

Edward Henneberry
Member of the Competition Authority

29 January 2004