



**Determination No. M/05/022 of the Competition Authority, dated 30<sup>th</sup> May 2005, under Section 21 of the Competition Act, 2002**

**Notification No. M/05/022 – Proposed acquisition by Alpha Publications Limited of Midmedia Limited**

**Introduction**

1. On 17<sup>th</sup> May 2005 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 Alpha Publications Limited (“Alpha”) would acquire substantially all of the assets of Midmedia Limited (“Midmedia”). The Authority informed the parties and the Minister that it considers the transaction to be a media merger within the meaning of the Act.

**The Parties**

2. Alpha is a private limited company incorporated in Ireland and is a wholly owned subsidiary of Tontine Rooms Holding Company Limited which is incorporated in Northern Ireland (“TRH”). Alpha is a holding company whose only assets are the entire issued share capital of Midland Tribune Printing Limited and Veldstar Limited, which are involved in the newspaper publishing business. Midland Tribune Printing Limited and Veldstar Limited own the following weekly regional titles: - Midland Tribune, Tullamore Tribune, Roscommon Champion and the Longford News.
3. Midmedia is also involved in newspaper publishing. Athlone Voice, a weekly regional title, is its sole publication.

**Analysis**

4. Athlone Voice circulation is based in the Western part of Country Westmeath and neighbouring south Roscommon and Balinasloe whereas the circulation of Alpha’s publications in the midlands part of the State is focused in Tullamore, County Offaly and Country Roscommon and Longford. Enquiries have shown that advertisers in the Athlone area would not tend to advertise in the various Alpha publications and are unanimous in viewing Westmeath & Offaly Independent as the main alternative publication for advertising in Athlone Voice. The transaction does not therefore give rise to competition concerns.



**The Competition Authority**  
An tÚdarás Iomaíochta

## **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 by Alpha Publications Limited of Midmedia 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 subject to section 23 of the Act.

**For the Competition Authority**

**Edward Henneberry**  
**Member of the Competition Authority**