



MERGER ANNOUNCEMENT M/17/012

Competition and Consumer Protection Commission clears acquisition of Newsaccess by Kantar Media

12 July 2017

On 11 July 2017, the Competition and Consumer Protection Commission cleared the proposed transaction whereby Mediawatch Limited, trading as Kantar Media, would acquire sole control over Newsaccess Limited with binding commitments. On 09 March 2017, the proposed transaction was notified under section 18(3) of the Competition Act 2002, as amended.

This follows an extended preliminary (Phase 1) investigation by the CCPC, which included Requirements for Information from the parties and consultation with a number of organisations, including competitors, industry bodies and customers. During the Extended Phase 1 investigation, the CCPC identified competition concerns arising from the proposed transaction in the potential market for media monitoring services (print and broadcast) within the State. To address these concerns and facilitate the replacement the competition that would have been lost as a result of the proposed transaction, the CCPC required Kantar Media to submit proposals, which included a divestment of fixed assets and releasing a number of contracted customers from the remaining term of their fixed term contracts. Some of the other proposals related to the operation of aspect of the Newsaccess business for a specific period after the implementation of the proposed transaction.

The CCPC is of the view that the proposals obtained from Kantar Media are appropriate and effective in addressing its competition concerns. The CCPC has taken these proposals into account and they form part of the basis of its determination.

The CCPC has therefore determined that, in its opinion, the result of the proposed transaction, taken into account the proposals obtained from Kantar Media, will not substantially lessen competition in any market for goods or services in the State. The CCPC 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

Kantar Media is a wholly owned subsidiary of WPP plc and provides media intelligence services (multichannel media monitoring and media analysis services) in the State. The media channels monitored by Kantar Media include: print media¹; broadcast media²; on-line/digital media³, social media⁴ and international media.

¹ National, regional newspapers, business and consumer press.

² TV and radio.

³ E.g. Online news portals.

⁴ E.g. Twitter, Facebook and YouTube



Coimisiún um
lomaíocht agus
Cosaint Tomhaltóiri

**Competition and
Consumer Protection
Commission**

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Newsaccess is an Irish incorporated company, which offers a full range of multichannel media monitoring and evaluation (or insight) services. The media channels monitored by Newsaccess include: print media; broadcast media; online media; and social media.