

# MERGER ANNOUNCEMENT M/22/043 – VIAPLAY/ FREESPORTS & PREMIER MEDIA

## Section 21 of the Competition Act 2002

**Competition and Consumer Protection Commission clears proposed acquisition by Viaplay Group UK Limited of FreeSports Limited and Premier Media Broadcasting Limited.**

**1 September 2022**

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The Competition and Consumer Protection Commission has today cleared the proposed transaction whereby Viaplay Group UK Limited would acquire sole control of FreeSports Limited and Premier Media Broadcasting Limited. The proposed transaction was notified under the Competition Act 2002, as amended, on 10 August 2022.

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**

Viaplay Group UK Limited is a UK registered company and part of the Viaplay Group. The Viaplay Group provides broadcasting and streaming services in Scandinavia through TV channels, video streaming services and subscription services.

FreeSports Limited is a UK registered company which operates the FreeSports TV channel.

Premier Media Broadcasting Limited is an Irish registered company which operates the Premier Sports TV channels and the Boxnation TV channel.