

MERGER ANNOUNCEMENT - M/23/066 – SSBL / VIAPLAY

Competition and Consumer Protection Commission clears proposed acquisition by SSBL Limited of 100% of the issued share capital of Viaplay Group Ireland Limited and Viaplay Group UK Sports Limited.

30 January 2024

The Competition and Consumer Protection Commission has today cleared the proposed transaction whereby SSBL Limited, would acquire 100% of the issued share capital of Viaplay Group Ireland Limited and Viaplay Group UK Sports Limited. The proposed transaction was notified under the Competition Act 2002, as amended, on 18 December 2023.

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:

SSBL Limited is active in the broadcasting and production of sports channels in the State with a particular focus on soccer, Gaelic games and rugby. SSBL Limited is a holding company within the TDL Media Limited group of companies which operates the Premier Sports Ireland channels in the State.

Viaplay Group Ireland Limited and Viaplay Group UK Sports Limited are active in the broadcasting and production of sports channels with three television channels, Viaplay Sports 1, Viaplay Sports 2 and Viaplay Xtra2 and over-the-top media offering in the United Kingdom. Viaplay Group Ireland Limited and Viaplay Group UK Sports Limited are part of the wider Viaplay Group which is a Swedish-based entertainment company with Viaplay Group AB Sweden as the parent company.