



# DETERMINATION OF MERGER NOTIFICATION M/25/022 – MIDLANDS 103/SOUTH EAST RADIO

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## Section 21 of the Competition Act 2002

### Proposed acquisition by Midland Community Radio Limited of S.E.R.B. Radio Limited

Dated 7 April 2025

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#### Introduction

1. On 19 March 2025, in accordance with section 18(1)(a) of the Competition Act 2002, as amended (the “Act”), the Competition and Consumer Protection Commission received a notification of a proposed acquisition whereby Midland Community Radio Limited (“Midlands 103”), would acquire the entire issued share capital of S.E.R.B. Radio Limited (“South East Radio”).
2. The Proposed Transaction is to be implemented pursuant to a Share Purchase Agreement dated 14 March 2025 between Midland Community Radio Services Limited and the Sellers.<sup>1</sup>
3. The notifying parties are involved in the following business activities:
  - **Midlands 103:** Midlands 103 is active in the markets of radio broadcasting and the sale of radio advertising. Midlands 103 is the local commercial radio station that is licensed to operate in the counties of Laois, Offaly and Westmeath and is active in the radio broadcasting and in the sale of radio advertising in these counties. Midlands 103 is ultimately owned by Mr Owen Tindle, who has no other media interests in the State.
  - **South East Radio:** South East Radio is active in in the markets of radio broadcasting and the sale of radio advertising. South East Radio is the local commercial radio station that is licensed for County Wexford, where it is active

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<sup>1</sup> The Sellers are made up of private persons and a corporate entity



in the radio broadcasting and in the sale of radio advertising. South East Radio is ultimately owned by Mr Eamonn Buttle and Mr Norman Buttle, who have no other media interests in the State.

4. After examination of the notification, the Commission has concluded that the Proposed Transaction falls within the scope of paragraph 2.1(a) of the Simplified Merger Notification Procedure Guidelines for assessing certain notifiable mergers or acquisitions under section 18(1)(a) of the Act, as the parties to the Proposed Transaction are not active or potentially active in the same product or geographic markets, or in any markets in which another undertaking involved is active or potentially active.
5. In light of this, the Commission considers that the Proposed Transaction will not substantially lessen competition in any market for goods or services in the State.

**Ancillary restraints**

6. No ancillary restraints were notified.



## **Determination**

The Competition and Consumer Protection Commission, in accordance with section 21(2)(a) of the Competition Act 2002, as amended, has determined that, in its opinion, the result of the proposed acquisition, whereby Midland Community Radio, would acquire the entire issued share capital of S.E.R.B. Radio Limited, will not be to substantially lessen competition in any market for goods or services in the State, and, accordingly, that the acquisition may be put into effect.

For the Competition and Consumer Protection Commission

**Alan Scarlett**

**Acting Director**

**Mergers Division**

**Competition and Consumer Protection Commission**