

DETERMINATION OF MERGER NOTIFICATION M/25/036 – BAY BROADCASTING/GALWAY BAY FM

Section 21 of the Competition Act 2002

Proposed acquisition by Bay Broadcasting Limited of sole control of Western Community Broadcasting Holdings Limited

Dated 9 July 2025

Introduction

1. On 3 June 2025, in accordance with section 18(1)(b) of the Competition Act 2002, as amended (the “Act”), the Competition and Consumer Protection Commission (the “Commission”) received a notification of a proposed transaction whereby Bay Broadcasting Limited (“Bay Broadcasting”) would acquire the entire issued share capital, and thus sole control, of Western Community Broadcasting Holdings Limited (“WCBHL”), the holding company of Western Community Broadcasting Services Limited, trading as Galway Bay FM (“Galway Bay FM”) (the “Proposed Transaction”).¹
2. Given that both Bay Broadcasting and WCBHL carry on a “media business” within the State (as defined in section 28A(1) of the Act), the Commission considers that the Proposed Transaction forms part of a class of merger and acquisition specified by the Competition Act 2002 (Section 18(5) and (6)) Order 2007 (S.I. No. 122/2007) for the purposes of section 18(1)(b) of the Act.

The Proposed Transaction

3. The Proposed Transaction is to be implemented pursuant to a share purchase agreement dated 30 May 2025, between Bay Broadcasting and the Sellers² (the “SPA”). Pursuant to the SPA, Bay Broadcasting will acquire the entire issued share capital, and thus sole control, of WCBHL.

The Undertakings Involved

The Acquirer – Bay Broadcasting

¹ Bay Broadcasting and WCBHL, together with their respective subsidiaries (including Galway Bay FM) are collectively referred to as the “Parties” hereafter.

² The Sellers are the following individuals: [REDACTED]

4. Bay Broadcasting³, a private limited company incorporated in the State, operates radio broadcasting stations, as licensed by Coimisiún na Meán (“CnaM”).⁴
5. Bay Broadcasting’s entire radio broadcasting interests are held as follows:
 - A 100% shareholding in Classic Rock Broadcasting Limited, trading as Radio Nova, (“Radio Nova”), which holds a broadcasting licence with CnaM⁵ for Dublin city, county and the “Dublin Commuter Belt”;⁶
 - A 99% shareholding in Choice Broadcasting Limited, trading as Ireland’s Classic Hits Radio (“Ireland’s Classic Hits Radio”), which holds a broadcasting license with CnaM for Dublin city, county and the Dublin Commuter Belt, plus County Clare and the cities and counties of Cork, Galway and Limerick;⁷ and,
 - A 46.06% shareholding in Star Broadcasting Limited, trading as Sunshine 106.8 (“Sunshine 106.8”), which holds a broadcasting licence with CnaM for Dublin city and county.⁸
6. For the financial year ending 31 December 2024, Bay Broadcasting’s worldwide turnover was approximately €[REDACTED], all of which was generated in the State.

The Target – WCBHL/Galway Bay FM

7. WCBHL is a holding company, which was newly incorporated in the State on 3 December 2024, and which owns 100% of the shares in Galway Bay FM.
8. Galway Bay FM is licensed by CnaM to provide a broad-format local radio service to Galway city and county for a term of 10 years.⁹ Galway Bay FM broadcasts music, sport and current affairs content in Galway.
9. For the financial year ending 31 March 2024, WCBHL’s worldwide turnover was €[REDACTED], all of which was generated in the State.

Rationale for the Proposed Transaction

³ Kevin Brannigan holds 37 shares in Bay Broadcasting and Step Investments Limited holds 113 shares in Bay Broadcasting.

⁴ Coimisiún na Meán was formerly known as the Broadcasting Authority of Ireland. For the purposes of this Determination, Coimisiún na Meán and the Broadcasting Authority of Ireland are referred to as CnaM.

⁵ Radio Nova’s license with CnaM is due to expire on 8 October 2030.

⁶ The “Dublin Commuter Belt” refers to the counties of Dublin and parts of counties Kildare, Meath, and Wicklow.

⁷ Ireland’s Classic Hits Radio’s license with CnaM is due to expire on 3 October 2030.

⁸ Sunshine 106.8’s license with CnaM expired on 30 March 2025 and is currently in the process of being renewed.

⁹ Galway Bay FM’s license with CnaM is due to expire on 17 August 2033.

10. The Parties state in the merger notification form received by the Commission on 3 June 2025 (the “Merger Notification Form”) that:

“The strategic rationale behind the Proposed Transaction is to build on Bay Broadcasting’s scale in the Irish radio market. Bay Broadcasting sees an excellent, strategic investment for the Bay Broadcasting group of companies which will add to the group’s scale on a national level, particularly outside of Dublin and would allow Bay Broadcasting to expand the audience to which it currently broadcasts.

Investment in WCBHL will also allow Bay Broadcasting to develop further initiatives and the combination of Bay Broadcasting’s current broadcasting services and those of Galway Bay [FM] could provide additional advertising opportunities to compete against Bauer, Wireless Ireland and RTE. Investment in WCBHL will enhance the service which is presently being produced by Galway Bay FM and enhance and encourage the broadcasting of local issues.”¹⁰

Third Party Submissions

11. No third-party submissions were received.

Industry Background

12. A commercial radio station cannot legally broadcast in the State without a licence issued by CnaM. The licence sets out the nature of the radio service to be provided (e.g., the target age demographic, content) and the precise geographic area within which that service can be broadcast in the State (referred to by CnaM as the “franchise area”).¹¹
13. There are currently 33 commercial radio services on air nationwide, regionally, and locally, providing a mix of news/speech-driven, music-driven, niche-music-driven, and local content-driven services.¹²

Competitive Analysis

Horizontal Overlap

14. The Parties submitted in the Merger Notification Form that there is no actual horizontal overlap between their respective activities in the State.¹³ Bay Broadcasting is active in radio broadcasting and

¹⁰ Merger Notification Form, paragraph 2.6.

¹¹ cnam.ie (2025) *Licensing & Registration*. Available at: <https://www.cnam.ie/industry-and-professionals/licensing-registration/>.

¹² cnam.ie (2025) *Radio Licensing*. Available at: <https://www.cnam.ie/industry-and-professionals/licensing-registration/broadcast-licensing/radio-licensing/>.

¹³ Merger Notification Form, paragraph 4.1.

the sale of radio advertising through its stations, Radio Nova, Ireland's Classic Hits Radio and Sunshine 106.8. WCBHL is also active in radio broadcasting and the sale of radio advertising through Galway Bay FM.

15. The Parties submitted that *"although both of the [P]arties carry out radio activities (i.e., radio broadcasting and the sale of radio advertising), these activities take place in different franchise areas within the State."*¹⁴ Furthermore, the Parties stated that their respective radio stations service different listener groups, with Ireland's Classic Hits Radio being licensed by CnaM to broadcast *"a 'Smooth/Easy Listening/ Gold' service to listeners aged 45+" and Galway Bay FM being licensed by CnaM to provide "a 'broad-format, local radio service' for Galway city and county".*¹⁵ Accordingly, the Parties submitted that Ireland's Classic Hits Radio *"does not compete with Galway Bay [FM] for listeners or advertisers in the same way other stations in Galway City or County would compete."*¹⁶ The Commission's conclusions on the question of any horizontal overlap between the Parties are set out in its competitive analysis below.

Vertical Relationship

16. The Parties submitted in the Merger Notification Form that there are no vertical relationships between Bay Broadcasting and Galway Bay FM.¹⁷

Relevant Markets

Product Market

View of the Parties

17. In the Merger Notification Form, the Parties stated that their respective radio services operate in distinct and non-overlapping segments of the market, both in terms of content and geographic reach.¹⁸ Bay Broadcasting's three stations are *"music driven, niche services, licensed by CnaM to serve narrowly defined audiences"* with a focus on *"specialist music, with a low percentage of news and current affairs compared to local services."*¹⁹ In contrast, Galway Bay FM is a *"broad-based, local radio service licensed to broadcast local news and information to the people of Galway city and county."*²⁰

¹⁴ Merger Notification Form, paragraph 4.1.

¹⁵ Merger Notification Form, paragraph 4.1.

¹⁶ Merger Notification Form, paragraph 4.1.

¹⁷ Merger Notification Form, paragraph 4.2.

¹⁸ Merger Notification Form, paragraph 4.1.

¹⁹ Merger Notification Form, paragraph 4.1.

²⁰ Merger Notification Form, paragraph 4.1.

18. The Parties also contended that there is no overlap between the Parties in the sale of radio advertising, as advertising revenue for local stations is “*generally limited to the advertisement of services and events which are relevant to the locality.*”²¹ As Bay Broadcasting does not operate any station with a sole franchise area of Galway city and county, the Parties stated that there is no actual horizontal overlap between the Parties in either broadcasting or advertising activities.²²

Previous determinations

19. The Commission and the Commission’s predecessor, the Competition Authority (the “Authority”), have considered that a distinction should be drawn between: (i) radio broadcasting, and (ii) the sale of radio advertising.²³
20. In *M/17/056 – Bay/Radio Nova*, despite drawing a distinction between radio broadcasting and the sale of radio advertising, the Commission only considered the sale of radio advertising in assessing the potential competitive effects of that proposed transaction.²⁴
21. In *M/24/020 – Bauer Media/WKW FM Limited (Beat 102 103)*, the Commission assessed the potential competitive effects of that proposed transaction by reference to the sale of radio advertising.²⁵
22. In *M/25/007 – Bauer Radio/Clear Channel Holdings*, although that proposed transaction did not involve a horizontal overlap in radio broadcasting, the Commission assessed that transaction with reference to the supply of radio advertising without coming to a definitive view as to the precise relevant product market.²⁶

Views of the Commission

23. The Commission sees no reason to depart from its approach in *M/17/056 – Bay/Radio Nova*, and more recently in *M/24/020 – Bauer Media/WKW FM Limited (Beat 102 103)*, both of which drew a distinction between radio broadcasting and the sale of radio advertising.

²¹ Merger Notification Form, paragraph 4.1.

²² Merger Notification Form, paragraph 4.1.

²³ See the following determinations of the Authority: [M/07/040 – Communicorp/SRH](#) and [M/13/006 – Clare FM & Terence and Gay Mangan / Tipp FM](#); and the determinations of the Commission in [M/16/033 – News Corp/Wireless](#) paragraphs 21; [M/17/056 – Bay/Radio Nova](#), paragraphs 20-26; [M/19/002 – Kerry FM / Clare Radio, Dreamglade](#), paragraphs 19-22; and [M/22/059 – Bauer Media / Siteridge Limited \(RedFM\)](#), paragraphs 13-15.

²⁴ *M/17/056 – Bay/Radio Nova*, paragraphs 22-26. Available at: <https://www.ccpc.ie/business/wp-content/uploads/sites/3/2017/10/M-17-056-Bay-Radio-Nova-Public.pdf>.

²⁵ *M/24/020 – Bauer Media/WKW FM Limited (Beat 102 103)*, paragraphs 14 and 21. Available at: <https://www.ccpc.ie/business/wp-content/uploads/sites/3/2024/04/M.24.020-Public-Determination.pdf>.

²⁶ *M/25/007 – Bauer Radio / Clear Channel Holdings*, paragraphs 24-26. Available at: <https://www.ccpc.ie/business/wp-content/uploads/sites/3/2025/01/M.25.007-Public-Determination-1.pdf>.

24. The Commission defines markets to the extent necessary depending on the particular circumstances of a given case. In this instance, it is not necessary for the Commission to define the precise relevant product markets because doing so will not alter the Commission's assessment of the competitive effects of the Proposed Transaction. The Commission has assessed the Proposed Transaction by reference to: (i) the sale of radio advertising, and (ii) radio broadcasting.²⁷

Geographic market

Views of the Parties

25. The Parties, in the Merger Notification Form, acknowledged a potential geographic overlap in their respective services, as both Ireland's Classic Hits Radio and Galway Bay FM can be accessed by listeners in Galway city and county. However, the Parties emphasised that this overlap is limited to the availability of their broadcasts in Galway city and county and does not extend to any other operational elements of their respective businesses. As stated in the Merger Notification Form, "[a]ll production, servicing and supply for Galway Bay FM is carried out at its offices in Galway City," while "[a]ll production, servicing and supply for [Ireland's Classic Hits Radio] is carried out at the offices of Bay Broadcasting in Dublin."²⁸

Previous determinations

26. As explained in paragraph 12 above, independent commercial radio stations cannot legally broadcast in the State without a licence issued by CnaM specifying the geographic area within which a radio station can broadcast in the State, pursuant to its CnaM licence. The Commission and the Authority have previously considered the relevant geographic areas in relation to the sale of radio advertising and radio broadcasting in several determinations, including in the Authority's determinations in *M/03/033 – SRH/Capital Radio*²⁹ and *M/07/040 – Communicorp/SRH*.³⁰ The conclusions reached by the Authority and the Commission in their determinations indicate that local radio stations only compete (in terms of listenership and advertising) with other local radio stations that are targeted at the same franchise area.³¹ Any revenue generated through the sale of radio advertising is generally limited to the advertisement of services and events targeted to specific geographic areas of relevance.

²⁷ The Commission considers that the market for radio broadcasting may be considered more narrowly (e.g., by content type), but in this instance the competitive effects of the Proposed Transaction are not affected, no matter how the product market is defined.

²⁸ Merger Notification Form, paragraph 4.3.

²⁹ *M/03/033 – SRH/Capital Radio*, paragraphs 16-17. Available at: https://www.ccpc.ie/business/wp-content/uploads/sites/3/2017/05/Determination_m_03_033_SRH_FM104_p2_PUBLIC.pdf.

³⁰ *M/07/040 – Communicorp/SRH*, paragraph 3.40-3.41. Available at: <https://www.ccpc.ie/business/wp-content/uploads/sites/3/2017/05/M-07-040.Communicorp-SRH.public.pdf>.

³¹ *M/07/040 – Communicorp/SRH*, paragraph 3.40; *M/17/056 – Bay/Radio Nova*, paragraphs 20-26; *M/19/002 – Kerry FM / Clare Radio, Dreamglade*.

27. In M/24/020 – *Bauer Media/WKW FM Limited (Beat 102 103)*, the Commission came to a similar view and applied its reasoning in relation to the competitive dynamics between franchise areas on a regional basis.³²

Views of the Commission

28. As noted above, a radio station can only broadcast to the area in which it is licensed to do so (i.e., its franchise area). Although the Commission has distinguished between separate product markets for the sale of radio advertising and radio broadcasting, the geographic markets within which these product markets are analysed are linked. A radio station can only broadcast within its franchise area, and its advertising tends to be targeted to its franchise area (e.g., local, regional, or national advertising). Galway Bay FM's franchise area is Galway city and county. Ireland's Classic Hits Radio's franchise area includes counties Dublin, Cork, Limerick, Clare and Galway, plus the Dublin Commuter Belt.
29. Although each of the Parties directly sells advertising which is targeted to its franchise area, they also sell advertising indirectly (e.g., via advertising agencies) to national advertisers who run national advertising campaigns on a number of radio stations (local, regional, "Multi-city",³³ and national).
30. The Commission defines markets to the extent necessary depending on the particular circumstances of a given case. In this instance, it is not necessary for the Commission to define the precise relevant geographic markets because doing so will not alter the Commission's assessment of the competitive effects of the Proposed Transaction. For the purposes of its competitive assessment, the Commission has assessed the Proposed Transaction by reference to:
- Radio broadcasting within each of the Parties' franchise areas, i.e., (i) Galway city and county, and (ii) counties Dublin, Cork, Limerick, Clare and Galway, plus the Dublin Commuter Belt;
 - The sale of radio advertising within each of the Parties' franchise areas, i.e., (i) Galway city and county, and (ii) counties Dublin, Cork, Limerick, Clare and Galway, plus the Dublin Commuter Belt; and
 - The sale of radio advertising in the State.

Conclusion on relevant markets

³² M/24/020 – *Bauer Media/WKW FM Limited (Beat 102 103)*, paragraphs 16. Available at: <https://www.ccpc.ie/business/wp-content/uploads/sites/3/2024/04/M.24.020-Public-Determination.pdf>.

³³ The "Multi-city" area comprises the full counties of Dublin, Cork, Limerick, Clare and Galway, and parts of counties Kildare, Meath and Wicklow.

31. For the purposes of carrying out its competitive assessment of the Proposed Transaction, the Commission has assessed the Proposed Transaction by reference to the following potential relevant markets:

- Radio broadcasting within each of the Parties' franchise areas, i.e., (i) Galway city and county, and (ii) counties Dublin, Cork, Limerick, Clare and Galway, plus the Dublin Commuter Belt;
- The sale of radio advertising within each of the Parties' franchise areas, i.e., (i) Galway city and county, and (ii) counties Dublin, Cork, Limerick, Clare and Galway, plus the Dublin Commuter Belt; and
- The sale of radio advertising in the State.

Competitive Analysis

Horizontal Overlap

Radio broadcasting in each of the Parties' franchise areas

32. Although both Ireland's Classic Hits Radio and Galway Bay FM can be accessed by listeners in Galway city and county, the Parties' activities in radio broadcasting differ due to their respective franchise areas.

33. Bay Broadcasting has a licence to broadcast a "Smooth/Easy Listening/Gold service to listeners aged 45+" in the Multi-city area through its station, Ireland's Classic Hits Radio.³⁴ In contrast, WCBHL is only licensed by CnaM to provide a "broad-format local radio service" through Galway Bay FM in Galway city and county.³⁵

34. Although both Parties' radio stations can be accessed in Galway city and county, given that the Parties are licensed by CnaM to broadcast different content to different audiences, the Commission considers that the Parties do not overlap in radio broadcasting in Galway city and county.³⁶

The sale of radio advertising in each of the Parties' franchise areas

35. The Parties stated in the Merger Notification Form that although Ireland's Classic Hits Radio can be received in Galway city and county, the station does not compete with Galway Bay FM for listeners

³⁴ Merger Notification Form, paragraph 3.3.

³⁵ Merger Notification Form, paragraph 4.1.

³⁶ Even if the Commission were to consider that Ireland's Classic Hits Radio and Galway Bay FM overlap to some extent in Galway city and county, this would imply a broader competitive landscape that includes other radio stations with a wider geographic reach, such as iRadio and Newstalk³⁶, in addition to national stations such as RTÉ Radio 1 and Newstalk.

or advertisers in the same way that other stations in Galway city or county compete. They stated that this is because advertising revenue for Ireland's Classic Hits Radio is generated from the sale of advertising, either directly to large advertisers, or indirectly via advertising agencies for the purposes of Multi-city and national advertising campaigns, targeting listeners throughout the Multi-city area.³⁷

36. Even if some degree of competition were assumed between the Parties in Galway city and county, the pool of relevant competitors would necessarily include other radio stations with wider geographic reaches, as well as national broadcasters such as RTÉ Radio 1 and Newstalk. In this broader competitive context, the presence of Ireland's Classic Hits Radio would not materially alter the advertising landscape in Galway city and county. Therefore, the Commission considers that even in that alternative scenario, the impact of the Proposed Transaction on competition would be minimal.
37. The Commission considers that although Bay Broadcasting's Ireland's Classic Hits Radio can be received in County Galway, it does not compete with Galway Bay FM for advertisers. Bay Broadcasting informed the Commission that it cannot sell advertising to County Galway specifically as it does not have regulatory approval to do so.³⁸ Bay Broadcasting can only sell advertising to two specific geographical zones: (i) the Dublin Commuter Belt; and (ii) the counties of Cork, Limerick, Clare and Galway together. WCBHL only sells local advertising directly, for advertising campaigns that target County Galway. Therefore, as Bay Broadcasting cannot advertise specifically to the area in which Galway FM sells advertising and broadcasts, the Commission considers there is no overlap between the Parties insofar as the sale of radio advertising specifically targeting County Galway is concerned.

The sale of radio advertising in the State

38. As stated above, the Parties both sell advertising indirectly, through advertising agencies, to customers who run national advertising campaigns (e.g., national supermarkets). These advertisers place national advertising campaigns on numerous radio stations in the State (i.e., a range of local, Multi-city and national stations).
39. On the basis of the information available to the Commission during its review of the Proposed Transaction, the Commission considers that the Proposed Transaction does not raise any horizontal competition concerns in respect of the sale of radio advertising in the State for the following reasons:

³⁷ Merger Notification Form, paragraph 4.1.

³⁸ Correspondence with Bay Broadcasting's legal representatives dated 26 June 2025, document entitled 'Choice Broadcasting Ltd Replies to CCPC further queries - 26.06.2025.docx', page 2.

40. In the first instance, the Parties do not have a large presence on a national scale. Galway Bay FM is only accessible in Galway city and county, while Bay Broadcasting's stations are only accessible in specific regions. Stations which are active on a national scale include RTÉ Radio 1 (which holds a 20.5% share of overall listenership in the State³⁹); RTÉ 2FM⁴⁰ (with a 5.4% share of listenership); RTE Lyric FM⁴¹ (2.7% share of listenership); Today FM⁴² (7.9% share of listenership); and Newstalk (8.2% share of listenership).⁴³ JNLR estimates that many radio stations (including the local and Multi-city radio stations of the Parties) make up 54.6% of the share of the rest of the listenership in the State.⁴⁴
41. In the second instance, there will remain a number of radio stations active across the State following the implementation of the Proposed Transaction on which advertisers can run national campaigns. These include national radio stations (e.g., RTÉ Radio 1, RTÉ 2FM, RTÉ Lyric, Today FM, and Newstalk), regional radio stations (e.g., iRadio and Beat 102-103), and local radio stations (e.g., Highland Radio,⁴⁵ Midlands 103,⁴⁶ and Radio Kerry⁴⁷).⁴⁸

Conclusion on horizontal effects

42. For the reasons set out above, the Commission considers that the Proposed Transaction does not raise any horizontal competition concerns in the State.

Vertical Overlap

43. The Parties have stated in the Merger Notification Form that the Proposed Transaction does not give rise to any vertical relationship and the Commission has not identified any actual or potential vertical relationship between the Parties. On this basis, the Commission has concluded that the Proposed Transaction does not raise any vertical competition concerns in the State.

³⁹ The "overall listenership" in the State in this context refers to average listenership of all adults over 15 in the State for the period of April 2024 to March 2025, as published by Ipsos Limited, CRO number 465448 ("Ipsos"), and "Joint National Listenership Research", a joint industry research project commissioned and overseen by the JNLR Management Committee, comprising representatives from RTÉ, Today FM, Independent Broadcasters of Ireland, CnaM, and the advertising industry, for the benefit of the Irish radio sector ("JNLR"). See JNLR's press release here: JNLR (2025) *JNLR/Ipsos B&A 2025-1 (April 2024 to March 2025)*. Available at: https://www.ipsos.com/sites/default/files/ct/news/documents/2025-05/JNLR-2025-1-%28MAY%26%23039%3B25%29_Press%20Release-15-5-25.pdf

⁴⁰ "RTÉ 2FM" is operated by RTÉ.

⁴¹ "RTÉ Lyric FM" is operated by RTÉ.

⁴² Bauer is the ultimate parent company of "Today FM".

⁴³ The figures provided relate to the average listenership of all adults over 15 in the State for the period of April 2024 to March 2025, as published by Ipsos Limited, CRO number 465448, and JNLR. See JNLR's press release here: JNLR (2025) *JNLR/Ipsos B&A 2025-1 (April 2024 to March 2025)*. Available at: https://www.ipsos.com/sites/default/files/ct/news/documents/2025-05/JNLR-2025-1-%28MAY%26%23039%3B25%29_Press%20Release-15-5-25.pdf.

⁴⁴ In particular, the referenced 54.6% share encompasses audiences of all local radio stations operating within the State, as well as those of Beat 102-103, Spin South West, iRadio, Ireland's Classic Hits Radio, and Radio Nova.

⁴⁵ Donegal Highland Radio Limited, CRO number 125891.

⁴⁶ Midland Community Radio Services Limited, CRO number 139289.

⁴⁷ Radio Kerry Holdings Limited, CRO number 403482.

⁴⁸ Information regarding the broadcasting areas of these radio stations is available at CnaM's website: [cnam.ie](https://www.cnam.ie/industry-and-professionals/broadcasting-on-demand-digital/radio/) (2025) *Radio*. Available at: <https://www.cnam.ie/industry-and-professionals/broadcasting-on-demand-digital/radio/>.

Conclusion of Competitive Analysis

44. In light of the above, the Commission considers that the Proposed Transaction will not substantially lessen competition in any market for goods or services in the State.

Ancillary Restraints

45. 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 Bay Broadcasting Limited would acquire the entire issued share capital, and thus sole control, of Western Community Broadcasting Holdings Limited, the holding company of Western Community Broadcasting Services Limited trading as Galway Bay FM, 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 subject to the provisions of section 28C(1) of the Competition Act 2002, as amended.⁴⁹

For the Competition and Consumer Protection Commission

Úna Butler

Member

Competition and Consumer Protection Commission

⁴⁹ Section 28C(1) of the Competition Act 2002, as inserted by section 74 of the Competition and Consumer Protection Act 2014.