

MERGER ANNOUNCEMENT M/25/071 – GAA/GAAGO

Section 21 of the Competition Act 2002

Competition and Consumer Protection Commission clears proposed acquisition whereby the Gaelic Athletic Association would acquire sole control of GAAGO Media Limited.

15 December 2025

The Competition and Consumer Protection Commission has today cleared the proposed transaction whereby Gaelic Athletic Association, through Iontaobhas Corparáideach Chumann Lúthchleas Gael Cuideachta Faoi Theorainn Ráthaíochta, would acquire sole control of GAAGO Media Limited. The proposed transaction was notified under the Competition Act 2002, as amended, on 5 November 2025.

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

The Gaelic Athletic Association (GAA) is an unincorporated association of members, with no one member having a controlling interest. The GAA is a community-based volunteer organisation that promotes Gaelic games, including hurling, camogie, Gaelic football and handball. The GAA organises competitions at local and inter-county levels and licenses media rights for its events both domestically and internationally. Iontaobhas Corparáideach Chumann Lúthchleas Gael Cuideachta Faoi Theorainn Ráthaíocht is a company limited by guarantee that is ultimately wholly owned and solely controlled by the Gaelic Athletic Association.

GAAGO Media Limited is a digital media company that distributes Gaelic games content internationally via a subscription-based streaming platform. It holds rights to broadcast GAA matches outside the island of Ireland and provides live and on-demand coverage, highlights, and related content to global audiences.