



# DETERMINATION OF MERGER NOTIFICATION M/25/088 – ICONIC MEDIA/ALPHA MEDIA

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## Section 21 of the Competition Act 2002

### Proposed acquisition by Iconic Media Group Limited, of sole control of Alpha Media Group Limited

Dated 12 January 2026

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#### Introduction

1. On 24 December 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 acquisition whereby Iconic Media Group Limited (“Iconic Media”) would acquire sole control, of Alpha Media Group Limited (“Alpha Media”) (the “Proposed Transaction”).<sup>1</sup>
2. Given that Iconic Media “carries on a media business in the State” (as defined in section 28A(1) of the Act) and Alpha Media carries on a “media business” elsewhere, the Commission considers that the Proposed Transaction falls within a class of merger or acquisition specified for the purposes of section 18(1)(b) of the Act<sup>2</sup> and constitutes a “media merger” for the purposes of Part 3A of the Act<sup>3</sup>.

#### The Proposed Transaction

3. The Proposed Transaction is to be implemented pursuant to a Heads of Agreement dated 19 November 2025 between Iconic Media and The Tontine Rooms Holding Company Limited.<sup>4</sup>
4. The business activities of the undertakings involved are:

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<sup>1</sup> Iconic Media and Alpha Media are collectively referred to as the “Parties” hereafter.

<sup>2</sup> As specified by the Competition Act 2002 (Section 18 (5) and (6)) Order 2007 (S.I. 122/2007).

<sup>3</sup> As defined in section 28A(1) of the Act.

<sup>4</sup> Alpha Media is a wholly owned subsidiary of The Tontine Rooms Holding Company Limited.



### ***The Acquirer – Iconic Media***

- Iconic Media is incorporated in England. Iconic Media Holdings Limited (“Iconic Media Holdings”) is the holding company of Iconic Media. Iconic Media is ultimately owned by Media Concierge Holdings Group Limited (“Media Concierge”).
- As such, Iconic Media is part of the corporate group of Media Concierge, which includes Mediaforce (Ireland) Limited and Formpress Publishing Limited (“Formpress”). Formpress is active in the State as a local digital and newspaper publisher.

### ***The Target – Alpha Media***

- Alpha Media is a wholly owned subsidiary of The Tontine Rooms Holding Company Limited (“Tontine”). Alpha Media is a local newspaper publisher based in Northern Ireland.
  - Alpha Media also owns and operates *YourAdsNI*, an online classifieds and local advertising platform.
5. After examination of the notification, the Commission has concluded that the Proposed Transaction falls within the scope of paragraph 2.1 of the Simplified Merger Notification Procedure Guidelines for assessing certain notifiable mergers or acquisitions under section 18 of the Act since:
- a) none of the undertakings involved in the merger or acquisition are active or potentially active in the same product and geographic markets, or in any market(s) which is upstream or downstream to a market(s) in which another undertaking is active
  - b) none of the exclusions stipulated in paragraphs 2.8 to 2.15 of the SMNPG apply to the undertakings or the markets in which the undertakings operate.

### **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 Iconic Media Group Limited, would acquire the entire issued share capital, and thus sole control, of Alpha Media Group 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 subject to the provisions of section 28C(1) of the Competition Act 2002, as amended.

For the Competition and Consumer Protection Commission

**Alan Scarlett**

**Director**

**Mergers Division**

**Competition and Consumer Protection Commission**