

The Competition College of the BCA has approved conditionally the acquisition of sole control of De Vijver Media by Telenet

The Competition College of the Belgian Competition Authority (BCA) has approved conditionally on 13 May 2019 the acquisition of sole control by Telenet Group BVBA (Telenet) over De Vijver Media NV (DVM).

DVM has a number of subsidiaries including SBS Belgium NV with channels Vier, Vijf and Zes, the programme maker Woestijnvis NV and the advertising agency SBS Sale Belgium NV. Telenet on the one hand and the financial holding companies Waterman and Waterman NV and Mediahuis NV on the other hand had joint control over DVM since 2015. As a result of this transaction, the loss of joint control over various links in the value chain creates a unit with sole control of Telenet over a fully vertically integrated group with the production of content, TV channels and a dominant distribution platform.

The imposed commitments concern in particular the access of TV platforms to DVM channels, the ranking of channels in the digital broadcasting and programme guide of the Telenet platform, the distribution fees, the access of channels to the platform allowing them to advertise in a targeted way on the set-top boxes of the customers of the Telenet platform, and the access to audience data for channels distributed on the Telenet platform.

A trustee will monitor compliance with the commitments.

For more information you may contact:

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The Belgian Competition Authority (BCA) is an independent administrative authority that contributes to the definition and implementation of competition policy in Belgium. Concretely, the BCA pursues anti-competitive practices, such as cartels and abuses of a dominant position, and reviews the main merger operations. The BCA cooperates with the other competition authorities of the member states of the European Union and the European Commission within the European Competition Network (ECN)