

PRESS RELEASE

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The Belgian Competition Authority accepts commitments from Telenet in relation to the allocation and acquisition of broadcasting rights for cyclo-cross races

The Belgian Competition Authority ("BCA") has discontinued its investigation into the grant by the relevant content rights holders and the exclusive acquisition by Telenet BV ("Telenet") of live broadcast rights for cyclocross races.

The BCA considered originally that the agreements between Telenet, on the one hand, and respectively the "V.Z.W. Verenigde veldritorganisatoren" and the Union Cycliste Internationale (UCI), on the other hand, could have the effect of restricting competition on the market for live cyclo-crossing broadcasting rights and on the retail market for television services. Concretely, the competitors of Telenet could have been excluded from the market for cyclo-crossing broadcasting rights, with the consequence of limiting competition for the supply of television services to end users.

Telenet has offered commitments to address the BCA's concerns. These commitments consist, firstly, in the fact that Telenet will only acquire the exclusive broadcasting rights for the Superprestige, the UCI World Cup or the X20 Baths Trophy if these rights are sold through an open, transparent and non-discriminatory tendering procedure. Secondly, Telenet will limit the duration of any exclusive agreement regarding the broadcasting rights for the Superprestige, the UCI World Cup or the X20 Bathrooms Trophy to a maximum of four years. Finally, Telenet will never simultaneously acquire the exclusive broadcasting rights to more than 75% of the number of cyclo-cross races taking place during the same cyclo-cross season.

The BCA considers that the commitments offered by Telenet, which remain in force until the end of the 2026-2027 cyclocross competition season, are proportionate and sufficient to address its concerns and has declared these commitments binding.

The decision will soon be available on the BCA website.

For more information you may contact:

Damien Gerard

Prosecutor general

Tel. +32 (2) 277 76 57

E-mail: damien.gerard@bma-abc.be

Website: www.belgiancompetition.be

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)