An Roinn Turasóireachta, Cultúir,
Ealaíon, Gaeltachta, Spóirt agus Meán
Department of Tourism, Culture,
Arts, Gaeltacht, Sport and Media

14 October 2022

Kevin White
Director
Viaplay Group UK Limited

Via email:

Re: The Proposed Acquisition of FreeSports Limited and Premier Media Broadcasting Limited by Viaplay Group UK Limited

Dear Kevin,

On the foot of the joint notification by FreeSports Limited, Premier Media Broadcasting Limited and Viaplay Group UK Limited to the Minister for Tourism, Culture, Arts, Gaeltacht, Sport and Media received on 2 September 2022, the Department, under Part 3A, Section 28D of the Competition Act 2002 (as amended) (the **Competition Act**), has conducted an initial media merger examination, which has now been concluded.

Based on its findings the Minister has directed me to inform you that she is of the view that the media merger proceeding as proposed will not be contrary to the public interest in protecting the plurality of the media in the State.

Further to this, the Minister considers it appropriate to publish the initial, or "*Phase 1*", report prepared for her by the Department in her initial consideration of the proposed media merger under s. 28D of the Act.

In preparing for the publication of this document, the Minister considers it appropriate to consult with the Parties to the proposed media merger with a view towards identifying and redacting any commercially sensitive information that may be contained in this document. The Minister shall consider matters of commercial sensitivity with regard to s. 36 of the Freedom of Information Act 2014.

This document shall be forwarded to the Parties as soon as may be.

Kind Regards,

Adam Larragy

Principal Officer
Media Policy and Development Unit

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