



## Determination of the Competition Authority

**Determination No. M/03/032 of the Competition Authority, dated 31<sup>st</sup> of October 2003, under Section 21 of the Competition Act, 2002**

**Notification No. M/03/032 – Joint Venture between AZ Direct GmbH and Abacus Direct Holdings GmbH**

### **Introduction**

1. On 13<sup>th</sup> of October 2003 the Competition Authority, in accordance with Section 18 (1) of the Competition Act, 2002 (“the Act”) was notified, on a mandatory basis, of a proposal whereby AZ Direct GmbH (“AZ Direct”) and Blitz 03-1084 GmbH (which is changing its name to Abacus Direct Holdings GmbH, “Abacus Direct”) would establish a Joint Venture partnership that would provide information products and services to the direct marketing industry in German-speaking countries.

### **The Parties**

2. AZ Direct is a German-registered company that is part of the Bertelsmann Group. Within Ireland, companies within the Bertelsmann Group are engaged in the provision of financial services and the manufacture of entertainment products.
3. Abacus Direct is a German-registered company that is part of the DoubleClick group of companies. Within Ireland, DoubleClick provides online marketing technology products and services to direct marketers, Web publishers and advertisers.

### **Analysis**

4. Neither AZ Direct, nor any other companies within the Bertelsmann Group, carry on business in Ireland in the area of providing information products and services to the direct marketing industry. Neither Abacus Direct, nor any other companies within the DoubleClick group, carry on business in Ireland in the area of manufacture of entertainment products or the provision of financial services, other than facilitating finance for DoubleClick’s own Abacus division. Accordingly, there is no significant overlap in the parties’ activities and the proposed transaction does not give rise to competition concerns.

### **Determination**

The Competition Authority, in accordance with Section 21(2) of the Competition Act, 2002, has determined that, in its opinion, the result of the proposed joint venture will not be to substantially lessen competition in markets for goods and services in the State and, accordingly, that the joint venture may be put into effect.



## **Determination of the Competition Authority**

**For the Competition Authority**

**Edward Henneberry  
Member of the Competition Authority**

**31<sup>st</sup> of October 2003**