



Determination No. M/04/059 of the Competition Authority, dated 12th November, under Section 21 of the Competition Act, 2002

Notification No. M/04/059 – The proposed acquisition by Bridgepoint Capital Group Limited of John Brown Publishing Limited

Introduction

1. On 14th October 2004 date 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 Bridgepoint Capital Group Limited (“Bridgepoint”) would acquire John Brown Publishing Limited (“the proposed acquisition”).

The Parties

2. Bridgepoint is active in the management of private equity funds and operates throughout Europe. Bridgepoint does not engage in any activities in Ireland other than through the activities of its portfolio companies.
3. John Brown Publishing Limited is a UK company, which is active in contract publishing. It is predominantly active in the UK and has subsidiaries in the UK and US. It publishes more than 40 titles a year including *The Bloomingdale’s Magazine*, *Sky Magazine* and *Waitrose Food Illustrated*. It is not involved in the publication of newspapers or periodicals consisting substantially of news and comment on current affairs.¹ It does not have any offices in Ireland and its only activities in Ireland involve the supply to B SkyB of an in-house magazine in Ireland and the sale of advertising space in that magazine to Irish advertisers and advertising agencies.

Analysis

4. Some of Bridgepoint’s portfolio companies make sales in Ireland but none of those portfolio companies have any business activities which overlap with the business activities of John Brown Publishing. The proposed acquisition therefore does not give rise to competition concerns.

¹ The proposed acquisition is not, therefore, a media merger within the meaning of the Act.



The Competition Authority
An tÚdarás Iomáíochta

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 acquisition by Bridgepoint Capital Group Limited of John Brown Publishing Limited will not be to substantially lessen competition in markets for goods and services in the State and, accordingly, that the acquisition may be put into effect.

For the Competition Authority

Edward Henneberry
Member of the Competition Authority