



ΚΥΠΡΙΑΚΗ ΔΗΜΟΚΡΑΤΙΑ



ΕΠΙΤΡΟΠΗ ΠΡΟΣΤΑΣΙΑΣ  
ΤΟΥ ΑΝΤΑΓΩΝΙΣΜΟΥ

Decision CPC: 17/2016

Case Number: 8.13.016.10

**THE CONTROL OF CONCENTRATIONS BETWEEN ENTERPRISES LAW  
No. 83(I)/2014**

**Notification of concentration regarding the acquisition of the share capital of  
Sportsman Media Holding GmbH by Sportradar AG**

Commission for the Protection of Competition:

Mrs. Loukia Christodoulou	Chairperson
Mr. Andreas Karidis	Member
Mrs. Eleni Karaoli	Member
Mr. Charis Pastellis	Member
Mr. Theophanis Constandinides	Member

Date of decision: 4 July 2016

**SUMMARY OF THE DECISION**

On the 13<sup>th</sup> of May 2016, the Commission for the Protection of Competition (hereinafter the “Commission”) received on behalf of Sportradar AG (hereinafter the “Sportradar”) a notification of a proposed concentration. The notification was filed according to Section 10 of the Control of Concentrations between Enterprises Law 83(I)/14 (hereinafter the “Law”).

The notification of the proposed concentration concerned the acquisition of the share capital of Sportsman Media Holding GmbH, including its subsidiaries except DuoDomi, Werder Sports, Fareport and WRC Promoter (hereinafter the “Sportsman” or the “Target”) by Sportradar.

Sportsman is a company duly registered in accordance with the laws of Austria. Sportsman is a sporting agency for viewing sporting events. It provides live streams for betting clients and news media companies.

Sportradar is a company duly registered in accordance with the laws of Switzerland. It primarily focuses on collecting, processing, monitoring, and commercializing sports data. Sportradar provides sports-related live data and digital content services for media companies and bookmakers as well as other related services such as statistics, live scores, and live data visualization, live streaming services, and gaming solutions.

The transaction is based on a Sale and Purchase of Shares Agreement between the sellers and Sportradar.

The Commission, taking into account the facts of the concentration, has concluded that this transaction constitutes a concentration within the meaning of section 6 (1) (a) (ii) of the Law, since it leads to a permanent change of control of the Target.

Furthermore, based on the information contained in the notification, the Commission found that the criteria set by section 3 (2) (a) of the Law were satisfied and therefore the notified concentration was of major importance falling within the scope of the Law.

The relevant product markets in this case were defined as: (a) the acquisition and sale of broadcasting rights of sports events to the betting industry, (b) the collection, analysis, process, monitor and provision of sports related data. For the purposes of the present case, the geographic market was defined as that of the Republic of Cyprus.

According to the notification there is no a horizontal overlap or vertical relationship in the relevant products markets in Cyprus.

The Commission, on the basis of the evidence before it, unanimously decided that this concentration does not create or strengthen a dominant position as there is no affected market on the basis of Annex I of the Law.

Furthermore, based on Annex I of the Law, the proposed transaction can have significant effects in other markets. Thus the Commission also examined whether there

were connections between the services provided by the parties, which were neither vertical nor horizontal, but heterogeneous.

The Commission having taken into account the position of the parties, concluded that on the basis of Annex I of the Law and the Guidelines for the assessment of non-horizontal mergers: (a) the acquisition and sale of broadcasting rights of sports events to the betting industry and (b) the collection, analysis, process, monitor and provision of sports related data constitute heterogeneous activities and the said markets are closely related neighboring markets, since the provided services belong to a range of services, purchased usually by the same group of customers, in this case the betting companies, to the same end use, which in this case to provide data to the betting companies customers for more accurate prediction of the results of sporting events.

Thus, the Commission examined the possibility of anti-competitive effects that may result from the concentration of companies of heterogeneous activities.

The Commission, in relation to the conditions analyzed in the assessment of non-coordinated effects concluded that the enterprises involved in the concentration, bearing in mind the fact that the market is characterized by intense competition, they may not consider it possible, and / or economically rational to adopt on a sustainable basis a course on the market aimed at selling at increased prices, since in this case the customers will turn to competitors of Sportradar.

The Commission, on the basis of the evidence before it, unanimously decided that this concentration does not raise serious doubts as to its compatibility with the operation of the competition in the market.

Therefore, the Commission, acting in accordance with section 22 of the Law, unanimously decided not to oppose the notified concentration and declare it as being compatible with the operation of the competition in the market.

LOUKIA CHRISTODOULOU

Chairperson of the Commission for the Protection of Competition