

IPC MEDIA/HORSE DEALS MERGER INQUIRY

Cancellation of merger reference

The Competition Commission (CC) cancelled the reference concerning the proposed acquisition by IPC Media Limited of Horse Deals Ltd on 30 August 2006.

The reference was made to the CC on 16 August 2006 by the Office of Fair Trading under section 33 of the Enterprise Act 2002. The terms of reference required the CC to examine:

- (a) whether arrangements were in progress or in contemplation which, if carried into effect, would result in the creation of a relevant merger situation; and
- (b) if so, whether the creation of that situation may be expected to result in a substantial lessening of competition within any market or markets in the United Kingdom for goods or services including the supply of classified and display advertising space in equestrian magazines, in particular such advertising space suitable for advertising horses for sale.

The CC has received assurances from IPC Media Limited that the proposed acquisition by IPC Media Limited of Horse Deals Ltd has been abandoned. The Chairman of the CC, Mr Peter Freeman, having had regard to those assurances, is satisfied that IPC Media Limited has, within the terms of section 37(1) of the Enterprise Act 2002, abandoned the proposal to make arrangements of the kind mentioned in the reference. The Chairman has consequently cancelled the reference in accordance with his powers under Schedule 7 to the Competition Act 1998.

This cancellation is published in accordance with requirements laid down by sections 107(2)(a) and 107(4) of the Enterprise Act 2002.