

## Competition - Switzerland

Competition Commission clears Bridgepoint/Infront merger

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On December 14 2011 the Competition Commission approved the proposed acquisition of Infront Sports and Media AG by Bridgepoint Capital Group Limited. The preliminary investigation revealed no indication that the proposed concentration could create or strengthen a dominant position in Switzerland. The merger was cleared after a first-stage assessment, without conditions or commitments.

Bridgepoint is an international private equity group, based in the United Kingdom, which focuses on the takeover of middle-sized companies. Infront is a global sports media and marketing group, based in Switzerland, which holds a portfolio of media and marketing rights for various sports.

The Competition Commission found that the proposed transaction would give rise to an overlap only in the sector of the organisation and promotion of motorcycle racing championships. Both Bridgepoint and Infront are active in the motorsport sector: Bridgepoint controls Dorna, a Spanish company which – among other racing championships – organises and promotes the Moto GP championship, while Infront holds the right to organise and manage the Superbike championship. As to the definition of 'product markets' (in particular with respect to advertisers and television broadcasters), the Competition Commission referred to the *CVC/SLEC* decision of the European Commission.<sup>(1)</sup> However, the definition of 'product markets' was eventually left open, since the transaction did not raise competition concerns.

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### Endnotes

(1) March 20 2006, COMP/M 4066.

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