



GAZDASÁGI VERSENYHIVATAL
HUNGARIAN COMPETITION AUTHORITY
years in serving fair competition for consumers

Case number:	Vj-23/2010.
Type of case:	Concentration
Undertaking(s) concerned:	Music Entertainment Magyarország Kereskedelmi Kft (Sony Music Kft) and Showtime Budapest Produkciós és Rendezvény Szolgáltató Kft (Showtime Kft)
Short description:	Music Entertainment Magyarország Kereskedelmi Kft wanted to acquire 51 percent of the shares of Showtime Budapest Produkciós és Rendezvény Szolgáltató Kft. When evaluating the possible affects of the concentration on the Hungarian market, the GVH took into consideration – among others – that there is no overlap between the activities of the Sony and Showtime undertaking groups in Hungary, thus the concentration does not create or strengthen dominant position on the market.
Decision:	With its decision concluded on 31 May 2010 the GVH granted authorisation to Music Entertainment Magyarország Kereskedelmi Kft for acquiring 51 percent of the shares of Showtime Budapest Produkciós és Rendezvény Szolgáltató Kft.
Date:	Budapest, 31 May 2010