



MERGER ANNOUNCEMENT - M/17/034

Competition and Consumer Protection Commission clears proposed establishment of GAAGO Media, a full-function joint venture between RTÉ Commercial Enterprises DAC and the Gaelic Athletic Association.

19 July 2017

On 18 July 2017, the Competition and Consumer Protection Commission cleared the proposed establishment of a full-function joint venture between RTÉ Commercial Enterprises Designated Activity Company and the Gaelic Athletic Association, to be known as GAAGO Media. The proposed transaction was notified under the Competition Act 2002, as amended, on 9 June 2017.

The Commission has formed the view that the proposed transaction will not substantially lessen competition in any market for goods or services in the State. The Commission will publish the reasons for its determination on its website no later than 60 working days after the date of the determination and after allowing the parties the opportunity to request that confidential information be removed from the published version.

Additional Information

RTÉ Commercial Enterprises Designated Activity Company is a wholly-owned subsidiary and the commercial arm of Raidió Teilifís Éireann (“RTÉ”). RTÉ is Ireland's public service media organisation, active in the development and production of programming broadcast via TV, radio and online platforms.

The GAA is Ireland's largest sporting organisation focused on promoting Gaelic games and is headquartered at Croke Park Stadium, Jones Road, Dublin 3. The GAA is an unincorporated association of members, with no one member having a controlling interest. The GAA's ultimate decision making body is its Annual Congress. Between Congresses, operations are overseen by the President of the GAA (elected on a three year term), the Director General (a full-time official) and the Árd Comhairle (Central Council). The GAA has over 2,200 clubs across the island of Ireland and around 400 affiliated clubs internationally.

The Joint Venture will hold certain international digital media rights to GAA events and will show these events via an online subscription service. This service will be known as GAAGO. GAAGO is a multi-platform, multi-device channel that allows subscribers outside the island of Ireland to watch GAA games live or on demand, as well as providing a range of ancillary content to the games, such as highlights and match analysis.