

16 April 2018

ME/6733/18 – Anticipated acquisition by Nielsen of the advertising intelligence division of Ebiquity

**Notice under section 96(2A) of the Enterprise Act 2002 (the Act)
published pursuant to section 107(1)(i) of the Act**

The Competition and Markets Authority (**CMA**) hereby gives notice pursuant to section 96(2A) of the Act that the merger notice provided by Nielsen Company (US) LLC (**Nielsen**) and Ebiquity plc (**Ebiquity**) in relation to the anticipated acquisition by Nielsen of the advertising intelligence division of Ebiquity (the **Merger**) meets the requirements of section 96(2) of the Act.

The initial period defined in section 34ZA(3) of the Act in relation to the Merger will therefore commence on the first working day after the date of this notice, ie 17 April 2018. The deadline for the CMA to announce its decision whether to refer the Merger for a Phase 2 investigation is therefore 13 June 2018.