

**COMPLETED ACQUISITION BY BAUER MEDIA GROUP ('BAUER')
OF CERTAIN BUSINESSES OF CELADOR ENTERTAINMENT
LIMITED, LINCS FM GROUP LIMITED AND WIRELESS GROUP
LIMITED AND THE ENTIRE BUSINESS OF UKRD GROUP LIMITED**

**Revocation Order made by the
Competition and Markets Authority pursuant to
section 72(4)(b) of the Enterprise Act 2002**

Whereas:

- (a) the Competition and Markets Authority ('**CMA**') made initial enforcement orders 2019 (the '**Initial Enforcement Orders**') pursuant to section 72(2) of the Enterprise Act 2002 (the Act) in relation to the acquisition by Bauer Radio Group Limited of certain assets of the Celador Entertainment Limited business on 1 March, certain assets of the Lincs FM Group Limited business on 1 March 2019, and of UKRD Group Limited on 12 March 2019 and Scala Radio LP of certain assets of Wireless Group Limited business on 1 March 2019 (the '**Transactions**');
- (b) the CMA published its final report of its investigation of the Transactions on 12 March 2020 setting out its reasons for the conclusion that each of the Transactions created a relevant merger situation and the creation of those situations have resulted in, or may be expected to result in a substantial lessening of competition ('**SLC**') in the market for the supply of representation for national advertising to independent radio stations in the UK;
- (c) the CMA, having regard to its findings, concluded that a divestiture remedy would not be feasible and concluded that a behavioural remedy which commits Bauer to providing representation for national advertising to independent radio stations in the UK would be an effective and proportionate remedy to the adverse effects arising from the SLC.
- (d) Bauer has agreed to provide undertakings to the CMA to provide representation for national advertising to independent radio stations in the UK; and,

(e) the CMA considers that it is appropriate to revoke the Initial Enforcement Orders.

Now for the purpose of revoking the Initial Enforcement Orders the CMA makes the following order addressed to Bauer Radio Group Limited and Scala Radio (**'Revocation Order'**).

Commencement, application and scope

1. This Revocation Order commences on 14 April 2020.
2. This Revocation Order applies to Bauer Radio Group Limited and Scala Radio LP.
3. The CMA revokes the Initial Enforcement Orders.

Alistair Thompson

Director, Remedies Business and Financial Analysis