Online advertising: the Autorité de la concurrence clears the acquisition of sole control of Teads by Outbrain

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On 18 November 2024, Outbrain notified the *Autorité de la concurrence* of its plan to acquire sole control of Teads, which is currently controlled by the Altice group.

For the first time in a merger control decision, the *Autorité* examined the non-search-related online advertising sector. At the end of its investigation, the *Autorité* cleared the transaction without conditions.

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