

The Autorité de la concurrence unconditionally clears the acquisition of several assets of the Télé 7 Jours brand by Bauer Media France

Published on November 27, 2025

Background

On 6 November 2025, Bauer Media France notified the *Autorité de la concurrence* of its plan to acquire exclusive control of the Télé 7 Jours, Télé 7 Jeux and Télé 7 Jours Jeux magazines, together with a mobile application. At the end of its examination, the *Autorité* has cleared the transaction unconditionally.

The parties to the transaction

Bauer Media Group is a German multimedia conglomerate that has grown to become one of the main magazine publishers in Europe. Bauer Media Group operates in France through its subsidiary Bauer Media France, which is the buyer in the transaction examined by the *Autorité*. Bauer Media France notably publishes the magazines *Télécâble Sat Hebdo*, *Maxi*, *Maxi Cuisine* and *Jeux de Maxi* and their special issues.

The target assets include three magazines published across multiple channels (print, web and social media) – Télé 7 Jours, Télé 7 Jeux and Télé 7 Jours Jeux –, together with a mobile application. Currently, the Télé 7 Jours brand is owned by

CMI France, a subsidiary of the Czech Media Invest group.

The transaction is not likely to harm competition

The *Autorité* analysed the effects of the transaction on the markets for weekly TV guide magazines, puzzle magazines, advertising in weekly TV guide magazines, online editorial sites and online advertising.

According to the information provided by the companies, the position of the new entity in each of those markets is limited (with market shares estimated at less than 25%) and the new entity will face numerous competitors.

On the basis the transaction is not likely to harm competition, the *Autorité* cleared the transaction unconditionally.

DECISION 25-DCC-303 OF 27 NOVEMBER 2025

on the acquisition of exclusive control of assets linked to the Télé 7 Jours brand by Bauer Media France

The full text of the decision (in French) will be available soon

Contact(s)

Nicola Crawford

Communications Officer

—

+33155040151

Contact us by e-mail