The Autorité de la concurrence clears the takeover by the Reworld Media group of Unify, the "digital division" of TF1

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On 22 September 2022, the Reworld Media group notified the Autorité of its plan to take exclusive control of Unify.

Parties to the transaction

The Reworld Media group is a French media group active mainly in the publishing of paper magazines in France (Grazia, Marie Claire, Auto Plus, Closer, Gourmand, Science&Vie, etc.) and the sale of advertising space in these magazines. It also operates editorial websites (telestar.fr, melty.fr, gourmand.viepratique.fr, etc.) and sells advertising space on these websites.

Unify is mainly active in the publishing of paper magazines (Marmiton) and the sale of advertising space in the magazine press, as well as in the operation of editorial websites (aufeminin.com, doctissimo.fr , marmiton.org, etc.), social media (Fraîches, Minute Buzz, Juste Mieux) and the sale of online advertising space.

After examination, the Autorité considers that the transaction is not likely to harm competition

Considering that the transaction is not likely to harm competition, the Autorité cleared the transaction without conditions.

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