



**BEFORE THE
COMPETITION COMMISSION OF PAKISTAN**

FIRST PHASE REVIEW

**ACQUISITION OF % SHAREHOLDING OF M/S. TOWER SPORTS PRIVATE
LIMITED BY M/S. HUM NETWORK LIMITED**

CASE: 1363/Merger-CCP/23

Commission




Ms. Rahat Kaunain Hassan
Chairperson

ORDER

1. On April 04, 2023, Competition Commission of Pakistan ("Commission") received a pre-merger application ("Application") of a proposed acquisition under Section 11 of the Competition Act, 2010 ("Act") read with Regulation 6 of the Competition (Merger Control) Regulations, 2016 ("Merger Regulations") whereby M/s. Hum Network Limited ("Acquirer") intends to acquire % shareholding of M/s. Tower Sports Private Limited ("Target") from the selling shareholders, listed in 2(i)(c) below.
2. The Commission has examined the Application as well as all the documents attached therewith and the information provided by the concerned undertaking(s). The Phase I competition assessment of the intended transaction has revealed the following facts:
 - i. The business activities of the undertakings concerned are:
 - a. The Acquirer: M/s. Hum Network Limited ('HNL') is a publicly listed company registered on the Pakistan Stock Exchange. HNL's principal business is launching transnational satellite channels and presenting a wide variety of cultural, heritage, and news programs. Its core areas of operation are production, advertising, entertainment, and media marketing. Its products/services include channels and magazines. HNL covers a diverse range of programs through its various broadcasting platforms like HUM TV, HUM Sitaray, HUM Masala, HUM News, and HUM World.
 - b. The Target: M/s. Tower Sports Private Limited ('TSPL') is a private limited company incorporated in Pakistan on 7th July, 2003. TSPL is engaged in the production of sports content and operates in the market of production, marketing, and distribution of sports media in Pakistan.
 - c. The following shareholders are desirous of collectively selling their % shareholding in Target to the Acquirer:
 - i. Nighat Qureshi
 - ii. Inam ur Rehman
 - ii. The proposed transaction involves the acquisition of % shareholding of Target. The total consideration for the transaction is estimated to be PKR
 - iii. The Relevant Product market in this case has been identified as "Production and Distribution of Sports Content" and the relevant geographic market is "Pakistan".
 - iv. According to the applicant, Target has executed a non-exclusive agreement with MSM Asia Limited (Ten Sports) and has obtained a landing rights license from PEMRA to distribute its content in the relevant geographic market.
 - v. As per application the market share of TSPL is % in the relevant product market, however, its competitors PTV and A-TV holds % and % market share respectively. The merger parties are not engaged in any upstream or downstream markets related to each other's business activities, hence, post-transaction the market position of the merger parties will remain unchanged.



3. The proposed transaction does not meet the presumption of dominance as determined under Section 2(1)(e) read with Section 3 of the Act. Hence, it is hereby authorized under Section 31(1)(d)(i) of the Act.
4. In the subject transaction, matters which may fall outside the scope of the Commission's purview remain subject to the applicable laws.
5. It is so ordered.


(Ms. Rahat Kaunain Hassan) _____
Chairperson



Islamabad, the MAY 5th, 2023.