

[DE] Bertelsmann and Canal+ Set Up a New Company

IRIS 1995-4:1/26

*Volker Kreutzer
Institute of European Media Law (EMR), Saarbrücken/Brussels*

Bertelsmann AG and the French TV channel Canal+ have set up a joint venture for the acquisition of TV broadcasting rights. Final decisions on the legal structure and the location of the head quarters are yet to be taken but until then, the company will operate under the name "Canal+UFA" in Hamburg. The company's primary activity will be to acquire and market television broadcasting rights.

