

Commission Decision of 10 December 2008 on Aid Measure C
11/08 (ex N 908/06) planned by Poland in favour of BVG Medien
Beteiligungs GmbH (notified under document C(2008) 7813) (Only
the Polish text is authentic) (Text with EEA relevance) (2009/837/EC)

- Article 1 The State aid which Poland is planning to implement in...
Article 2 The Polish authorities shall submit a detailed final report within...
Article 3 This Decision is addressed to the Republic of Poland.
Signature

Changes to legislation: This version of this Decision was derived from EUR-Lex on IP completion day (31 December 2020 11:00 p.m.). It has not been amended by the UK since then. Find out more about legislation originating from the EU as published on legislation.gov.uk. (See end of Document for details)

- (1) [OJ C 159, 24.6.2008, p. 18.](#)
- (2) The initial two-month period within which the assessment must be completed started to run on 3 January 2007.
- (3) [OJ C 70, 19.3.2002, p. 8.](#)
- (4) See footnote 1.
- (5) PL 1/2004 — Commission letter of 13 August 2004 (C(2004) 3230/5).
- (6) See Section 5.4.2.
- (7) Business secret
- (8) On the basis of the PLN/EUR exchange rate when the aid was granted, i.e. 4,6474.
- (9) Regional aid scheme for enterprises conducting business activity in special economic zones. Commission letter of 9 March 2005 (C(2005) 735).
- (10) Measured in purchasing power standard.
- (11) ‘Take a Break’ is the best-selling women’s weekly in the UK with a circulation of over 1 million copies.
- (12) COMP/M.4893 — Quebecor World/RSDB.
- (13) EU-27 data used as a proxy.
- (14) The data provided by Poland indicate market shares of [0-5] % in 2003 and [0-5] % in 2010 on the combined market. These figures do not appear to take sales by the offset printing works belonging to Bauer Verlag into account. Since, however, Poland specified during the initial assessment phase that the Bauer Verlag group has only two offset printing houses with low production capacity (total capacity of approximately 50 000 tonnes per year), the correct market shares on the combined offset and rotogravure market are marginally higher than those indicated by the Polish authorities.
- (15) EU-27 data used as a proxy, GDP in EUR million at 1995 prices.
- (16) COMP/M.3178 — Bertelsmann Springer/JV.
- (17) The season for the majority of catalogue orders runs from July to June of the following year.
- (18) The first of these concerns WeltBild, and price negotiations are still ongoing. However, the fact that this customer has already cooperated with BVG in the past makes it very likely that the order will be confirmed. The second concerns materials for Carrefour for which a price has already been agreed and a sample print run has been prepared, but no formal contract has been signed to date. In both cases, printing was to begin in July 2008.
- (19) The figures for overall EEA consumption in volume terms are based on data from the European Rotogravure Association (ERA), as submitted by the Polish authorities. The breakdown of overall consumption/sales into the sub-segments for magazines and catalogues/inserts has been provided by MillwardBrown SMG/KRC.
- (20) The examples presented concerning distribution and servicing of geographical markets also include offset printing works. However, the Polish authorities believe that the production method for the finished product (magazines) is not relevant from the supply perspective, as the production technology has no bearing on distribution channels.
- (21) http://www.prinovis.de/en/unternehmen/aktuelle_nachrichten/2008/03/neuer-frankreich-auftrag-fuer-prinovis.php
- (22) [OJ C 54, 4.3.2006, p. 13.](#)
- (23) [OJ L 74, 10.3.1998, p. 9.](#)
- (24) As the aid is provided in the form of tax exemption, the net grant equivalent of the aid is equal to its gross grant equivalent.
- (25) Except for the printing of newspapers where the poor quality of the newsprint has an adverse effect on the technical condition of machinery intended for use with high quality materials (e.g. magazines). Therefore newspapers are printed in cold set web offset or in flexography.
- (26) Cf. footnote 11 above.

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- (27) [http://www.era.eu.org/upload/File/press_releases/PressReleaseDrupa08_eng\(2\).doc](http://www.era.eu.org/upload/File/press_releases/PressReleaseDrupa08_eng(2).doc)
- (28) Decision of 3 May 2005 in Case No COMP/M.3178 – Bertelsmann/Springer/JV.
- (29) Cf. footnote 11 above.
- (30) In the case of Belgium this was defined as the Netherlands, Eastern Germany and Northern France and in the case of Sweden at least all rotogravure facilities in Finland, Northern Germany, Denmark and the Netherlands.
- (31) The Polish office of Millward Brown International, one of the largest independent market research companies.
- (32) The European Rotogravure Association (ERA) is the leading international organisation of the rotogravure industry. It is a not-for-profit organisation which supports users of rotogravure technology.

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