

## The CNMC approves with commitments the purchase of Zankyou by Wedding Planner.

- The transaction concerns the provision of online search services related to weddings and the market for digital platforms offering wedding planning services in Spain.
- Wedding Planner has committed, among other things, not to impose any exclusivity on the commercial users of its platforms.

**Madrid, 11 January 2023.-** The CNMC has authorised, subject to compliance with a number of commitments, the purchase of Zankyou by Wedding Planner ([C/1318/22](#)).

Following the conclusion of the investigation, the CNMC considers that the commitments offered by Wedding Planner are sufficient to remedy the competition concerns raised by the merger.

### Sectors affected

The purchase of Zankyou concerns the provision of online search services related to weddings and the market for digital platforms offering wedding planning services in Spain.

There are **two sides** to this type of market. On the one hand, a single platform offers information, products, services and tools to couples organising their weddings (end users). On the other hand, companies (commercial users) are given a platform that increases the visibility and awareness of their products and services, often through paid advertising.

### Risks to competition

Wedding Planner is the leading online wedding planning platform in Spain, with Zankyou as its main competitor.

The transaction, therefore, **reinforces Wedding Planner's leadership**, leading to horizontal overlaps with significant market share additions. Moreover, the purchase of Zankyou will increase the existing **barriers to entry** in this market, such as economies of scale and network economies (the more end-users a platform has, the more attractive it is for commercial users who advertise on it and for other end-users). However, these barriers are not insurmountable and the technological complexity of the market is not very high.

It is, therefore, a market with some **dynamism**: online providers with established audiences and traffic have entered the market, and platforms operating in other

geographic areas could enter it as well. In addition, although general search engines and social networks are not part of the same market, they do exert some **competitive pressure** on these platforms.

According to the CNMC's investigation, prior to the transaction, the parties' users were simultaneously present on several platforms and **exclusivity strategies** were not widespread. However, the operation will strengthen Wedding Planner's ability and incentive to impose exclusivity agreements on its commercial users. This could limit the ability of competitors to grow or enter the market, as they would not be able to access the main commercial users.

As long as the parties do not engage in exclusivity agreements, the CNMC considers that the transaction **does not entail risks of price increases** for commercial users, given that several factors can mitigate them (competitive pressure from other wedding platforms, from potential competitors and from other operators such as general search engines or social networks).

### **Commitments offered by Wedding Planner**

The CNMC deemed the following commitments offered by Wedding Planner sufficient to mitigate risks to competition:

- **Not including exclusivity clauses or incentives** in contracts with commercial users that use the services of the parties' wedding platforms in Spain.
- **Not penalising** their commercial users for using third-party services.
- **Informing** their commercial users of the commitments.

These commitments are aimed at facilitating the development of alternative online platforms by preventing formal or de facto exclusivity agreements with commercial users, which could impede the growth of alternative competitors.

**[\(Click here for further details on the CNMC's assessment of mergers\)](#)**.