Accenture – Ziff Davis' connectivity business

MN-10013

Phase 1 Determination

Acquisition may be put into effect

14 May 2026

1. Determination and statement of reasons

Notified acquisition	Accenture Inc. (**Accenture**) proposes to acquire Ziff Davis, Inc.'s (**Ziff Davis**) connectivity business comprising various entities and assets (the **Target**) through a securities purchase agreement (the **Acquisition**).
Determination	The Australian Competition and Consumer Commission has determined under section 51ABZE(1) of the C*ompetition and Consumer Act 2010* (Cth) that the Acquisition may be put into effect.
Parties to the Acquisition	The acquirer, Accenture, is a global professional services company headquartered in Dublin, Ireland. It provides a range of professional services designed to assist the public and private sectors to navigate digital transformation, optimise operations, and build advanced technological capabilities. In Australia, Accenture (through its 'umlaut' brand) provides network assessment services, among other services. Ziff Davis (NASDAQ: ZD) is a digital media and internet company. The Target comprises Ziff Davis' globally active connectivity businesses, including its "Ookla", "Speedtest", "Ekahau", "RootMetrics" and "Downdetector" brands. The focus of the Target business is the collection and provision of network connectivity data, which can be used by customers for marketing purposes or by telecom operators' engineering teams for network optimisation purposes. In Australia, the Target supplies: ▪ network performance measurement, monitoring, benchmarking, and diagnostic software and tools; ▪ related data products, analytical insights and services, including the collection and analysis of network performance, experience and availability; ▪ reliability data across fixed broadband, mobile, satellite and Wi-Fi networks; and ▪ enterprise wireless network management, planning and optimisation solutions.
Overlap between the parties	Accenture and the Target (together, the **Parties**) overlap in the supply of network assessment services in Australia, comprising the measurement and analysis of connectivity, performance and end-user experience used to compare fixed and mobile broadband networks/providers and diagnose relative strengths and weaknesses. In Australia, Accenture supplies network assessment services through its umlaut brand, and the Target supplies network assessment services through its Speedtest brand.
Reasons for determination	When making a determination in Phase 1, the Australian Competition and Consumer Commission (**ACCC**) undertakes a competition assessment and considers whether it is appropriate for an acquisition to be approved or subject to further assessment in Phase 2 in accordance with section 51ABZJ of the C*ompetition and Consumer Act 2010* (Cth) (the **Act**). In doing so, the ACCC must have regard to the object of the Act and all relevant matters, including the interests of consumers.

	For more information about the ACCC's approach to considering notified acquisitions, see the ACCC's merger assessment guidelines and interim merger process guidelines. In conducting its competition assessment, the ACCC has considered the information and documents that were submitted with the notification form, information from third parties and other information available to the ACCC. The ACCC has determined that the Acquisition may be put into effect as it considers that the Acquisition is unlikely to have the effect of substantially lessening competition in any market. In reaching its decision, and based on the material before it, the ACCC makes the following findings: • there is limited overlap between the Parties in the supply of network assessment services in Australia; • the market share aggregation resulting from the Acquisition is estimated to be low; • post-acquisition, the merged entity will continue to face competition from multiple alternative suppliers of network assessment services.
Applications for review	A notifying party, or other person who has been allowed to do so by the Australian Competition Tribunal, may apply for review if they are dissatisfied with the determination. Pursuant to section 100C of the Act, applications for review of the determination are to be made to the Australian Competition Tribunal before the end of 14 calendar days after this statement of reasons was included on the ACCC's Acquisitions Register. To confirm whether there has been any application for review, please contact the Australian Competition Tribunal.

Determination made by Commissioner Woodward pursuant to a delegation under section 25(1) of the Act