

**Ireland-Co. na Gaillimhe: Advertising services**  
**OJ S 40/2019 26/02/2019**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

---

**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: TG4

National registration number: N/A

Postal address: Oifigeach Sólathair

Town: Co. na Gaillimhe

NUTS code: IE Éire / Ireland

Postal code: Baile na hAbhann

Country: Ireland

Contact person: Síle Bhreathnach

E-mail: [sile.bhreathnach@tg4.ie](mailto:sile.bhreathnach@tg4.ie)

Telephone: +353 91505050

Fax: +353 91505021

**Internet address(es):**

Main address: <http://www.tg4.ie>

Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/1145>

**I.4. Type of the contracting authority**

Other type: Statutory Body

**I.5. Main activity**

Other activity: Broadcaster

---

**Section II: Object**

**II.1. Scope of the procurement**

**II.1.1. Title**

Commercial Airtime Sales and Sponsorship/Product Placement for Linear and Non Linear Sales

Reference number: TG4 Airtime Sales

**II.1.2. Main CPV code**

79341000 Advertising services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

In summary, the main requirement of services is to generate maximum revenue for TG4, having regard to TG4s' ethos and public service remit and to provide the necessary credit control and risk management.

#### **II.1.6. Information about lots**

This contract is divided into lots: yes

#### **II.1.7. Total value of the procurement**

Value excluding VAT: 1 440 000,00 EUR

### **II.2. Description**

#### **II.2.1. Title**

Commercial Airtime Sales and Sponsorship/Product Placement for Linear and Sales  
Lot No: 1

#### **II.2.2. Additional CPV code(s)**

72212480 Sales, marketing and business intelligence software development services,  
79340000 Advertising and marketing services

#### **II.2.3. Place of performance**

NUTS code: IE Éire / Ireland  
Main site or place of performance: Dublin

#### **II.2.4. Description of the procurement**

The successful tenderer will be required to set airtime sales targets, sponsorship targets and ancillary income targets including product placement for the following years and provide a basis for targets and full details of mechanisms used in setting targets:

- airtime sales: 2019, 2020 and 2021,
- sponsorship: 2019, 2020 and 2021,
- product placement: 2019, 2020 and 2021.

#### **II.2.5. Award criteria**

Price

#### **II.2.11. Information about options**

Options: no

#### **II.2.13. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
no

#### **II.2.14. Additional information**

### **II.2. Description**

#### **II.2.1. Title**

Commercial Airtime Sales and Sponsorship/Product Placement for Non-Linear and Sales  
Lot No: 2

#### **II.2.2. Additional CPV code(s)**

72212480 Sales, marketing and business intelligence software development services,  
79340000 Advertising and marketing services

#### **II.2.3. Place of performance**

NUTS code: IE Éire / Ireland

#### **II.2.4. Description of the procurement**

The successful tenderer will be required to set non-linear advertising sales targets for the following years and provide basis for targets and full details of mechanisms used in setting targets:

— non-linear advertising sales to include video and display across all platforms: 2019, 2020 and 2021.

#### **II.2.5. Award criteria**

Price

#### **II.2.11. Information about options**

Options: no

#### **II.2.13. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
no

#### **II.2.14. Additional information**

### **Section IV: Procedure**

---

#### **IV.1. Description**

##### **IV.1.1. Type of procedure**

Open procedure

##### **IV.1.3. Information about a framework agreement or a dynamic purchasing system**

##### **IV.1.8. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: no

#### **IV.2. Administrative information**

##### **IV.2.1. Previous publication concerning this procedure**

Notice number in the OJ S: [2018/S 155-355964](#)

##### **IV.2.8. Information about termination of dynamic purchasing system**

##### **IV.2.9. Information about termination of call for competition in the form of a prior information notice**

### **Section V: Award of contract**

---

**Contract No:** 1

**Title:**

Commercial Airtime Sales and Sponsorship/Product Placement for Linear and Sales

A contract/lot is awarded: yes

#### **V.2. Award of contract**

##### **V.2.1. Date of conclusion of the contract**

01/02/2019

**V.2.2. Information about tenders**

Number of tenders received: 1

Number of tenders received by electronic means: 1

The contract has been awarded to a group of economic operators: no

**V.2.3. Name and address of the contractor**

Official name: Post Publications Ltd

National registration number: 6546264J

Postal address: 19-26 Pembroke St Lower

Town: Dublin

NUTS code: IE0 Ireland

Postal code: Dublin 2

Country: Ireland

E-mail: [amillington@posttv.ie](mailto:amillington@posttv.ie)

Telephone: +353 868108186

The contractor is an SME: no

**V.2.4. Information on value of the contract/lot**

Total value of the contract/lot: 1 440 000,00 EUR

**V.2.5. Information about subcontracting****Section V: Award of contract**

---

**Contract No:** 2

**Title:**

Commercial Airtime Sales and Sponsorship/Product Placement for Non-Linear and Sales

A contract/lot is awarded: yes

**V.2. Award of contract****V.2.1. Date of conclusion of the contract**

01/02/2019

**V.2.2. Information about tenders**

Number of tenders received: 1

Number of tenders received by electronic means: 1

The contract has been awarded to a group of economic operators: no

**V.2.3. Name and address of the contractor**

Official name: Post Publications Ltd

National registration number: 6546264J

Postal address: 19-26 Pembroke St Lower

Town: Dublin

NUTS code: IE0 Ireland

Postal code: Dublin 2

Country: Ireland

E-mail: [amillington@posttv.ie](mailto:amillington@posttv.ie)

Telephone: +353 868108186

The contractor is an SME: no

**V.2.4. Information on value of the contract/lot**

Total value of the contract/lot: 1 440 000,00 EUR

**V.2.5. Information about subcontracting****Section VI: Complementary information**

---

**VI.3. Additional information****VI.4. Procedures for review****VI.4.1. Review body**

Official name: TG4

Postal address: Baile na hAbhann

Town: Co na Gaillimhe

Postal code: H91 X4T0

Country: Ireland

E-mail: [sile.bhreathnach@tg4.ie](mailto:sile.bhreathnach@tg4.ie)

**VI.5. Date of dispatch of this notice**

21/02/2019