

France-Paris: Motion picture and video tape production and related services
OJ S 40/2022 25/02/2022
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: service d'information du Gouvernement

Postal address: 20 avenue ségur

Town: Paris Cedex 07

NUTS code: FR101 Paris

Postal code: 75340

Country: France

E-mail: Sig-marches@pm.gouv.fr

Telephone: +33 142757872

Internet address(es):

Main address: <http://www.gouvernement.fr>

Address of the buyer profile: <http://www.marches-publics.gouv.fr>

I.4. Type of the contracting authority

Ministry or any other national or federal authority, including their regional or local subdivisions

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

production de contenus graphiques, audiovisuels et numériques

Reference number: AOO_2021_07

II.1.2. Main CPV code

92110000 Motion picture and video tape production and related services

II.1.3. Type of contract

Services

II.1.4. Short description

le présent marché a pour objet la production de contenus graphiques, audiovisuels et numériques. A ce titre, le SIG souhaite être accompagné par une ou plusieurs agences dotées d'expertises de qualité en matière de production de contenus graphique, audiovisuel et numérique

II.1.6. Information about lots

This contract is divided into lots: yes

II.1.7. Total value of the procurement

Value excluding VAT: 11 105 116,82 EUR

II.2. Description

II.2.1. Title

production de vidéo-reportages

Lot No: 1

II.2.2. Additional CPV code(s)

92000000 Recreational, cultural and sporting services, 92110000 Motion picture and video tape production and related services

II.2.3. Place of performance

NUTS code: FR101 Paris

II.2.4. Description of the procurement

ce marché a pour objet la production de vidéos en live, de reportages ou de vidéos au smartphone dite instantanée pour le compte de l'administration, dans le cadre d'un marché interministériel, sous mandat des achats de l'état

II.2.5. Award criteria

Quality criterion - Name: Valeur Technique / Weighting: 60

Cost criterion - Name: Coût des prestations / Weighting: 40

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

conception de sites Internet et de produits numériques

Lot No: 2

II.2.2. Additional CPV code(s)

72000000 IT services: consulting, software development, Internet and support

II.2.3. Place of performance

NUTS code: FR101 Paris

II.2.4. Description of the procurement

ce marché a pour objet l'exécution des prestations en design UI, design UX, conception produits, déploiements produits et supports produits pour les sites Internet et plateformes numériques de communication de l'état

II.2.5. Award criteria

Quality criterion - Name: Valeur Technique / Weighting: 60

Cost criterion - Name: Coût des prestations / Weighting: 40

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

développement de sites Internet et de produits numériques
Lot No: 3

II.2.2. Additional CPV code(s)

72000000 IT services: consulting, software development, Internet and support

II.2.3. Place of performance

NUTS code: FR101 Paris

II.2.4. Description of the procurement

ce marché a pour objet l'exécution des prestations des prestations de développement front-end et back-end en méthode agile pour les sites Internet et plateformes numériques de communication de l'état

II.2.5. Award criteria

Quality criterion - Name: Valeur Technique / Weighting: 60
Cost criterion - Name: Coût des prestations / Weighting: 40

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

modération des discussions sur les espaces numériques de communication
Lot No: 4

II.2.2. Additional CPV code(s)

72000000 IT services: consulting, software development, Internet and support

II.2.3. Place of performance

NUTS code: FR101 Paris

II.2.4. Description of the procurement

ce marché a pour objet l'accompagnement dans la modération et l'animation des discussions sur les espaces numériques de communication de l'état, notamment les réseaux sociaux, dans le cadre d'un marché interministériel, sous mandat des achats de l'état

II.2.5. Award criteria

Quality criterion - Name: Valeur Technique / Weighting: 60

Cost criterion - Name: Coût des prestations / Weighting: 40

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

productions audiovisuelles complexes

Lot No: 5

II.2.2. Additional CPV code(s)

92000000 Recreational, cultural and sporting services, 92110000 Motion picture and video tape production and related services

II.2.3. Place of performance

NUTS code: FR101 Paris

II.2.4. Description of the procurement

ce marché a pour objet la production de vidéos nécessitant une réflexion en amont en raison d'une spécificité technique ou d'un besoin de concept de réalisation pour le compte de l'administration, dans le cadre d'un marché interministériel, sous mandat des achats de l'état. Par opposition au tournage de type reportage journalistique en équipe réduite, le tournage complexe pourra faire appel à des équipes plus conséquentes pour mettre en ?uvre des projets spécifiques

II.2.5. Award criteria

Quality criterion - Name: Valeur Technique / Weighting: 60

Cost criterion - Name: Coût des prestations / Weighting: 40

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

production de podcasts et d'enregistrements sonores

Lot No: 6

II.2.2. Additional CPV code(s)

92110000 Motion picture and video tape production and related services

II.2.3. Place of performance

NUTS code: FR101 Paris

II.2.4. Description of the procurement

ce marché a pour objet la création, l'enregistrement, l'édition et la distribution de contenus sonores, dans le cadre d'un marché interministériel, sous mandat des achats de l'état

II.2.5. Award criteria

Quality criterion - Name: Valeur Technique / Weighting: 60

Cost criterion - Name: Coût des prestations / Weighting: 40

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

production de photo-reportages

Lot No: 7

II.2.2. Additional CPV code(s)

22315000 Photographs

II.2.3. Place of performance

NUTS code: FR101 Paris

II.2.4. Description of the procurement

ce marché a pour objet la production de photo-reportages pour le compte de l'administration, dans le cadre d'un marché interministériel, sous mandat des achats de l'état

II.2.5. Award criteria

Quality criterion - Name: Valeur Technique / Weighting: 60

Cost criterion - Name: Coût des prestations / Weighting: 40

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

production de contenus éditoriaux

Lot No: 8

II.2.2.

Additional CPV code(s)

79341100 Advertising consultancy services

II.2.3. Place of performance

NUTS code: FR101 Paris

II.2.4. Description of the procurement

ce marché a pour objet la production de contenus éditoriaux à destination de sites Internet pour le compte de l'administration, dans le cadre d'un marché interministériel, sous mandat des achats de l'état

II.2.5. Award criteria

Quality criterion - Name: Valeur Technique / Weighting: 60

Cost criterion - Name: Coût des prestations / Weighting: 40

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**

production de contenus graphiques

Lot No: 9

II.2.2. Additional CPV code(s)

92110000 Motion picture and video tape production and related services

II.2.3. Place of performance

NUTS code: FR101 Paris

II.2.4. Description of the procurement

ce marché a pour objet la production de contenu graphique pour le compte de l'administration, dans le cadre d'un marché interministériel, sous mandat des achats de l'état

II.2.5. Award criteria

Quality criterion - Name: Valeur Technique / Weighting: 60

Cost criterion - Name: Coût des prestations / Weighting: 40

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**

référencement naturel

Lot No: 10

II.2.2. Additional CPV code(s)

79341100 Advertising consultancy services

II.2.3. Place of performance

NUTS code: FR101 Paris

II.2.4. Description of the procurement

ce marché a pour objet la mise en place et l'optimisation du référencement naturel des sites Internet et plateformes numériques de communication de l'état, dans le cadre d'un marché interministériel, sous mandat des achats de l'état

II.2.5. Award criteria

Quality criterion - Name: Valeur Technique / Weighting: 60

Cost criterion - Name: Coût des prestations / Weighting: 40

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

The procurement involves the establishment of a framework agreement

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

The procurement is covered by the Government Procurement Agreement: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2021/S 213-562354](#)

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: IG_AOO_2021_07

Lot No: 1

Title:

lot 1 : Production de vidéo-reportages

A contract/lot is awarded: yes

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

02/02/2022

V.2.2. Information about tenders

Number of tenders received: 9

The contract has been awarded to a group of economic operators: yes

V.2.3. Name and address of the contractor

Official name: successive [Interneto Sa]

Postal address: 99 rue du faubourg saint martin

Town: Paris

NUTS code: FR101 Paris

Postal code: 75010

Country: France

E-mail: Gestion@successive.fr

Internet address: <http://successive.fr>

The contractor is an SME: no

V.2.3. Name and address of the contractor

Official name: la netscouade

Postal address: 8 passage Brûlon

Town: Paris

NUTS code: FR101 Paris

Postal code: 75012

Country: France

E-mail: Ao@lanetscouade.fr

Internet address: <https://lanetscouade.com>

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 4 000 000,00 EUR

Total value of the contract/lot: 1 264 350,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section V: Award of contract

Contract No: SIG_AOO_2021_07

Lot No: 2

Title:

lot 2 : Conception de sites Internet et de produits numériques

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

02/02/2022

V.2.2. Information about tenders

Number of tenders received: 11

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

V.2.3. Name and address of the contractor

Official name: la netscouade

Postal address: 8 passage brulon

Town: Paris

NUTS code: FR101 Paris

Postal code: 75012

Country: France

E-mail: Ao@lanetscouade.fr

Internet address: <https://lanetscouade.com/>

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 4 800 000,00 EUR

Total value of the contract/lot: 1 221 954,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section V: Award of contract

Contract No: SIG_AOO_2021_07

Lot No: 3

Title:

lot 3 : Développement de sites Internet et de produits numériques

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

02/02/2022

V.2.2. Information about tenders

Number of tenders received: 8

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

V.2.3. Name and address of the contractor

Official name: actimage consulting sas

Postal address: 15 rue du louvre

Town: Paris

NUTS code: FR101 Paris

Postal code: 75001

Country: France

Internet address: <https://www.actimage.com/fr/>

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 6 000 000,00 EUR

Total value of the contract/lot: 3 517 500,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section V: Award of contract

Contract No: SIG_AOO_2021_07

Lot No: 4

Title:

lot 4 : Modération des discussions sur les espaces numériques de communication

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

02/02/2022

V.2.2. Information about tenders

Number of tenders received: 2

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

V.2.3. Name and address of the contractor

Official name: netino (Netino by Webhelp)

Postal address: 4 avenue de l'opéra

Town: Paris

NUTS code: FR101 Paris

Postal code: 75001

Country: France

Internet address: <https://netino.fr/>

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 1 400 000,00 EUR

Total value of the contract/lot: 129 950,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section V: Award of contract

Contract No: SIG_AOO_2021_07

Lot No: 5

Title:

lot 5: Productions audiovisuelles complexes

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

02/02/2022

V.2.2. Information about tenders

Number of tenders received: 11

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

V.2.3. Name and address of the contractor

Official name: successive [Interneto Sa]

Postal address: 99 rue du Faubourg Saint-Martin 75010 Paris

Town: Paris

NUTS code: FR101 Paris

Postal code: 75010

Country: France

E-mail: Gestion@successive.fr

Internet address: <http://successive.fr/>

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 1 800 000,00 EUR

Total value of the contract/lot: 211 560,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section V: Award of contract

Contract No: SIG_AOO_2021_07

Lot No: 6

Title:

lot 6 : Podcasts et enregistrements sonores

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

02/02/2022

V.2.2. Information about tenders

Number of tenders received: 10

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

V.2.3. Name and address of the contractor

Official name: mediameting sas

Postal address: 99 route d'Espagne - bAT A1 - 31 100 Toulouse

Town: Toulouse

NUTS code: FRJ23 Haute-Garonne

Postal code: 31100
Country: France
Internet address: <https://www.mediameeting.fr/>
The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 1 200 000,00 EUR
Total value of the contract/lot: 229 982,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section V: Award of contract

Contract No: SIG_AOO_2021_07

Lot No: 7

Title:

lot 7 : Production de photo-reportages

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

02/02/2022

V.2.2. Information about tenders

Number of tenders received: 4

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

V.2.3. Name and address of the contractor

Official name: sipa press sas
Postal address: 59 Bd Exelmans 75016 Paris
Town: Paris
NUTS code: FR101 Paris
Postal code: 75016
Country: France
Internet address: <http://www.sipa.com/fr>
The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 1 800 000,00 EUR
Total value of the contract/lot: 37 749,60 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section V: Award of contract

Contract No: SIG_AOO_2021_07

Lot No: 8

Title:

lot 8 : Production de contenus éditoriaux

A contract/lot is awarded: yes

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

02/02/2022

V.2.2. Information about tenders

Number of tenders received: 3

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

V.2.3. Name and address of the contractor

Official name: citizen press

Postal address: 49 rue du Faubourg Poissonnière

Town: Paris

NUTS code: FR101 Paris

Postal code: 75009

Country: France

Internet address: <https://www.citizen-press.fr/>

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 2 800 000,00 EUR

Total value of the contract/lot: 1 228 680,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section V: Award of contract

Contract No: SIG_AOO_2021_07

Lot No: 9

Title:

lot 9 : Production de contenus graphiques

A contract/lot is awarded: yes

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

02/02/2022

V.2.2. Information about tenders

Number of tenders received: 8

The contract has been awarded to a group of economic operators: yes

V.2.3. Name and address of the contractor

Official name: la netscouade

Postal address: 8 passage Brûlon

Town: Paris

NUTS code: FR101 Paris
Postal code: 75012
Country: France
E-mail: Ao@lanetscouade.fr
Internet address: <https://lanetscouade.com/>
The contractor is an SME: no

V.2.3. Name and address of the contractor

Official name: successive [Interneto Sa]
Postal address: 99 rue du Faubourg Saint-Martin 75010 Paris
Town: Paris
NUTS code: FR101 Paris
Postal code: 75010
Country: France
E-mail: Gestion@successive.fr
Internet address: <http://successive.fr/>
The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 4 000 000,00 EUR
Total value of the contract/lot: 2 774 133,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section V: Award of contract

Contract No: SIG_AOO_2021_07

Lot No: 10

Title:

lot 10 : Référencement naturel

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

02/02/2022

V.2.2. Information about tenders

Number of tenders received: 4

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

V.2.3. Name and address of the contractor

Official name: iprospect france
Postal address: 67 avenue de Wagram 75017 Paris
Town: Paris
NUTS code: FR101 Paris
Postal code: 75017
Country: France
Internet address: <https://www.iprospect.com/fr/fr/>
The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 1 200 000,00 EUR

Total value of the contract/lot: 489 257,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted

Section VI: Complementary information

VI.3. Additional information

cet accord cadre interministériel conclu sans minimum et avec un maximum, est passé par le Service d'information du Gouvernement (Sig) sous mandat de la Direction des Achats de l'état (Dae). Il s'agit d'une procédure mutualisée pour les besoins des ministères, des services du Premier Ministre et de toutes les autres entités publiques indiquées à l'article 2 du CCAP. De fait, la valeur totale indicative du marché (11105116.82 euros Ht) couvre les besoins de l'ensemble des entités rattachées est répartie par lot comme suit : Lot 1 : Production de vidéo-reportages pour un montant de 1264350 euros Ht Lot 2 : Conception de sites Internet et de produits numériques pour un montant de 1221954 euros Ht Lot 3 : Développement de sites Internet et de produits numériques pour un montant de 3517500 euros Ht Lot 4 : Modération des discussions sur les réseaux sociaux pour un montant de 129950 euros Ht Lot 5 : Production de tournages complexes pour un montant de 211560 euros Ht Lot 6 : Production de podcasts et d'enregistrements sonores pour un montant de 229982 euros Ht Lot 7 : Production de photo - reportages pour un montant de 37749.60 euros Ht Lot 8 : Rédaction de contenus éditoriaux pour un montant de 1228680 euros Ht Lot 9 : Production de contenus graphiques pour un montant de 2774133 euros Ht Lot 10 : Référencement naturel de sites Internet et plateformes numériques pour un montant de 489257 euros Ht Il convient toutefois de préciser que le montant maximal susceptible d'être commandé par lot (cf. Ccap) n'est ni une estimation au sens de l'article 3 du CCAP, ni une information sur la consommation réelle du marché. Ce montant n'est qu'un seuil au bout duquel le lot prendra obligatoirement fin, que l'accord cadre soit ou non arrivé à son échéance, conformément à la jurisprudence CJUE, 17 juin 2021, Simonsen & Weel A/S c/ Region Nordjylland og Region Sddanmark, Aff. C23-20

VI.4. Procedures for review

VI.4.1. Review body

Official name: tribunal administratif de paris

Postal address: 7 rue de Jouy

Town: Paris

Postal code: 75181

Country: France

E-mail: Grefte.ta-paris@juradm.fr

Telephone: +33 144594400

Internet address: <http://paris.tribunal-administratif.fr>

VI.4.3. Review procedure

Precise information on deadline(s) for review procedures:

Référé précontractuel : Avant la conclusion du marché (articles L551-1 à -12 et R551-1 à -6 du Code de justice administrative) ; Référé contractuel : A défaut de publication d'un avis d'intention de conclure et du respect du délai de suspension de signature de 11 jours, action à exercer dans un délai de 6 mois à compter du lendemain du jour de la conclusion du marché (articles L551-13 à -23 et R551-7 à -10 du code de justice administrative) ;* Recours de plein

contentieux : Dans un délai de 2 mois à compter de l'accomplissement des mesures de publicité concernant l'attribution du marché

VI.4.4. Service from which information about the review procedure may be obtained

Official name: tribunal administratif de paris

Postal address: 7 rue de Jouy

Town: Paris

Postal code: 75181

Country: France

E-mail: Grefte.ta-paris@juradm.fr

Telephone: +33 144594400

Internet address: <http://paris.tribunal-administratif.fr>

VI.5. Date of dispatch of this notice

22/02/2022