

Netherlands-Hilversum: Research services
OJ S 68/2020 06/04/2020
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Stichting Etherreclame
National registration number: 361820382
Postal address: Laapersveld 70
Town: Hilversum
NUTS code: NL Nederland
Postal code: 1213 VB
Country: Netherlands
Contact person: Maaïke Blaas
E-mail: ea@pro10.nl
Telephone: +31 703819724
Internet address(es):
Main address: <http://www.ster.nl>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Other activity: verkoop van reclameruimte op de kanalen van de Nederlandse publieke omroep

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Ster commercialtest

II.1.2. Main CPV code

73110000 Research services

II.1.3. Type of contract

Services

II.1.4. Short description

De aanbestedende dienst heeft behoefte aan een opdrachtnemer die haar kan voorzien in het testen, onder een representatieve steekproef, van de effectiviteit van commercials van haar klanten; onderzoeksresultaten analyseert, deze overlegt aan de aanbestedende dienst en faciliteert bij de efficiëntie van dit proces al dan niet door middel van slimme softwareoplossingen. Alle ondernemers die aan de eisen voldoen worden uitgenodigd een inschrijving in te dienen. Dat kan zelfstandig, als samenwerkingsverband en/of door een beroep te doen op derden.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 512 400,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

48000000 Software package and information systems

II.2.3. Place of performance

NUTS code: NL Nederland

II.2.4. Description of the procurement

In totaal worden 180 onderzoeken uitgevoerd verdeeld over de doelgroep makkelijk (premium), normaal (premium), moeilijk (premium) en makkelijk (basis). Hier kunnen geen rechten aan worden ontleend.

II.2.5. Award criteria

Quality criterion - Name: Kwaliteit / Weighting: 80

Price - Weighting: 20

II.2.11. Information about options

Options: yes

Description of options:

Zie verlengingen.

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: [2019/S 234-573889](#)

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:

Ster commercialtest

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

18/03/2020

V.2.2. Information about tenders

Number of tenders received: 5

Number of tenders received by electronic means: 5

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

V.2.3. Name and address of the contractor

Official name: DVJ Insights

National registration number: 52870421

Postal address: Herculesplein 52

Town: Utrecht

NUTS code: NL Nederland

Postal code: 3584 AA

Country: Netherlands

E-mail: administratie@dvjresearchgroup.com

Telephone: +31 611644550

Internet address: <http://www.dvj-insights.com>

The contractor is an SME: yes

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

Total value of the contract/lot: 512 400,00 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: Rechtbank Midden-Nederland

Postal address: Vrouwe Justitiaplein 1

Town: Utrecht

Postal code: 3511 EX

Country: Netherlands

E-mail: civiel.rb-mnl.utrecht@rechtspraak.nl

Telephone: +31 883611771

Fax: +31 883610460

Internet address: <https://www.rechtspraak.nl/Organisatie-en-contact/Organisatie/Rechtbanken/Rechtbank-Midden-Nederland>

VI.5. Date of dispatch of this notice

01/04/2020