

Germany-Mainz: News-agency services
OJ S 76/2018 19/04/2018
Contract notice
Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: ZDF, Zweites Deutsches Fernsehen, Anstalt des öffentlichen Rechts, HA
Rechtemanagement und Zentraleinkauf, Abt. Produktions-, Verwaltungs- und Baueinkauf, HH
760

Postal address: ZDF Strasse 1

Town: Mainz

Postal code: 55127

Country: Germany

For the attention of: Frau Heike Binz

E-mail: verwaltungseinkauf@zdf.de

Telephone: +49 6131-70-15601

Fax: +49 6131-70-14889

Internet address(es):

General address of the contracting authority: <http://www.zdf.de>

Electronic access to information: <https://www.meinauftrag.rib.de/public/DetailsByPlatformIdAndTenderId/platformId/3/tenderId/73497>

Additional information can be obtained from:

the abovementioned address

Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:

the abovementioned address

Tenders or requests to participate must be submitted: the abovementioned address

I.2. Type of the contracting authority

Body governed by public law

I.3. Main activity

Other: Rundfunkanstalt

I.4. Contract award on behalf of other contracting authorities

The contracting authority is purchasing on behalf of other contracting authorities: no

Section II: Object of the contract

II.1. Description

II.1.1. Title attributed to the contract by the contracting authority

Durchführung von Set-Terminen, Foto-Terminen, Interviewstrecken, Interviews/Social Media
sowie von Pressetagen und Pressebetreuung bei Shows/Events durch externe Agenturen für
die Abt. ZDF-Press und Information

II.1.2. Type of contract and place of performance or delivery

Services
Service category No 27: Other services
NUTS code DEB35 Mainz, Kreisfreie Stadt

II.1.3. Information about a framework agreement or a dynamic purchasing system

The procurement involves the establishment of a framework agreement

II.1.4. Information about framework agreement

Framework agreement with a single operator

Duration of the framework agreement

Duration in years: 1

II.1.5. Short description of the contract or purchase(s)

Selbstständige Planung, Organisation, Durchführung und Auswertung von Set-Terminen, Interviewstrecken, Foto-Terminen, Pressetagen, Interviews (auch digitale: Social Media), Pressebetreuung bei Shows, Aufzeichnungen und Events

II.1.6. CPV code(s)

92400000 News-agency services

II.1.7. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

II.1.8. Lots

This contract is divided into lots: yes

Tenders may be submitted for one or more lots

II.1.9. Information about variants

Variants will be accepted: no

II.2. Scope of the procurement

II.2.1. Total quantity or scope

II.2.2. Information about options

Options: yes

Description of options: Das ZDF erhält die Option auf Verlängerung des Vertrages um jeweils 1 Jahr bis zu max. 3 weiteren Jahren (max. bis 14.7.2022) zu gleichen Konditionen.

II.2.3. Information about renewals

This contract is subject to renewal: no

II.3. Duration of the contract or time limit for completion

Start 15.7.2018. Completion 14.7.2019

Information about lots

Lot No: 1

Lot title: Los 1: Region Norden (Schleswig-Holstein, Hamburg, Niedersachsen und Bremen sowie angrenzende Regionen im benachbarten Ausland)

1) Short description

Es fallen im Vergabezeitraum von einem Jahr circa nachstehende Termine/Leistungen an:

Set-Termine: 2 Einsätze;

Interviewstrecken: 20 Einsätze (inkl. Fototermin: 4 Einsätze);

Pressetage: 1 Einsatz;

Pressebetreuung Shows, Aufzeichnungen, Events: 2 Einsätze;
Interviews, auch Social Media: 6 Einsätze

2) CPV code(s)

92400000 News-agency services

3) Quantity or scope

4) Indication about different time frame or duration

5) Additional information about lots

Lot No: 2

Lot title: Los 2 Osten: (Berlin, Berlin-Brandenburg, Sachsen-Anhalt, Mecklenburg-Vorpommern, Sachsen und Thüringen sowie angrenzende Regionen im direkt benachbarten Ausland.)

1) Short description

Es fallen im Vergabezeitraum von einem Jahr circa nachstehende Termine/Leistungen an:

Settermine: 5 Einsätze;

Interviewstrecken: 4 Einsätze (inkl.Fototermin: 2 Einsätze);

Pressetage: 1 Einsatz;

Pressebetreuung Shows, Aufzeichnungen, Events: 2 Einsätze;

Interviews, auch Social Media: 5 Einsätze

2) CPV code(s)

92400000 News-agency services

3) Quantity or scope

4) Indication about different time frame or duration

5) Additional information about lots

Lot No: 3

Lot title: Los 3: Region Süden (Baden-Württemberg und Bayern (plus Österreich, Schweiz und Südtirol).

1) Short description

Es fallen im Vergabezeitraum von einem Jahr circa nachstehende Termine/Leistungen an:

Set-Termine: 3 Einsätze;

Interviewstrecken: 4 Einsätze (inklusive Fototermin: 2 Einsätze);

Pressetage: 1 Einsatz;

Pressebetreuung Shows, Aufzeichnungen, Events: 2 Einsätze;

Interviews, auch Social Media: 6 Einsätze

2) CPV code(s)

92400000 News-agency services

3) Quantity or scope

4) Indication about different time frame or duration

5) Additional information about lots

Lot No: 4

Lot title: Los 4: Region Westen (Nordrhein-Westfalen, Hessen, Rheinland-Pfalz, Saarland sowie angrenzende Regionen im direkt benachbarten Ausland.)

1)

Short description

Es fallen im Vergabezeitraum von einem Jahr circa nachstehende Termine/Leistungen an:

Set-Termine: 6 Einsätze;

Interviewstrecken: 3 Interviewstrecken (inkl. Fototermin: 2 Einsätze);

Pressetage: 1 Einsatz;

Pressebetreuung Shows, Aufzeichnungen, Events: 6 Einsätze;

Interviews, auch Social Media: 6 Einsätze.

2) CPV code(s)

92400000 News-agency services

3) Quantity or scope

4) Indication about different time frame or duration

5) Additional information about lots

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them

III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded

III.1.4. Contract performance conditions

The performance of the contract is subject to particular conditions: no

III.2. Conditions for participation

III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

List and brief description of conditions: Eigenerklärung nach § 123-125 GWB (s. ZDF-Vordruck)

Eigenerklärung zum Datenschutz (s. ZDF-Vordruck)

III.2.2. Economic and financial ability

List and brief description of conditions: Referenzen Reputation des Unternehmens in den Medien (Programm-, Tages-, Zeitschriften- und Online-Presse/Social Media).

Erfahrungen in der Zusammenarbeit mit TV-Produzenten – Sendern und Protagonisten wie z. B. Schauspielern.

Erfahrung in der Umsetzung von Presseterminen und Presseakquise in den Jahren 2015-2017.

Team deutschsprachig.

Erreichbarkeit innerhalb einer Tagesreise.

III.2.3. Technical and professional ability

III.2.4. Information about reserved contracts

III.3. Conditions specific to services contracts

III.3.1. Information about a particular profession

Execution of the service is reserved to a particular profession: no

III.3.2. Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract: no

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Negotiated

Some candidates have already been selected (if appropriate under certain types of negotiated procedures) no

IV.1.2. Information about the limits on the number of candidates to be invited

IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue

Recourse to staged procedure to gradually reduce the number of solutions to be discussed or tenders to be negotiated yes

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of Price is not the only award criterion and all criteria are stated only in the procurement documents

IV.2.2. Information about electronic auction

An electronic auction will be used: no

IV.3. Administrative information

IV.3.1. File reference number attributed by the contracting authority

ZDF-114-VV-18-002

IV.3.2. Previous publication concerning this procedure

no

IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document

Payable documents: no

IV.3.4. Time limit for receipt of tenders or requests to participate

17.5.2018 - 11:00

IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.3.6. Languages in which tenders or requests to participate may be submitted

German.

IV.3.7. Minimum time frame during which the tenderer must maintain the tender

IV.3.8. Conditions for opening of tenders

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about European Union funds

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

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Vergabekammer des Landes Rheinland-Pfalz beim Ministerium für Wirtschaft, Klimaschutz, Energie und Landesplanung

Postal address: Stiftstraße 9

Town: Mainz

Postal code: 55116

Country: Germany

Body responsible for mediation procedures

Official name: s. VI. 4.1

VI.4.2. Review procedure

Precise information on deadline(s) for review procedures: s. VI. 4.1

VI.4.3. Service from which information about the review procedure may be obtained

Official name: s. VI. 4.1

VI.5. Date of dispatch of this notice

17.4.2018