

**Germany-Erlangen: Advertising and marketing services**

**OJ S 70/2023 07/04/2023**

**Contract notice**

**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Fraunhofer-Gesellschaft e.V.

Postal address: Am Wolfsmantel 33

Town: Erlangen

NUTS code: DE252 Erlangen, Kreisfreie Stadt

Postal code: 91058

Country: Germany

E-mail: [einkauf@iis.fraunhofer.de](mailto:einkauf@iis.fraunhofer.de)

Telephone: +49 91317762230

Fax: +49 91317762249

**Internet address(es):**

Main address: <https://vergabe.fraunhofer.de/NetServer/>

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: [https://www.deutsche-evergabe.de/dashboards/dashboard\\_off/2bc7480d-8489-48e9-a706-d772483dd37a](https://www.deutsche-evergabe.de/dashboards/dashboard_off/2bc7480d-8489-48e9-a706-d772483dd37a)

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: [https://www.deutsche-evergabe.de/dashboards/dashboard\\_off/2bc7480d-8489-48e9-a706-d772483dd37a](https://www.deutsche-evergabe.de/dashboards/dashboard_off/2bc7480d-8489-48e9-a706-d772483dd37a)

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at: <https://www.deutsche-evergabe.de>

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

Body governed by public law

**I.5. Main activity**

General public services

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**Section II: Object**

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

**II.1.1. Title**

Support for establishing MPEG-H 3D Audio as production and broadcast format in Brazil

Reference number: PR317311

**II.1.2. Main CPV code**

79340000 Advertising and marketing services

### **II.1.3. Type of contract**

Services

### **II.1.4. Short description**

The division Audio and Media Technologies of Fraunhofer IIS is currently looking for a partner who can support and work with content creators and broadcasters locally in Brazil for adopting the MPEG-H 3D Audio format in their services. In their role the consultants will support Fraunhofer IIS AME division business development in Brazil, focusing on production aspects for adoption of the MPEG-H 3D Audio technology in Brazil.

### **II.1.5. Estimated total value**

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

This contract is divided into lots: no

## **II.2. Description**

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

79340000 Advertising and marketing services

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

NUTS code: DE252 Erlangen, Kreisfreie Stadt

Main site or place of performance: in den Vergabeunterlagen aufgeführt

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

The division Audio and Media Technologies of Fraunhofer IIS is currently looking for a partner who can support and work with content creators and broadcasters locally in Brazil for adopting the MPEG-H 3D Audio format in their services. In their role the consultants will support Fraunhofer IIS AME division business development in Brazil, focusing on production aspects for adoption of the MPEG-H 3D Audio technology in Brazil.

Furthermore, the partner will support local broadcasters with technical support during live productions and broadcasts using the MPEG-H 3D Audio technology. A major task for the partner is to organize workshops using the MPEG-H 3D Audio production tools for live and post-production and closely work together with the sound lab engineers at Fraunhofer IIS in Erlangen. The partner will be in charge of equipping maintaining a production studio in Brazil and make it available for MPEG-H 3D Audio workshops, demos and productions.

The tasks and services shall be carried out from June 01, 2023 until June 01, 2025 with the option to extend the contract twice for 12 months at a time.

As the partner's work is based on necessity of the tasks and services, the monthly working days during the term will vary and include traveling. We expect 10 to 14 days per month on average.

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

Criteria below

Quality criterion - Name: Experience with MPEG-H Audio live production / Weighting: 10

Quality criterion - Name: Experience with MPEG-H Authoring / Weighting: 10

Quality criterion - Name: Experience with workshops/webinars in Brazil / Weighting: 10

Quality criterion - Name: Studio characteristics / Weighting: 30

Price - Weighting: 40

### **II.2.6. Estimated value**

### **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Start: 01/06/2023 End: 01/06/2025

This contract is subject to renewal: yes

Description of renewals:

The tasks and services shall be carried out from June 01, 2023 until June 01, 2025 with the option to extend the contract twice for 12 months at a time.

### **II.2.10. Information about variants**

Variants will be accepted: no

### **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**

Details can be found in "Specification\_of\_Services".

## **Section III: Legal, economic, financial and technical information**

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### **III.1. Conditions for participation**

#### **III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions:

Self-declaration regarding the absence of exclusion criteria

#### **III.1.2. Economic and financial standing**

List and brief description of selection criteria:

Minimum level(s) of standards possibly required:

#### **III.1.3. Technical and professional ability**

List and brief description of selection criteria:

1) Self-declaration regarding connections with Russia

2) LkSG Self-declaration on sustainability

Minimum level(s) of standards possibly required:

### **III.2. Conditions related to the contract**

#### **III.2.2. Contract performance conditions**

## **Section IV: Procedure**

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### **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.2.2. Time limit for receipt of tenders or requests to participate**

Date: 05/05/2023 Local time: 10:00

#### **IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

#### **IV.2.4. Languages in which tenders or requests to participate may be submitted**

German, English

#### **IV.2.6. Minimum time frame during which the tenderer must maintain the tender**

Tender must be valid until: 04/07/2023

#### **IV.2.7. Conditions for opening of tenders**

Date: 05/05/2023 Local time: 10:00

Information about authorised persons and opening procedure:

## **Section VI: Complementary information**

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### **VI.1. Information about recurrence**

This is a recurrent procurement: no

### **VI.2. Information about electronic workflows**

Electronic ordering will be used

Electronic invoicing will be accepted

### **VI.3. Additional information**

### **VI.4. Procedures for review**

#### **VI.4.1. Review body**

Official name: Die Vergabekammern des Bundes

Postal address: Villemombler Straße 76

Town: Bonn

Postal code: 53123

Country: Germany

E-mail: [vk@bundeskartellamt.bund.de](mailto:vk@bundeskartellamt.bund.de)

Telephone: +49 22894990

Fax: +49 2289499163

#### **VI.4.3. Review procedure**

Precise information on deadline(s) for review procedures:

(1) Pursuant to Section 160 (3) No. 1 of the ARC, the candidate/bidder must give notice of any infringements of the contract within 10 days of becoming aware of them.

(2) Pursuant to Section 160 (3) No. 2 of the ARC, violations of procurement regulations which are identifiable on the basis of the notice shall be notified to the contracting authority no later than the expiry of the period for submission of applications or bids specified in the notice.

(3) Pursuant to Section 160 (3) No. 3 of the ARC, violations of procurement regulations which are only apparent in the award documents must be notified to the contracting authority no later than the expiry of the deadline for submitting applications or bids.

(4) Pursuant to Section 160 (3) No. 4 of the ARC, an application for review of a contract award must be filed with the Public Procurement Tribunal within 15 calendar days of the contracting authority's notification that it does not intend to remedy a complaint.

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

04/04/2023