

**Netherlands-The Hague: Services in connection with motion-picture and video-tape production**  
**OJ S 146/2014 01/08/2014**  
**Contract award notice**  
**Services**

**Directive 2004/18/EC****Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Dienst Publiek en Communicatie

National registration number: 53688887

Postal address: Buitenhof 34

Town: Den Haag

Postal code: 2513 AH

Country: Netherlands

Contact person: DPC Publiceren

E-mail: [traffic@minaz.nl](mailto:traffic@minaz.nl)

**Internet address(es):**

General address of the contracting authority: [www.rijksoverheid.nl](http://www.rijksoverheid.nl)

Electronic access to information: <https://www.tenderned.nl:443/tenderned-web/aankondiging/detail/samenvatting.xhtml?aankondigingId=39810>

**I.2. Type of the contracting authority**

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

**I.3. Main activity**

General public services

**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**

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**II.1. Description****II.1.1. Title**

Ea0010 AV-producties.

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

Services

Service category No 26: Recreational, cultural and sporting services

Main site or place of performance: Nederland.

NUTS code NL Nederland

**II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)****II.1.4. Short description of the contract or purchase(s)**

In haar communicatie gebruikt de Rijksoverheid steevast grote hoeveelheden beeldmateriaal. Vaak ter begeleiding van tekstuele informatie, maar dikwijls ook als losstaand communicatieproduct. Dit kan stilstaand beeldmateriaal zijn, zoals foto's, maar ook bewegend beeld, zoals video's. Met de komst van digitale media is de inzet van bewegend beeld

laagdrempelig geworden, waardoor de Rijksoverheid de afgelopen jaren een toename ziet in de mate waarin video wordt ingezet in de communicatiemix. Omdat video naar verwachting ook de komende jaren een belangrijk medium blijft binnen de communicatiediscipline van de Rijksoverheid, en omdat de kwaliteit van inhoud en vorm van die beeldcommunicatie goed geborgd moet zijn, is het van belang dat de Rijksoverheid Raamovereenkomsten heeft met betrouwbare en vakkundige partners.

De Aanbestedende dienst heeft met deze aanbesteding tot doel een Raamovereenkomst te sluiten met 1 Opdrachtnemer voor het uitvoeren van standaard videoproducties (perceel 1) en 8 Opdrachtnemers voor het uitvoeren van maatwerk videoproducties (perceel 2). Deze percelen zijn in hoofdstuk 3 van de selectieleidraad beschreven.

De Raamovereenkomsten hebben een looptijd van 2 jaar met de eenzijdige optie, uitsluitend door de Opdrachtgever te benutten, om de Raamovereenkomsten twee keer met 1 jaar te verlengen. De beoogde ingangsdatum is 1.7.2014.

#### **II.1.5. CPV code(s)**

92112000 Services in connection with motion-picture and video-tape production, 92111260 Information video-tape production, 92110000 Motion picture and video tape production and related services, 92111000 Motion picture and video production services, 92112000 Services in connection with motion-picture and video-tape production

#### **II.1.6. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: yes

#### **II.2. Total value of the contract/lot**

##### **II.2.1. Total value of the contract/lot**

### **Section IV: Procedure**

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#### **IV.1. Type of procedure**

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

Restricted

#### **IV.2. Award criteria**

##### **IV.2.1. Award criteria**

The most economically advantageous tender in terms of  
1. Zie selectieleidraad; wordt in het beschrijvend document (die nader volgt in de gunningsfase) verstrekt. Van toepassing op: perceel nr. 1, perceel nr. 2.

##### **IV.2.2. Information about electronic auction**

An electronic auction has been used: no

#### **IV.3. Administrative information**

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

Ea0010

##### **IV.3.2. Previous publication concerning this procedure**

###### **Contract notice**

Notice number in the OJ S: [2013/S 245-426862](#) of 18.12.2013

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

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Contract No: 1

Lot No: 1

- Lot title: AV-producties

**V.1. Date of conclusion of the contract**

16.7.2014

**V.2. Information about tenders**

Number of tenders received: 9

**V.3. Name and address of the contractor**

Official name: In2Content BV i.c.m. Soundfocus

Postal address: Koningsweg 29c

Town: Soest

Postal code: 3762 EA

Country: Netherlands

**V.4. Information on value of the contract/lot**

**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Contract No: 2

Lot No: 2

- Lot title: AV-producties

**V.1. Date of conclusion of the contract**

16.7.2014

**V.2. Information about tenders**

Number of tenders received: 49

**V.3. Name and address of the contractor**

Official name: MCW Studio's BV

Postal address: Postbus 3370

Town: Rotterdam

Postal code: 3003 AJ

Country: Netherlands

**V.4. Information on value of the contract/lot**

**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Contract No: 2

Lot No: 2

- Lot title: AV-producties

**V.1. Date of conclusion of the contract**

16.7.2014

**V.2. Information about tenders**

Number of tenders received: 49

**V.3. Name and address of the contractor**

Official name: IdeeaaanZee BV

Postal address: Thomsonlaan 2A

Town: Den Haag  
Postal code: 2565 LA  
Country: Netherlands

**V.4. Information on value of the contract/lot**

**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Contract No: 2

Lot No: 2

- Lot title: AV-producties

**V.1. Date of conclusion of the contract**

16.7.2014

**V.2. Information about tenders**

Number of tenders received: 49

**V.3. Name and address of the contractor**

Official name: Yune BV  
Postal address: Postbus 10052  
Town: Amsterdam  
Postal code: 1001 EB  
Country: Netherlands

**V.4. Information on value of the contract/lot**

**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Contract No: 2

Lot No: 2

- Lot title: AV-producties

**V.1. Date of conclusion of the contract**

16.7.2014

**V.2. Information about tenders**

Number of tenders received: 49

**V.3. Name and address of the contractor**

Official name: Van Vlier Media BV  
Postal address: Laan van Nieuw Oosteinde 189  
Town: Voorburg  
Postal code: 2274 GA  
Country: Netherlands

**V.4. Information on value of the contract/lot**

**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Contract No: 2

Lot No: 2

- Lot title: AV-producties

**V.1.**

**Date of conclusion of the contract**

16.7.2014

**V.2. Information about tenders**

Number of tenders received: 49

**V.3. Name and address of the contractor**

Official name: DPI Animation House BV

Postal address: Dr. Lelykade 56

Town: Den Haag

Postal code: 2583 CM

Country: Netherlands

**V.4. Information on value of the contract/lot****V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Contract No: 2

Lot No: 2

- Lot title: AV-producties

**V.1. Date of conclusion of the contract**

16.7.2014

**V.2. Information about tenders**

Number of tenders received: 49

**V.3. Name and address of the contractor**

Official name: Wirtz Film & Experience Agency BV i.c.m. Ivo Broekhuizen Communicatie

Postal address: Van Cleeffkade 15

Town: Aalsmeer

Postal code: 1431 BA

Country: Netherlands

**V.4. Information on value of the contract/lot****V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Contract No: 2

Lot No: 2

- Lot title: AV-producties

**V.1. Date of conclusion of the contract**

16.7.2014

**V.2. Information about tenders**

Number of tenders received: 49

**V.3. Name and address of the contractor**

Official name: In60seconds

Postal address: Keizersgracht 126

Town: Amsterdam

Postal code: 1015 CW

Country: Netherlands

**V.4. Information on value of the contract/lot**

**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

Contract No: 2

Lot No: 2

- Lot title: AV-producties

**V.1. Date of conclusion of the contract**

16.7.2014

**V.2. Information about tenders**

Number of tenders received: 49

**V.3. Name and address of the contractor**

Official name: In2Content BV i.c.m. Soundfocus en Berg Werk

Postal address: Koningsweg 29c

Town: Soest

Postal code: 3762 EA

Country: Netherlands

**V.4. Information on value of the contract/lot**

**V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

**Section VI: Complementary information**

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**VI.1. Information about European Union funds**

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

**VI.2. Additional information**

**VI.3. Procedures for review**

**VI.3.1. Review body**

**VI.3.2. Review procedure**

**VI.3.3. Service from which information about the review procedure may be obtained**

**VI.4. Date of dispatch of this notice**

29.7.2014