

**France-Paris: Advertising management services**

OJ S 108/2021 07/06/2021

**Contract notice****Services****Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

---

**I.1. Name and addresses**

Official name: TV5 Monde

Postal address: 131 avenue de Wagram

Town: Paris

NUTS code: FR101 Paris

Postal code: 75017

Country: France

E-mail: [marion.matter@tv5monde.org](mailto:marion.matter@tv5monde.org)**Internet address(es):**Main address: <http://www.tv5monde.com>Address of the buyer profile: <http://tv5.e-marchespublics.com>**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://www.e-marchespublics.com/>

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: <https://www.e-marchespublics.com/>

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

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

Other type: Société soumise à l' article L. 1211.2° du code de la commande publique

**I.5. Main activity**

Other activity: Média

**Section II: Object**

---

**II.1. Scope of the procurement****II.1.1. Title**

Prestation de suivi et d'administration des campagnes d'acquisition de trafic payant

Reference number: 2021-06-01

**II.1.2. Main CPV code**

79341200 Advertising management services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

Les prestations portent essentiellement sur la stratégie d'acquisition de trafic et sa mise en œuvre à travers des campagnes de liens sponsorisés et de publicités.

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

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

This contract is divided into lots: no

### **II.2. Description**

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

NUTS code: FR101 Paris

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

Les prestations portent essentiellement sur la stratégie d'acquisition de trafic et sa mise en œuvre à travers des campagnes de liens sponsorisés et de publicités.

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

Price is not the only award criterion and all criteria are stated only in the procurement documents

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

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

Duration in months: 12

This contract is subject to renewal: yes

Description of renewals:

Le présent accord-cadre sera renouvelable trois (3) fois, par reconduction tacite, pour une durée d'un (1) an.

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

Variants will be accepted: no

#### **II.2.11. Information about options**

Options: yes

Description of options:

Options facultatives: production de visuels ou des vidéos adaptés au bon format, qui serviront de contenus pour les campagnes d'acquisition gérées par le titulaire.

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

---

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

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

Selection criteria as stated in the procurement documents

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

Selection criteria as stated in the procurement documents

## 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

Framework agreement with a single operator

#### 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: 05/07/2021 Local time: 13:00

#### 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

French

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

Duration in months: 4 (from the date stated for receipt of tender)

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

Date: 05/07/2021 Local time: 13:00

## Section VI: Complementary information

---

### VI.1. Information about recurrence

This is a recurrent procurement: no

### VI.3. Additional information

### VI.4. Procedures for review

#### VI.4.1. Review body

Official name: Tribunal de grande instance de Paris

Town: Paris

Country: France

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

Official name: Tribunal de grande instance de Paris

Town: Paris

Country: France

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

02/06/2021