

Germany-Bodenheim: Radio and television services
OJ S 101/2023 26/05/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Deutsches Weininstitut GmbH

Postal address: Platz des Weines 2

Town: Bodenheim

NUTS code: DEB3J Mainz-Bingen

Postal code: 55294

Country: Germany

E-mail: vergabe@deutscheweine.de

Internet address(es):

Main address: <https://www.deutscheweine.de/>

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Other activity: Marketing

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Hörfunkspots AS&S

Reference number: DWI 2021-40

II.1.2. Main CPV code

92200000 Radio and television services

II.1.3. Type of contract

Services

II.1.4. Short description

Bundesweite Schaltung von hauseigenen generischen Hörfunkspots bzgl. deutschem Wein; überwiegend außerhalb der Weinanbaugebiete

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 520 581,81 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: DE Deutschland

Main site or place of performance: Deutschland

II.2.4. Description of the procurement

Bundesweite Schaltung von hauseigenen generischen Hörfunkspots bzgl. deutschem Wein; überwiegend außerhalb der Weinanbaugebiete im öffentlich-rechtlichen Rundfunk

II.2.5. Award criteria

Price

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:
yes

Identification of the project: Verordnung (EU) Nr. 1308/2013

II.2.14. Additional information

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Award of a contract without prior publication of a call for competition in the Official Journal of the European Union in the cases listed below

- The works, supplies or services can be provided only by a particular economic operator for the following reason:
 - absence of competition for technical reasons

Explanation:

Die ARD Media GmbH (zuvor AS&S) hat ein Alleinstellungsmerkmal für öffentliche-rechtliche Hörfunksender, da die Buchung von Radiospots bei nationalen Kombinationen bei den öffentlich-rechtlichen Hörfunksendern nur über diesen zentralen Vermarkter möglich ist.

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.2.8. 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: DWI 2021-40

Title:

Hörfunkspots AS&S

A contract/lot is awarded: yes

V.2. Award of contract**V.2.1. Date of conclusion of the contract**

27/04/2021

V.2.2. Information about tenders

Number of tenders received: 1

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

V.2.3. Name and address of the contractor

Official name: ARD-Werbung Sales & Services GmbH

Town: Frankfurt

NUTS code: DE712 Frankfurt am Main, Kreisfreie Stadt

Country: Germany

The contractor is an SME: no

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

Initial estimated total value of the contract/lot: 530 000,00 EUR

Total value of the contract/lot: 520 581,81 EUR

V.2.5. Information about subcontracting**Section VI: Complementary information**

VI.3. Additional information

Bekanntmachungs-ID: CXP4YWS6XZZ

VI.4. Procedures for review**VI.4.1. Review body**

Official name: Vergabekammer des Bundes

Postal address: Villemombler Straße 76

Town: Bonn

Postal code: 53123

Country: Germany

Telephone: +49 4922-894990

Fax: +49 4922-89499163

VI.5. Date of dispatch of this notice

23/05/2023