

Denmark-Copenhagen: Market and economic research; polling and statistics

OJ S 127/2020 03/07/2020

Contract award notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: DR

National registration number: 62786515

Postal address: Emil Holms Kanal 20

Town: København C

NUTS code: DK011 Byen København

Postal code: 0999

Country: Denmark

Contact person: Holger Haarløv

E-mail: hobe@dr.dk

Telephone: +45 28542264

Internet address(es):Main address: <http://www.dr.dk>Address of the buyer profile: <https://eu.eu-supply.com/ctm/Company/CompanyInformation/Index/81416>**I.1. Name and addresses**

Official name: Discovery Networks Denmark ApS

National registration number: 20052902

Town: Copenhagen

NUTS code: DK011 Byen København

Postal code: 1553

Country: Denmark

E-mail: anders_birk@discovery.com**Internet address(es):**Main address: www.discoverynetworks.dk**I.1. Name and addresses**

Official name: Nordic Entertainment Group UK Ltd

National registration number: 579185684

Town: London

NUTS code: UKI London

Postal code: W4 5RU

Country: United Kingdom

E-mail: kristian.arnaa@nentgroup.com**Internet address(es):**Main address: www.nentgroup.dk**I.1.**

Name and addresses

Official name: The Walt Disney Company Nordic, Filial af The Walt Disney Company Nordic AB, Sverige

National registration number: 36022264

Town: Copenhagen

NUTS code: DK011 Byen København

Postal code: 1560

Country: Denmark

E-mail: theis.heitmann@fox.com

Internet address(es):

Main address: www.disney.dk

I.1. Name and addresses

Official name: TV2 Danmark A/S

National registration number: 10413494

Town: Copenhagen

NUTS code: DK011 Byen København

Postal code: 2450

Country: Denmark

E-mail: frba@tv2.dk

Internet address(es):

Main address: www.tv2.dk

I.1. Name and addresses

Official name: Turner Broadcasting System Denmark ApS

National registration number: 26404509

Town: Copenhagen

NUTS code: DK011 Byen København

Postal code: 1268

Country: Denmark

E-mail: jonas.andersen@turner.com

Internet address(es):

Main address: www.timewarner.com

I.2. Information about joint procurement

The contract involves joint procurement

In the case of joint procurement involving different countries, state applicable national procurement law:

The contracting authority consists of the six (6) television broadcasting entities mentioned above and cf. the tender conditions, part 1.2.

I.4. Type of the contracting authority

Other type: Media

I.5. Main activity

Other activity: Media business

Section II: Object

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

II.1.2. Main CPV code

79300000 Market and economic research; polling and statistics

II.1.3. Type of contract

Services

II.1.4. Short description

The tender regards the contract for the measurement of viewers (hereinafter the 'MOV') in Denmark published in Tenders Electronics Daily (TED).

The tender procedure is carried out in accordance with the Danish Public Procurement Act. The tender will be carried out as a competitive procedure with negotiation, which means that any economic entity can apply for pre-qualification, but only applicants invited by the contracting authority may participate in the negotiations and subsequently submit a final bid.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 226 250 880,00 DKK

II.2. Description

II.2.2. Additional CPV code(s)

79300000 Market and economic research; polling and statistics

II.2.3. Place of performance

NUTS code: DK011 Byen København

II.2.4. Description of the procurement

The leading Danish TV stations have been responsible for the MOV in Denmark since 1992. The contracting authority is now tendering the contract to conduct the joint MOV for all the participants of the contracting authority for the period of 2022-2026 with an option for a 3-year extension until 2029. With the aim of ensuring that the contracting authority continues to represent a well-respected measurement of viewers in Denmark, a tender is called for a MOV that provides an accurate and comprehensive measurement of viewing behavior, is flexible with regards to market and technological developments, and is cost effective for the contracting authority. The MOV must adhere to the contracting authority's quality standards, thus ensuring that it can continue to constitute the necessary trading currency on which TV ad sales, etc. can be based for the commercial side of the Danish TV industry, as well as being a credible source for public service accounts and other reports for the public service broadcasters.

II.2.5. Award criteria

Quality criterion - Name: Quality / Weighting: 55

Price - Weighting: 45

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

Section IV: Procedure

IV.1. Description

IV.1.1. Type of procedure

Competitive procedure with negotiation

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: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2019/S 134-329871](#)

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: 1

Title:

Competitive Procedure with Negotiation reg. Measurement of Viewers (MOV) in Denmark

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

17/06/2020

V.2.2. Information about tenders

Number of tenders received: 4

Number of tenders received from SMEs: 4

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 0

Number of tenders received by electronic means: 4

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

V.2.3. Name and address of the contractor

Official name: The Nielsen Company (Denmark) ApS

National registration number: 47074428

Postal address: Strandvejen

Town: Hellerup

NUTS code: DK012 Københavns omegn
Postal code: 2900
Country: Denmark
E-mail: denmark.office@nielsen.dk
Telephone: +45 77882200
Internet address: <https://www.nielsen.com/dk/da/>
The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 222 000 000,00 DKK
Total value of the contract/lot: 226 250 880,00 DKK

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Klagetvænet for udbud
Postal address: Nævnens Hus, Toldboden 2
Town: Viborg
Postal code: 8800
Country: Denmark
E-mail: kfu@naevneneshus.dk
Telephone: +45 72405600
Internet address: <http://naevneneshus.dk/tart-din-klage/klagenævnet-for-udbud>

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

Official name: Konkurrence- og Forbrugerstyrelsen
Postal address: Carl Jacobsens Vej 35
Town: Valby
Postal code: 2500
Country: Denmark
E-mail: kfst@kfst.dk
Telephone: +45 41715000
Internet address: <http://www.kfst.dk>

VI.5. Date of dispatch of this notice

01/07/2020