

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

RMS Radio Marketing Service

Reference number: DWI 2021-41

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: 480 827,60 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 privaten 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 RMS Radio Marketing Service GmbH & Co. KG Media GmbH hat ein Alleinstellungsmerkmal für die zielgruppenrelevanten privaten Hörfunksender, da die Buchung von Radiospots für die für das DWI relevanten privaten Sender bei nationalen Kampagnen 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 2021-41

Title:

Private Hörfunkspots

A contract/lot is awarded: yes

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

29/04/2021

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: RMS Radio Marketing Service GmbH & Co. KG

Town: Hamburg

NUTS code: DE600 Hamburg

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: 500 000,00 EUR

Total value of the contract/lot: 480 827,60 EUR

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

VI.3. Additional information

Bekanntmachungs-ID: CXP4YWS6XJY

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

24/05/2023