

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

OJ S 134/2019 15/07/2019

Contract 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: DK011 Byen København

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: apni@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.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: http://eu.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=245869&B=DR

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: http://eu.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=245869&B=DR

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

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

Competitive Procedure with Negotiation Reg. Measurement of Viewers (MOV) in Denmark
Reference number: 19/01514

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.1.5. Estimated total value

II.1.6. Information about lots

This contract is divided into lots: no

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

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: 96

This contract is subject to renewal: yes

Description of renewals:

The contract has a base period of five (5) years. The contract can be extended for an additional three (3) years if the Contracting Authority gives the supplier written notice hereof no later than 18 months prior to the expiration of the base period.

II.2.9. Information about the limits on the number of candidates to be invited

Envisaged minimum number: 3 Maximum number: 5 Objective criteria for choosing the limited number of candidates:

Amongst the Applicants that fulfil the minimum requirements regarding exclusion and the minimum requirements regarding eligibility of Applicants, the Contracting Authority will pre-qualify 3-5 applicants.

The decision of selecting the 3-5 applicants will be made based on the information given in the ESPD regarding the applicant's technical capacity cf. the objective criteria described in the tender conditions, part 4.5.2.2 and 4.6.

The Contracting Authority will aim to pre-qualify as many as five (5) Applicants. However, the Contracting Authority reserves the right to pre-qualify no more than three (3) Applicants if the Contracting Authority can objectively demonstrate that there's a substantial difference in the level of fulfilment between the preferred three (3) or four (4) Applicants and the remaining applicant(s).

II.2.10. Information about variants

Variants will be accepted: no

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 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

Competitive procedure with negotiation

IV.1.3. Information about a framework agreement or a dynamic purchasing system

IV.1.5. Information about negotiation

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.2.2. Time limit for receipt of tenders or requests to participate

Date: 12/08/2019 Local time: 16:00

IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates

Date: 16/08/2019

IV.2.4. Languages in which tenders or requests to participate may be submitted

English

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.3. Additional information

Pursuant to Section 62, paragraph 2, of the Danish Public Procurement Act, the Contracting Authority do not reserve the right to award the contract after receipt of the initial bids.

Accordingly, negotiations will be initiated as described below.

The Contracting Authority intends to send out invitations to participate in the tender on 16.8.2019.

The pre-qualified entities (now tenderers) will be asked to submit their initial bid no later than 24.10.2019 at 4:00 pm. The tenderers are allowed to submit up to two (2) bids — one mandatory bid and one optional bid that are both based on the tender material including the requirement specification. The tenderers are made aware that the verification of the information in the ESPD must be included in the initial bid cf. the tender conditions part 4.7.

The negotiation phase will commence once the Contracting Authority has evaluated the initial bids.

There will be only one negotiation phase during this tender. The negotiation phase will include two negotiation meetings with each of the pre-qualified tenderers cf. the tender conditions, part 7.1.2.

The duration of the meetings will depend on if the tenderers have submitted 1 or 2 bids.

Accordingly, each tenderer who have submitted only one bid will be invited to 2 negotiation meetings in Copenhagen each with a duration of five (5) hours from 9:00 am – 2:00 pm.

Tenderers who have submitted 2 bids will also be invited to 2 negotiation meetings in Copenhagen each with a duration of seven (7) hours from 9:00 a.m. – 4:00 p.m. The last 2 hours (from 2:00 – 4:00 p.m.) of each meeting will be dedicated specifically to negotiating the optional bid. The negotiation phase will be planned so that each the Contracting Authority will meet all the tenderers once before beginning the round of the second meetings.

No tenderer will be excluded during the negotiation phase and so all the pre-qualified entities will have the opportunity to submit their final bid after the negotiation phase. It is emphasized that the Contracting Authority will not pay the applicants/tenderers any money for participating in the tender process. Any interested entities are strongly encouraged to read the tender material closely. Special attention should be put to the tender conditions including the description of the minimum requirements regarding exclusion and eligibility, the contract, the requirement specification and the enclosed Cooperation Agreement 2019 which regulate the internal affairs of the members of the Contracting Authority.

VI.4. Procedures for review

VI.4.1. Review body

Official name: Klagenævnet for udbud
Postal address: Nævnenes Hus, Toldboden 2
Town: Viborg
Postal code: 8800
Country: Denmark
E-mail: klfu@naevneneshus.dk
Telephone: +45 72405600
Internet address: <http://naevneneshus.dk/tart-din-klage/klagenaevnet-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

11/07/2019