

**Germany-Bodenheim: Radio and television services**  
**OJ S 110/2023 09/06/2023**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**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](mailto: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

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**Section II: Object**

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

**II.1.1. Title**

Hörfunkspots

Reference number: DWI 2022-38

**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: 380 219,34 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**

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### **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

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**Contract No:** DWI 2022-38

**Title:**

Private Hörfunkspots

A contract/lot is awarded: yes

### V.2. Award of contract

#### V.2.1. Date of conclusion of the contract

02/05/2022

#### 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: 381 000,00 EUR

Total value of the contract/lot: 380 219,34 EUR

#### V.2.5. Information about subcontracting

## Section VI: Complementary information

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### VI.3. Additional information

Bekanntmachungs-ID: CXP4YWS63Z4

### 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

05/06/2023