

Ireland-Co. na Gaillimhe: Advertising services

OJ S 155/2018 14/08/2018

Contract notice

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: TG4

National registration number: N/A

Postal address: Oifigeach Sólathair

Town: Co. na Gaillimhe

NUTS code: IE Éire / Ireland

Postal code: Baile na hAbhann

Country: Ireland

Contact person: Sile Bhreathnach

E-mail: sile.bhreathnach@tg4.ie

Telephone: +353 91505050

Fax: +353 91505021

Internet address(es):

Main address: <http://www.tg4.ie>

Address of the buyer profile: <https://irl.eu-supply.com/ctm/Company/CompanyInformation/Index/1145>

I.3. Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at: http://irl.eu-supply.com/app/rfq/rwlentrance_s.asp?PID=133614&B=ETENDERS_SIMPLE

[PID=133614&B=ETENDERS_SIMPLE](http://irl.eu-supply.com/app/rfq/rwlentrance_s.asp?PID=133614&B=ETENDERS_SIMPLE)

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: http://irl.eu-supply.com/app/rfq/rwlentrance_s.asp?PID=133614&B=ETENDERS_SIMPLE

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

I.4. Type of the contracting authority

Other type: Statutory Body

I.5. Main activity

Other activity: Broadcaster

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Commercial Airtime Sales & Sponsorship/Product Placement for Linear & Non Linear Sales

Reference number: TG4 Airtime Sales

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

In summary, the main requirement of Services is to generate maximum revenue for TG4, having regard to TG4s' ethos and public service remit and to provide the necessary credit control and risk management.

II.1.5. Estimated total value

Value excluding VAT: 4 500 000,00 EUR

II.1.6. Information about lots

This contract is divided into lots: yes

Tenders may be submitted for all lots

The contracting authority reserves the right to award contracts combining the following lots or groups of lots:

Applicant may tender for 1 or both lots.

II.2. Description

II.2.1. Title

Commercial Airtime Sales & Sponsorship/Product Placement for Linear & Sales

Lot No: 1

II.2.2. Additional CPV code(s)

72212480 Sales, marketing and business intelligence software development services,

79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: IE Éire / Ireland

II.2.4. Description of the procurement

The successful tenderer will be required to set airtime sales targets, sponsorship targets and ancillary income targets including product placement for the following years and provide a basis for targets and full details of mechanisms used in setting targets:

— airtime sales: 2019, 2020 and 2021,

— sponsorship: 2019, 2020 and 2021,

— product placement: 2019, 2020 and 2021.

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

Value excluding VAT: 3 000 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Start: 01/01/2019 End: 31/12/2021

This contract is subject to renewal: yes

Description of renewals:

TG4 reserves the right to extend the term for a period or periods of up to 2 years on the same terms and conditions, subject to TG4's obligations at law.

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

II.2. Description

II.2.1. Title

Commercial Airtime Sales & Sponsorship /Product Placement for Non-Linear & Sales
Lot No: 2

II.2.2. Additional CPV code(s)

72212480 Sales, marketing and business intelligence software development services,
79340000 Advertising and marketing services

II.2.3. Place of performance

NUTS code: IE Éire / Ireland

II.2.4. Description of the procurement

The successful tenderer will be required to set non-linear advertising sales targets for the following years and provide basis for targets and full details of mechanisms used in setting targets:

— non-linear advertising sales to include video and display across all platforms: 2019, 2020 and 2021.

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

Value excluding VAT: 1 500 000,00 EUR

II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Start: 01/01/2019 End: 31/12/2021

This contract is subject to renewal: yes

Description of renewals:

TG4 reserves the right to extend the term for a period or periods of up to 2 years on the same terms and conditions, subject to TG4's obligations at law.

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

Open procedure

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

Date: 10/09/2018 Local time: 15:00

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

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

English, Irish

IV.2.7. Conditions for opening of tenders

Date: 10/09/2018 Local time: 15:00

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about electronic workflows

Electronic invoicing will be accepted

Electronic payment will be used

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: TG4

Postal address: Baile na hAbhann

Town: Co na Gaillimhe

Postal code: H91 X4T0

Country: Ireland

E-mail: sile.bhreachnach@tg4.ie

VI.5. Date of dispatch of this notice

09/08/2018