

France-Paris: Survey services
OJ S 189/2017 03/10/2017
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: Ministère culture et communication

Postal address: 182 rue Saint-Honoré

Town: Paris Cedex 01

NUTS code: FR1 Ile-de-France

Postal code: 75033

Country: France

E-mail: mission-achats.sg@culture.gouv.fr

Telephone: +33 0140158737

Fax: +33 0140158651

Internet address(es):

Main address: <http://www.culture.gouv.fr/>

Address of the buyer profile: <https://www.marches-publics.gouv.fr>

I.4. Type of the contracting authority

Ministry or any other national or federal authority, including their regional or local subdivisions

I.5. Main activity

General public services

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

2017-33-dgmic.

Reference number: 2017-33-DGMIC

II.1.2. Main CPV code

79311000 Survey services

II.1.3. Type of contract

Services

II.1.4. Short description

Objet du marché: réalisation d'une étude sur les jeunes et les contenus d'information.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7.

Total value of the procurement

Value excluding VAT: 88 600,00 EUR

II.2. Description

II.2.2. Additional CPV code(s)

79311000 Survey services

II.2.3. Place of performance

NUTS code: FR1 Ile-de-France

Main site or place of performance: Paris.

II.2.4. Description of the procurement

Le marché a pour objet la réalisation d'une étude sur le rapport que les jeunes générations entretiennent avec les contenus d'information, édités par des entreprises de presse ou audiovisuelles (historiques et nouveaux entrants), qu'ils soient proposés sur des supports traditionnels (presse papier, télévision linéaire) ou sur de nouveaux supports (presse en ligne, contenus vidéos distribués en ligne).

II.2.5. Award criteria

Quality criterion - Name: Valeur technique / Weighting: 60

Price - Weighting: 40

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

Open procedure

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

The procurement involves the establishment of a framework agreement

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: [2017/S 109-219588](#)

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

Title:

Réalisation d'une étude sur les jeunes et les contenus d'information

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

27/09/2017

V.2.2. Information about tenders

Number of tenders received: 5

The contract has been awarded to a group of economic operators: yes

V.2.3. Name and address of the contractor

Official name: Médiamétrie SA

Postal address: 70 rue de Rivay

Town: Levallois Perret Cedex

NUTS code: FR105 Hauts-de-Seine

Postal code: 92532

Country: France

Internet address: <http://www.mediametrie.fr/mediametrie/pages/comment-nous-trouver.php?p=10,106&page=55>

The contractor is an SME: no

V.2.3. Name and address of the contractor

Official name: WSA

Postal address: 5 rue Jules Vallès

Town: Paris

NUTS code: FR101 Paris

Postal code: 75011

Country: France

Internet address: <http://www.wsa.fr/cms/index.php?id=2>

The contractor is an SME: yes

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

Total value of the contract/lot: 88 600,00 EUR

V.2.5. Information about subcontracting

The contract is likely to be subcontracted Value or proportion likely to be subcontracted to third parties Proportion: 14 %

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal administratif de Paris

Postal address: 7 rue de Jouy

Town: Paris
Postal code: 75004
Country: France
E-mail: greffe.ta-paris@juradm.fr
Telephone: +33 0144594400
Fax: +33 0144594646

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

Official name: Greffe du tribunal administratif de Paris
Postal address: 7 rue de Jouy
Town: Paris Cedex 04
Postal code: 75004
Country: France
E-mail: greffe.ta-paris@juradm.fr
Telephone: +33 0144594400
Fax: +33 0144594646

VI.5. Date of dispatch of this notice

28/09/2017