

**Germany-Frankfurt-on-Main: Market research services**  
**OJ S 215/2015 06/11/2015**  
**Contract award notice**  
**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Hessischer Rundfunk, Anstalt des Öffentlichen Rechts, Vergabestelle  
Postal address: Bertramstraße 8  
Town: Frankfurt am Main  
Postal code: 60320  
Country: Germany  
Contact person: Poststelle  
E-mail: [vergabestelle@hr.de](mailto:vergabestelle@hr.de)  
Telephone: +49 691554121  
Fax: +49 691553077

**I.2. Type of the contracting authority**

Body governed by public law

**I.3. Main activity**

Other: Rundfunkanstalt

**I.4. Contract award on behalf of other contracting authorities**

The contracting authority is purchasing on behalf of other contracting authorities: no

**Section II: Object of the contract**

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**II.1. Description**

**II.1.1. Title**

Umfrageforschung Hessen 2016.

**II.1.2. Type of contract and place of performance or delivery**

Services

Main site or place of performance: Hessischer Rundfunk, Bertramstraße 8, 60320 Frankfurt, Deutschland.

NUTS code DE712 Frankfurt am Main, Kreisfreie Stadt

**II.1.3. Information about a framework agreement or a dynamic purchasing system (DPS)**

**II.1.4. Short description of the contract or purchase(s)**

Hr-Umfrageforschung 2016, Repräsentativbefragung hr-trend und Qualitätsuntersuchung hr-fernsehen Sendungscheck.

**II.1.5. CPV code(s)**

79310000 Market research services

**II.1.6. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: yes

## **II.2. Total value of the contract/lot**

### **II.2.1. Total value of the contract/lot**

## **Section IV: Procedure**

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### **IV.1. Type of procedure**

#### **IV.1.1. Type of procedure**

Open

### **IV.2. Award criteria**

#### **IV.2.1. Award criteria**

The most economically advantageous tender in terms of  
1. Kriterienhauptgruppe. Weighting 100

#### **IV.2.2. Information about electronic auction**

An electronic auction has been used: no

### **IV.3. Administrative information**

#### **IV.3.1. File reference number attributed by the contracting authority**

HR-2015-0006

#### **IV.3.2. Previous publication concerning this procedure**

##### **Contract notice**

Notice number in the OJ S: [2015/S 167-305110](#) of 29.8.2015

## **Section V: Award of contract**

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Contract No: 1

Lot title: Umfrageforschung Hessen 2016

### **V.1. Date of conclusion of the contract**

30.10.2015

### **V.2. Information about tenders**

Number of tenders received: 4

### **V.3. Name and address of the contractor**

Official name: GfK Media & Communication Research

Postal address: Burgstraße 3

Town: Wiesbaden

Postal code: 65183

Country: Germany

Telephone: +49 6119996040

### **V.4. Information on value of the contract/lot**

### **V.5. Information about subcontracting**

The contract is likely to be subcontracted: no

## **Section VI: Complementary information**

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#### **VI.1. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
no

#### **VI.2. Additional information**

Nachr. HAD-Ref.: 16/439;  
Nachr. V-Nr/AKZ: HR-2015-0006.

#### **VI.3. Procedures for review**

##### **VI.3.1. Review body**

Official name: Vergabekammer des Landes Hessen beim Regierungspräsidium Darmstadt  
Postal address: Dienstgebäude: Wilhelminenstraße 1-3; Fristenbriefkasten: Luisenplatz 2  
Town: Darmstadt  
Postal code: 64283  
Country: Germany  
Fax: +49 6151125816 / 6151126834

##### **VI.3.2. Review procedure**

##### **VI.3.3. Service from which information about the review procedure may be obtained**

Official name: Vergabekammer des Landes Hessen beim Regierungspräsidium Darmstadt  
Postal address: Dienstgebäude: Wilhelminenstraße 1-3; Fristenbriefkasten: Luisenplatz 2  
Town: Darmstadt  
Postal code: 64283  
Country: Germany  
Fax: +49 6151125816 / 6151126834

#### **VI.4. Date of dispatch of this notice**

3.11.2015