

421117-2026 - Result

France – Survey services – Prestations de suivi de l'offre et de la consommation en vidéo physique et vidéo à la demande transactionnelle sur la période 2026-2029

OJ S 117/2026 19/06/2026

Contract or concession award notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Centre national du cinéma et de l'image animée

Email: MarchesPublics@cnc.fr

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Recreation, culture and religion

2. Procedure

2.1. Procedure

Title: Prestations de suivi de l'offre et de la consommation en vidéo physique et vidéo à la demande transactionnelle sur la période 2026-2029

Description: Prestations de suivi de l'offre et de la consommation en vidéo physique et vidéo à la demande transactionnelle sur la période 2026-2029

Procedure identifier: 2d65029d-1833-4199-a71e-9726e3c3cb45

Internal identifier: 2026002

Type of procedure: Open

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79311000 Survey services

2.1.2. Place of performance

Country subdivision (NUTS): Paris (FR101)

Country: France

Additional information: Paris

2.1.3. Value

Estimated value excluding VAT: 283 300,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: Lot 1 : Vidéo physique : volume et chiffre d'affaires

Description: Vidéo physique : volume et chiffre d'affaires

Internal identifier: 2026002L1

5.1.1. Purpose

Main nature of the contract: Services
Main classification (cpv): 79311000 Survey services

5.1.2. Place of performance

Town: Parid
Country subdivision (NUTS): Paris (FR101)
Country: France
Additional information: Paris

5.1.5. Value

Estimated value excluding VAT: 146 000,00 EUR
Maximum value of the framework agreement: 146 000,00 EUR

5.1.6. General information

Procurement Project not financed with EU Funds.
The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.10. Award criteria

Criterion:

Type: Price

Description: Les critères détaillés sont disponibles dans les documents de marché

Description of the method to be used if weighting cannot be expressed by criteria: Les critères détaillés sont disponibles dans les documents de marché

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunal administratif de Paris

Information about review deadlines: 11 jours

Organisation signing the contract: Centre national du cinéma et de l'image animée

5.1. Lot: LOT-0002

Title: lot 2 : Vidéo à la demande transactionnelle : offre, transactions et chiffre d'affaires

Description: Vidéo à la demande transactionnelle : offre, transactions et chiffre d'affaires

Internal identifier: 2026002L2

5.1.1. Purpose

Main nature of the contract: Services
Main classification (cpv): 79311000 Survey services

5.1.2. Place of performance

Town: Paris
Country subdivision (NUTS): Paris (FR101)
Country: France
Additional information: Paris

5.1.5. Value

Estimated value excluding VAT: 137 300,00 EUR
Maximum value of the framework agreement: 137 300,00 EUR

5.1.6. General information

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.10. Award criteria

Criterion:

Type: Price

Description: Les critères détaillés sont disponibles dans les documents de marché

Description of the method to be used if weighting cannot be expressed by criteria: Les critères détaillés sont disponibles dans les documents de marché

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunal administratif de Paris

Information about review deadlines: 11 jours

Organisation signing the contract: Centre national du cinéma et de l'image animée

6. Results

Approximate value of the framework agreements

:

283 300,00

EUR

6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

Framework agreement:

Re-estimated value of the framework agreement: 146 000,00 EUR

6.1.2. Information about winners

Winner:

Official name: GFK RETAIL AND TECHNOLOGY FRANCE

Tender:

Tender identifier: GFK RETAIL AND TECHNOLOGY France

Identifier of lot or group of lots: LOT-0001

The tender was ranked: yes

The tender is a variant: no

Subcontracting: No

Contract information:

Identifier of the contract: 2026002L1

Date on which the winner was chosen: 13/04/2026

Date of the conclusion of the contract: 13/04/2026

Contract information:

Identifier of the contract: 2026002L2

Date on which the winner was chosen: 13/04/2026

Date of the conclusion of the contract: 13/04/2026

Organisation signing the contract: Centre national du cinéma et de l'image animée, Centre national du cinéma et de l'image animée

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders submitted electronically

Number of tenders or requests to participate received: 1

6.1. Result lot identifier: LOT-0002

Winner selection status: At least one winner was chosen.

Framework agreement:

Re-estimated value of the framework agreement: 137 300,00 EUR

6.1.3. Non-winning tenderers

Non-winning tenderers

:

Official name: AQOA

Subcontracting: No

6.1.4. Statistical information

Received tenders or requests to participate:

Type of received submissions: Tenders submitted electronically

Number of tenders or requests to participate received: 1

8. Organisations

8.1. ORG-0001

Official name: Centre national du cinéma et de l'image animée

Registration number: 18004603900186

Town: Paris

Postcode: 75014

Country subdivision (NUTS): Paris (FR101)

Country: France

Contact point: Département achats et marchés

Email: MarchesPublics@cnc.fr

Telephone: 0144343774

Internet address: <https://www.cnc.fr/>

Buyer profile: <https://www.marches-publics.gouv.fr>

Roles of this organisation:

Buyer

Organisation signing the contract

8.1. ORG-0002

Official name: Tribunal administratif de Paris

Registration number: 17750005500013

Postal address: HOTEL D AUMONT 7 RUE DE JOUY

Town: Paris

Postcode: 75004

Country subdivision (NUTS): Paris (FR101)

Country: France

Contact point: Tribunal administratif de Paris

Email: greffe.ta-paris@juradm.fr

Telephone: 0144594400

Internet address: <https://paris.tribunal-administratif.fr/>

Roles of this organisation:

Review organisation

8.1. ORG-0003

Official name: GFK RETAIL AND TECHNOLOGY FRANCE

Size of the economic operator: Micro, small, or medium

Registration number: 31608356700065

Postal address: Rue Julius et Ethel Rosenberg

Town: Bezons

Postcode: 95870

Country subdivision (NUTS): Paris (FR101)

Country: France

Contact point: GFK RETAIL AND TECHNOLOGY FRANCE

Email: michael.mathieu@nielseniq.com

Telephone: 06 85 30 83 65

Internet address: <https://annuaire-entreprises.data.gouv.fr/etablissement/31608356700065>

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

8.1. ORG-0004

Official name: AQOA

Registration number: 49824646100012

Postal address: 71 rue Marx Dormoy

Town: Paris

Postcode: 75018

Country subdivision (NUTS): Paris (FR101)

Country: France

Contact point: AQOA

Email: romain@aqoa.fr

Telephone: 0698304641

Internet address: <https://annuaire-entreprises.data.gouv.fr/entreprise/aqoa-498246461>

Roles of this organisation:

Tenderer

Notice information

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