

Germany-Mainz: Telephone survey services

OJ S 188/2018 29/09/2018

Contract notice

Services

Directive 2004/18/EC

Section I: Contracting authority

I.1. Name and addresses

Official name: ZDF, Zweites Deutsches Fernsehen, Anstalt des öffentlichen Rechts, HA
Rechtemanagement und Zentraleinkauf, Abt. Produktions-, Verwaltungs- und Baueinkauf, HH
760

Postal address: ZDF Straße 1

Town: Mainz

Postal code: 55127

Country: Germany

For the attention of: Frau Heike Binz

E-mail: verwaltungseinkauf@zdf.de

Telephone: +49 6131-70-15601

Fax: +49 6131-70-14889

Internet address(es):

General address of the contracting authority: <http://www.zdf.de>

Electronic access to information: <https://www.meinauftrag.rib.de/public/DetailsByPlatformIdAndTenderId/platformId/3/tenderId/77374>

Additional information can be obtained from:

the abovementioned address

Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:

the abovementioned address

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

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

II.1. Description

II.1.1. Title attributed to the contract by the contracting authority

Durchführung repräsentativer Telefonerhebungen zur Ermittlung des Images des ZDF und der Konkurrenzsender „Imagetrend 2019/2020“

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

Services

Service category No 10: Market research and public opinion polling services

Main site or place of performance: Mainz

NUTS code DEB35 Mainz, Kreisfreie Stadt

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

The procurement involves the establishment of a framework agreement

II.1.4. Information about framework agreement

Framework agreement with a single operator

Duration of the framework agreement

Duration in months: 12

II.1.5. Short description of the contract or purchase(s)

Durchführung repräsentativer Telefonbefragungen zur Ermittlung des Images des ZDF und der Konkurrenzsender in Deutschland. Die Befragungen werden als CATI-Interviews (Computer assisted telephone interviewing) durchgeführt. Die Auswahl der Befragungspersonen muss durch eine mehrstufige Zufallsstichprobe auf Basis des ADM-Telefon-Stichprobensystems und unter Berücksichtigung des ADM-Dual-Frame-Stichprobenansatzes erfolgen.

II.1.6. CPV code(s)

79311210 Telephone survey services

II.1.7. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: yes

II.1.8. Lots

This contract is divided into lots: no

II.1.9. Information about variants

Variants will be accepted: no

II.2. Scope of the procurement

II.2.1. Total quantity or scope

II.2.2. Information about options

Options: yes

Description of options: Verlängerung um jeweils 1 Jahr bis zu 3 weiteren Jahren (max. 14.2.2023).

II.2.3. Information about renewals

This contract is subject to renewal: yes

Number of possible renewals: 3

II.3. Duration of the contract or time limit for completion

Start 15.2.2019. Completion 14.2.2020

Section III: Legal, economic, financial and technical information

III.1. Conditions related to the contract

III.1.1. Deposits and guarantees required

s. Verdingungsunterlagen

III.1.2. Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them

s. Verdingungsunterlagen

III.1.3. Legal form to be taken by the group of economic operators to whom the contract is to be awarded

III.1.4. Contract performance conditions

The performance of the contract is subject to particular conditions: no

III.2. Conditions for participation

III.2.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers

III.2.2. Economic and financial ability

List and brief description of conditions: 1) Nachweis von Erfahrungen in der Durchführung von ag.ma-Interviews (für ausl. Bieter ein vergleichbarer Nachweis);

2) ADM-Institut und Stichprobenziehung auf Basis des ADM-Mastersamples;

3) Nachweis vergleichbarer Referenzen:

a) – Langjährige Erfahrung im Bereich der repräsentativen Fernsehforschung, insbesondere bei der Erhebung von Images für Fernsehsender auf dem deutschen TV-Markt;

b) – Nachweis der bestmöglichen Stichproben- und Datenqualität;

c) – im Bereich Mediaforschung geschulte Interviewer;

d) – hochwertige Feldqualitätskontrolle.

Die Referenzen (3a – d) sollen zudem Angaben zum Auftraggeber, Leistung und zum Zeitraum enthalten.

Es ist zu den genannten Punkten jeweils eine Referenz zu benennen.
Eigenerklärungen sind ausreichend.

III.2.3. Technical and professional ability

III.2.4. Information about reserved contracts

III.3. Conditions specific to services contracts

III.3.1. Information about a particular profession

Execution of the service is reserved to a particular profession: no

III.3.2. Information about staff responsible for the performance of the contract

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract: no

Section IV: Procedure

IV.1. Type of procedure

IV.1.1. Type of procedure

Restricted

IV.1.2. Information about the limits on the number of candidates to be invited

IV.1.3. Information about reduction of the number of solutions or tenders during negotiation or dialogue

IV.2. Award criteria

IV.2.1. Award criteria

The most economically advantageous tender in terms of Price is not the only award criterion and all criteria are stated only in the procurement documents

IV.2.2. Information about electronic auction

An electronic auction will be used: no

IV.3. Administrative information

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

ZDF-114-NOV-18-007

IV.3.2. Previous publication concerning this procedure

no

IV.3.3. Conditions for obtaining specifications and additional documents or descriptive document

Payable documents: no

IV.3.4. Time limit for receipt of tenders or requests to participate

29.10.2018 - 11:00

IV.3.5. Estimated date of dispatch of invitations to tender or to participate to selected candidates

IV.3.6. Languages in which tenders or requests to participate may be submitted

German.

IV.3.7. Minimum time frame during which the tenderer must maintain the tender

IV.3.8. Conditions for opening of tenders

Section VI: Complementary information

VI.1. Information about recurrence

This is a recurrent procurement: no

VI.2. Information about European Union funds

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

VI.3. Additional information

Gemäß § 107 Abs. 3 Satz 1 Nr. 4 GWB ist ein Nachprüfungsverfahren unzulässig, soweit mehr als 15 Kalendertage nach Eingang der Mitteilung des Auftraggebers, einer Rüge nicht abhelfen zu wollen, vergangen sind. Vorsorglich wird auch auf die Fristen gemäß § 101 a Abs. 1, § 107 Abs. 3 S. 1 bis 3 GWB hingewiesen.

VI.4. Procedures for review

VI.4.1. Review body

Official name: Vergabekammer des Landes Rheinland-Pfalz beim Ministerium für Wirtschaft, Klimaschutz, Energie und Landesplanung
Postal address: Stiftstraße 9

Town: Mainz

Postal code: 55116

Country: Germany

Body responsible for mediation procedures

Official name: s. VI. 4.1

VI.4.2. Review procedure

VI.4.3. Service from which information about the review procedure may be obtained

Official name: s. VI. 4.1

VI.5. Date of dispatch of this notice

27.9.2018