

**Spain-Santiago de Compostela: Advertising management services**  
**OJ S 236/2015 05/12/2015**  
**Contract award notice**  
**Services**

**Directive 2004/18/EC**

**Section I: Contracting authority**

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**I.1. Name and addresses**

Official name: Televisión de Galicia, S.A.

Postal address: Bando — San Marcos

Town: Santiago de Compostela

Postal code: 15820

Country: Spain

For the attention of: Cruz Andrade

E-mail: [sercom@crtvg.es](mailto:sercom@crtvg.es)

Telephone: +34 981540851

Fax: +34 981540859

**Internet address(es):**

General address of the contracting authority: [www.crtvg.es](http://www.crtvg.es)

Electronic access to information: <http://www.contratosdegalicia.es/consultaOrganismo.jsp?lang=gl&ID=800&N=72&OR=72>

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

Other: empresa pública

**I.3. Main activity**

Other: medios de comunicación: cadena de televisión

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

**Section II: Object of the contract**

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**II.1. Description**

**II.1.1. Title**

Servicio para la gestión, promoción, venta y cobro de los espacios publicitarios de Televisión de Galicia, S.A. para el mercado autonómico.

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

Services

Service category No 13: Advertising services

NUTS code

**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)**

Servicio para la gestión, promoción, venta y cobro de los espacios publicitarios de Televisión de Galicia, S.A. para el mercado autonómico.

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

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

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

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

Value: 578 248,50 EUR  
excluding VAT

### **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. Oferta económica. Weighting 70
2. Plan de negocio. Weighting 30

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

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

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

2015000436

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

###### **Contract notice**

Notice number in the OJ S: [2015/S 159-292604](#) of 19.8.2015

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

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Lot title: Servicio para la gestión, promoción, venta y cobro de los espacios publicitarios de Televisión de Galicia, S.A. para el mercado autonómico.

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

25.11.2015

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

Number of tenders received: 1

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

Official name: Xacovisión, S.L.  
Town: Santiago de Compostela  
Country: Spain

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

Total value of the procurement:  
Value: 578 248,50 EUR  
excluding VAT

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

The contract is likely to be subcontracted: yes

Value or proportion likely to be subcontracted to third parties:

Proportion: 25 %

### **Section VI: Complementary information**

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

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

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

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

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

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

Official name: Departamento de Servicios Jurídicos — CRTVG

Postal address: Bando — San Marcos

Town: Santiago de Compostela

Postal code: 15820

Country: Spain

E-mail: [asesoria@crtvg.es](mailto:asesoria@crtvg.es)

Telephone: +34 981540860

Fax: +34 981540869

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

1.12.2015