

Spain-Valencia: Advertising services
OJ S 166/2023 30/08/2023
Contract award notice – utilities
Services

Legal Basis:

Directive 2014/25/EU

Section I: Contracting entity

I.1. Name and addresses

Official name: Consejo de Administración de la Empresa Municipal de Transportes de Valencia, S.A.U.

National registration number: A46318416

Postal address: Plaza Correo Viejo, 5

Town: Valencia

NUTS code: ES523 Valencia/València

Postal code: 46001

Country: Spain

Contact person: Consejo de Administración de la Empresa Municipal de Transportes de Valencia, S.A.U.

E-mail: contractacio@emtvalencia.es

Internet address(es):

Main address: <https://contrataciondelestado.es>

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink:perfilContratante&idBp=zbNWgqTZvrDnSoTX3z%2F7wA%3D%3D>

I.6. Main activity

Recreation, culture and religion

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Contratación de la publicidad exterior e interior en los autobuses de la Empresa Municipal de Transportes de València S.A.U (Medio Propio)

Reference number: 2023-0049

II.1.2. Main CPV code

79341000 Advertising services

II.1.3. Type of contract

Services

II.1.4. Short description

Contratación de la publicidad exterior e interior en los autobuses de la Empresa Municipal de Transportes de València S.A.U (Medio Propio)

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 1 375 000,00 EUR

II.2. Description

II.2.3. Place of performance

NUTS code: ES523 Valencia/València

II.2.4. Description of the procurement

Contratación de la publicidad exterior e interior en los autobuses de la Empresa Municipal de Transportes de València S.A.U (Medio Propio)

II.2.5. Award criteria

Quality criterion - Name: APTITUD DEL EQUIPO DE DIRECCIÓN, PLANIFICACIÓN Y COMERCIALIZACIÓN: 0 a 10 puntos / Weighting: 10

Quality criterion - Name: ESTRATEGIA Y PLAN DE COMERCIALIZACIÓN DE LA PUBLICIDAD EXTERIOR: 0 a 15 puntos. / Weighting: 15

Quality criterion - Name: ESTRATEGIA Y PLAN DE COMERCIALIZACIÓN DE LA PUBLICIDAD INTERIOR: 0 a 5 puntos. / Weighting: 5

Quality criterion - Name: ORGANIZACIÓN DE LA PRODUCCIÓN Y LA COLOCACIÓN DE VINILOS: 0 a 5 puntos / Weighting: 5

Quality criterion - Name: PLAN DE RECURSOS HUMANOS, RECURSOS MATERIALES Y ORGANIZACIÓN: 0 a 5 puntos / Weighting: 5

Cost criterion - Name: CANON MENSUAL MÍNIMO GARANTIZADO: de 0 a 45 puntos / Weighting: 45

Cost criterion - Name: CANON VARIABLE: de 0 a 15 puntos / Weighting: 15

II.2.11. Information about options

Options: yes

Description of options:

El contrato no admite prórrogas.

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

IV.1.8. Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: no

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2023/S 065-192268](#)

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 periodic indicative notice

Section V: Award of contract

Contract No: 2023-0049

Title:

Contratación de la publicidad exterior e interior en los autobuses de la Empresa Municipal de Transportes de València S.A.U (Medio Propio)

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

14/08/2023

V.2.2. Information about tenders

Number of tenders received: 2

Number of tenders received from SMEs: 2

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: GLOBAL MEDIA & ENTERTAINMENT, S.A.U.

National registration number: A79816690

Postal address: Santiago de Compostela nº 94 portal 94 planta 6

Town: Madrid

NUTS code: ES3 Comunidad de Madrid

Postal code: 28035

Country: Spain

The contractor is an SME: yes

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

Initial estimated total value of the contract/lot: 3 600 000,00 EUR

Total value of the contract/lot: 1 375 000,00 EUR

V.2.5. Information about subcontracting

V.2.6. Price paid for bargain purchases

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal Administrativo Central de Recursos Contractuales

Postal address: Avda. General Perón, 38

Town: Madrid

Postal code: 28020

Country: Spain

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

Official name: Empresa Municipal de Transportes de València S.A.U (Medio Propio)

Postal address: Plaza Correo Viejo, 5

Town: València

Postal code: 46001

Country: Spain

VI.5. Date of dispatch of this notice

25/08/2023