

France-Paris: Market research services
OJ S 198/2023 13/10/2023
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

I.1. Name and addresses

Official name: RADIO FRANCE

Postal address: 116 avenue du Président Kennedy

Town: Paris

NUTS code: FR101 Paris

Postal code: 75016

Country: France

E-mail: Flore.garnier@radiofrance.com

Internet address(es):

Main address: <https://www.radiofrance.fr/>

Address of the buyer profile: <https://www.achatpublic.com/sdm/ent/gen/index.jsp>

I.2. Information about joint procurement

The contract is awarded by a central purchasing body

I.4. Type of the contracting authority

Body governed by public law

I.5. Main activity

Other activity: La diffusion de programmes radiophoniques et la création musicale

Section II: Object

II.1. Scope of the procurement

II.1.1. Title

Marché relatif à la réalisation d'études musicales

Reference number: 23.099

II.1.2. Main CPV code

79310000 Market research services

II.1.3. Type of contract

Services

II.1.4. Short description

La présente consultation a pour objet la mise en place d'un marché portant sur la réalisation d'études musicales pour les chaînes France Bleu, Mouv' et France Inter. Les enjeux pour Radio France incluent la mesure de l'agrément, de la pertinence des titres gold/récurrents, les tests de nouvelles musiques pour le public cible de Mouv', France Bleu et France Inter, ainsi que la compréhension des attentes du public de France Bleu.

II.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Lowest offer: 312 800,00 EUR / Highest offer: 373 200,00 EUR taken into consideration

II.2. Description

II.2.2. Additional CPV code(s)

79311000 Survey services, 79311200 Survey conduction services

II.2.3. Place of performance

NUTS code: FR101 Paris

II.2.4. Description of the procurement

Le présent marché a pour objet la réalisation d'études musicales pour les chaînes France Bleu, Mouv' et France Inter. Les enjeux pour Radio France incluent la mesure de l'agrément, de la pertinence des titres gold/récurrents, les tests de nouvelles musiques pour le public cible de Mouv', France Bleu et France Inter, ainsi que la compréhension des attentes du public de France Bleu. En ce sens, les objectifs du marché sont d'obtenir des informations sur les titres musicaux, ajuster la programmation et comprendre les enjeux à long terme de France Bleu, Mouv' et France Inter.

II.2.5. Award criteria

Quality criterion - Name: Critère 1 : Mode de restitution (Fonctionnalités de l'interface (ergonomie, exports...), qualité de la restitution (tris sur cibles pertinentes...), etc.) / Weighting: 23

Quality criterion - Name: Critère 2: Méthodologie (Pertinence de l'échantillon, méthode de recrutement, mode de recueil des réponses et interface « questionnaire », délais, etc.) / Weighting: 23

Quality criterion - Name: Critère 3 : Expertise (Connaissance/compréhension du marché radio français) / Weighting: 9

Quality criterion - Name: Critère 4 : RSE / Weighting: 5

Cost criterion - Name: Critère 5: montant inscrit au DQE / Weighting: 40

II.2.11. Information about options

Options: no

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: yes

IV.2. Administrative information

IV.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2023/S 122-387063](#)

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 prior information notice

Section V: Award of contract

Contract No: 23.099

Title:

Marché relatif à la réalisation d'études musicales

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

06/10/2023

V.2.2. Information about tenders

Number of tenders received: 2

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

V.2.3. Name and address of the contractor

Official name: Hyperworld Conseil

Postal address: 59 rue Meslay

Town: PARIS

NUTS code: FR101 Paris

Postal code: 75009

Country: France

Internet address: <http://Hyperworld.fr>

The contractor is an SME: yes

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

Lowest offer: 312 800,00 EUR / Highest offer: 373 200,00 EUR taken into consideration

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

VI.4. Procedures for review

VI.4.1. Review body

Official name: Tribunal de Grande Instance de Paris

Postal address: Parvis du Tribunal de Paris 75 859 PARIS Cedex 17

Town: PARIS
Postal code: 75859
Country: France
Internet address: <https://www.tribunal-de-paris.justice.fr/75>

VI.4.2. Body responsible for mediation procedures

Official name: Tribunal de Grande Instance de Paris
Postal address: Parvis du Tribunal de Paris 75 859 PARIS Cedex 17
Town: PARIS
Postal code: 75859
Country: France

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

Official name: Tribunal de Grande Instance de Paris
Postal address: Parvis du Tribunal de Paris 75 859 PARIS Cedex 17
Town: PARIS
Postal code: 75859
Country: France

VI.5. Date of dispatch of this notice

09/10/2023