

**France-Paris: Advertising management services**

OJ S 220/2023 15/11/2023

**Contract notice****Services****Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

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**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](mailto: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.1. Name and addresses**

Official name: Institut National de l'Audiovisuel (INA)

Postal address: 4 Avenue de l'Europe

Town: Bry-sur-Marne

NUTS code: FR10 Ile-de-France

Postal code: 94366

Country: France

E-mail: [Lbenessalah@ina.fr](mailto:Lbenessalah@ina.fr)**Internet address(es):**Main address: <https://www.ina.fr/>**I.2. Information about joint procurement**

The contract involves joint procurement

**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: [https://www.achatpublic.com/sdm/ent2/gen/ficheCsl.action?PCSLID=CSL\\_2023\\_jATHto07nQ](https://www.achatpublic.com/sdm/ent2/gen/ficheCsl.action?PCSLID=CSL_2023_jATHto07nQ)[PCSLID=CSL\\_2023\\_jATHto07nQ](https://www.achatpublic.com/sdm/ent2/gen/ficheCsl.action?PCSLID=CSL_2023_jATHto07nQ)

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: [https://www.achatpublic.com/sdm/ent/gen/ent\\_detail.do?PCSLID=CSL\\_2023\\_jATHto07nQ](https://www.achatpublic.com/sdm/ent/gen/ent_detail.do?PCSLID=CSL_2023_jATHto07nQ)[achatpublic.com/sdm/ent/gen/ent\\_detail.do?PCSLID=CSL\\_2023\\_jATHto07nQ](https://www.achatpublic.com/sdm/ent/gen/ent_detail.do?PCSLID=CSL_2023_jATHto07nQ)**I.4. Type of the contracting authority**

Other type: Services de radio généralistes et thématiques à vocation nationale

**I.5. Main activity**

Other activity: Services de radio généralistes et thématiques à vocation nationale

## Section II: Object

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### II.1. Scope of the procurement

#### II.1.1. Title

Marché de Commercialisation des espaces publicitaires des supports digitaux vidéo de Radio France et de l'INA

Reference number: 23.152

#### II.1.2. Main CPV code

79341200 Advertising management 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 commercialisation des espaces publicitaires digitaux vidéo de Radio France et de l'INA. Les supports vidéo dits « Instream » concernés sont notamment les suivants : - Sites internet, - Sites mobiles, - Applications mobiles.

#### II.1.5. Estimated total value

Value excluding VAT: 600 000,00 EUR

#### II.1.6. Information about lots

This contract is divided into lots: no

### II.2. Description

#### II.2.2. Additional CPV code(s)

79341200 Advertising management services

#### II.2.3. Place of performance

NUTS code: FR101 Paris

#### II.2.4. Description of the procurement

La présente consultation a pour objet la mise en place d'un marché portant sur la commercialisation des espaces publicitaires digitaux vidéo de Radio France et de l'INA. Les supports vidéo dits « Instream » concernés sont notamment les suivants : - Sites internet, - Sites mobiles, - Applications mobiles.

#### II.2.5. Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### II.2.6. Estimated value

#### II.2.7. Duration of the contract, framework agreement or dynamic purchasing system

Start: 31/03/2024 End: 31/03/2028

This contract is subject to renewal: yes

Description of renewals:

Le marché entre en vigueur à compter de la date de réception de sa notification. Il prend effet à compter du 31/03/2024 pour une durée ferme d'un (1) an. Il est ensuite reconductible tacitement trois (3) fois pour une période d'un (1) an.

**II.2.10. Information about variants**

Variants will be accepted: no

**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**

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**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.2.2. Time limit for receipt of tenders or requests to participate**

Date: 08/12/2023 Local time: 18:00

**IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates****IV.2.4. Languages in which tenders or requests to participate may be submitted**

French

**IV.2.6. Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 6 (from the date stated for receipt of tender)

**IV.2.7. Conditions for opening of tenders**

Date: 11/12/2023 Local time: 09:00

**Section VI: Complementary information**

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**VI.1. Information about recurrence**

This is a recurrent procurement: yes

Estimated timing for further notices to be published:

Prochain avis de marché prévu en 2027

**VI.3. Additional information**

Français Pas de critères relatifs à la situation personnelle des soumissionnaires susceptibles d'entraîner leur exclusion.

**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

Town: Paris CEDEX 17

Postal code: 75859

Country: France

Internet address: <https://www.tribunal-de-paris.justice.fr/75>

**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

Town: PARIS CEDEX 17

Postal code: 75859

Country: France

**VI.5. Date of dispatch of this notice**

10/11/2023