

**Spain-Barcelona: Internet services**  
**OJ S 248/2023 26/12/2023**  
**Contract notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: CORPORACIÓ CATALANA DE MITJANS AUDIOVISUALS, S.A.

National registration number: ESA08849622

Postal address: Carrer Oriol Martorell, 1

Town: BARCELONA

NUTS code: ES511 Barcelona

Postal code: 08970

Country: Spain

Contact person: Marta Escudé

E-mail: [administracioiserveiscompres@ccma.cat](mailto:administracioiserveiscompres@ccma.cat)

Telephone: +34 934999489

Fax: +34 933721253

**Internet address(es):**

Main address: [https://contractaciopublica.gencat.cat/ecofin\\_pscp/AppJava/cap.pscp?reqCode=viewDetail&idCap=203758&cap=Corporaci%F3%20Catalana%20de%20Mitjans%20Audiovisuals,%20SA%20\(CCMA,%20SA\)](https://contractaciopublica.gencat.cat/ecofin_pscp/AppJava/cap.pscp?reqCode=viewDetail&idCap=203758&cap=Corporaci%F3%20Catalana%20de%20Mitjans%20Audiovisuals,%20SA%20(CCMA,%20SA))

Address of the buyer profile: [https://contractaciopublica.gencat.cat/ecofin\\_pscp/AppJava/cap.pscp?reqCode=viewDetail&idCap=203758&cap=Corporaci%F3%20Catalana%20de%20Mitjans%20Audiovisuals,%20SA%20\(CCMA,%20SA\)](https://contractaciopublica.gencat.cat/ecofin_pscp/AppJava/cap.pscp?reqCode=viewDetail&idCap=203758&cap=Corporaci%F3%20Catalana%20de%20Mitjans%20Audiovisuals,%20SA%20(CCMA,%20SA))

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: <https://contractaciopublica.cat/ca/perfils-contractant/detall/203758?categoria=0&tipus=104&page=0>

<https://contractaciopublica.cat/ca/perfils-contractant/detall/203758?categoria=0&tipus=104&page=0>

Additional information can be obtained from the abovementioned address

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

**I.4. Type of the contracting authority**

Body governed by public law

**I.5. Main activity**

Other activity: Telecomunicaciones

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**Section II: Object**

**II.1. Scope of the procurement**

**II.1.1. Title**

Servicio de soporte en la gestión y creación de formatos nativos para las redes sociales y del servicio de SEO, SEM y ASO

Reference number: 2312OB03

**II.1.2. Main CPV code**

72400000 Internet services

**II.1.3. Type of contract**

Services

**II.1.4. Short description**

El objeto de esta concurrencia es la contratación por parte de la Corporación Catalana de Medios Audiovisuales, SA (en adelante CCMA, SA) del servicio de soporte en la Gestión y creación de formatos nativos para las Redes Sociales y del servicio de SEO , SEM y ASO de la CCMA, SA

**II.1.5. Estimated total value**

Value excluding VAT: 5 825 342,00 EUR

**II.1.6. Information about lots**

This contract is divided into lots: no

**II.2. Description**

**II.2.3. Place of performance**

NUTS code: ES511 Barcelona

**II.2.4. Description of the procurement**

El objeto de esta concurrencia es la contratación por parte de la Corporación Catalana de Medios Audiovisuales, SA (en adelante CCMA, SA) del servicio de soporte en la Gestión y creación de formatos nativos para las Redes Sociales y del servicio de SEO , SEM y ASO de la CCMA, SA

**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**

Value excluding VAT: 2 880 108,00 EUR

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

Duration in months: 24

This contract is subject to renewal: yes

Description of renewals:

El contrato tendrá una duración inicial de dos años y se prorrogará automáticamente por anualidades, hasta sumar un máximo de cuatro años, salvo que alguna de las partes manifieste a la otra parte, con una antelación mínima de 90 días a la fecha de finalización del período inicial o del prorrogado, su voluntad de no prorrogar el contrato.

**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**

ver pliegos

## **Section III: Legal, economic, financial and technical information**

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### **III.1. Conditions for participation**

#### **III.1.2. Economic and financial standing**

Selection criteria as stated in the procurement documents

#### **III.1.3. Technical and professional ability**

Selection criteria as stated in the procurement documents

## **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: 22/01/2024 Local time: 13:00

#### **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**

Catalan, Spanish

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

Duration in months: 2 (from the date stated for receipt of tender)

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

Date: 23/01/2024 Local time: 13:30

Place:

Estudios de la CCMA,SA en Sant Joan Despí (Barcelona)

Information about authorised persons and opening procedure: Miembros de la Mesa de contratación

## **Section VI: Complementary information**

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### **VI.1. Information about recurrence**

This is a recurrent procurement: no

### **VI.3. Additional information**

ver pliegos

### **VI.4. Procedures for review**

#### **VI.4.1. Review body**

Official name: Tribunal Català de Contractes del Sector Públic

Postal address: Carrer del Foc, 57

Town: Barcelona

Postal code: 08038

Country: Spain

E-mail: [tcsp@gencat.cat](mailto:tcsp@gencat.cat)

Telephone: +34 935676300

Internet address: [www.gencat.cat](http://www.gencat.cat)

#### **VI.4.2. Body responsible for mediation procedures**

Official name: Tribunal Català de Contractes del Sector Públic

Postal address: Carrer del Foc, 57

Town: Barcelona

Postal code: 08038

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E-mail: [tcsp@gencat.cat](mailto:tcsp@gencat.cat)

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Internet address: [www.gencat.cat](http://www.gencat.cat)

#### **VI.4.3. Review procedure**

Precise information on deadline(s) for review procedures:

ver pliegos

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

Official name: Tribunal Català de Contractes del Sector Públic

Postal address: Carrer del Foc, 57

Town: Barcelona

Postal code: 08038

Country: Spain

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Telephone: +34 935676300

Internet address: [www.gencat.cat](http://www.gencat.cat)

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

21/12/2023