

**Spain-Madrid: Advertising management services**  
**OJ S 251/2023 29/12/2023**  
**Contract award notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Dirección General de Racionalización y Centralización de la Contratación-Junta de Contratación Centralizada

National registration number: S2801213F

Postal address: Alcalá, 9

Town: Madrid

NUTS code: ES300 Madrid

Postal code: 28014

Country: Spain

Contact person: Dirección General de Racionalización y Centralización de la Contratación-Junta de Contratación Centralizada

E-mail: [secretaria.contratacioncentralizada@hacienda.gob.es](mailto:secretaria.contratacioncentralizada@hacienda.gob.es)

Telephone: +34 915958100

Fax: +34 915958850

**Internet address(es):**

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

Address of the buyer profile: <https://contrataciondelestado.es/wps/poc?uri=deeplink%3AperfilContratante&ubicacionOrganica=hqUUy1T4%2FEA%3D>

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

Ministry or any other national or federal authority, including their regional or local subdivisions

**I.5. Main activity**

General public services

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**Section II: Object**

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

**II.1.1. Title**

Acuerdo Marco para la prestación de los servicios de compra de espacios en medios de comunicación y demás soportes publicitarios para la difusión de campañas de publicidad institucional (AM 50/2023)

Reference number: 2023/01

**II.1.2. Main CPV code**

79341200 Advertising management services

**II.1.3. Type of contract**

Services

#### **II.1.4. Short description**

Acuerdo Marco para la prestación de los servicios de compra de espacios en medios de comunicación y demás soportes publicitarios para la difusión de las campañas de publicidad institucional (AM 50/2023)

#### **II.1.6. Information about lots**

This contract is divided into lots: yes

#### **II.1.7. Total value of the procurement**

Value excluding VAT: 440 000 000,00 EUR

### **II.2. Description**

#### **II.2.1. Title**

Servicios de compra de espacios publicitarios de aquellas campañas que incluyan difusión en el medio televisión

Lot No: 1

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

79341200 Advertising management services

#### **II.2.3. Place of performance**

NUTS code: ES300 Madrid

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

Servicios de compra de espacios publicitarios de aquellas campañas que incluyan difusión en el medio televisión

#### **II.2.5. Award criteria**

Cost criterion - Name: Lote 1 Cine / Weighting: 2

Cost criterion - Name: Lote 1 Medios digitales / Weighting: 24,2

Cost criterion - Name: Lote 1 Medios gráficos / Weighting: 6,6

Cost criterion - Name: Lote 1 Publicidad exterior / Weighting: 9,6

Cost criterion - Name: Lote 1 Radio / Weighting: 17,6

Cost criterion - Name: Lote 1 TV / 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**

### **II.2. Description**

#### **II.2.1. Title**

Servicios de compra de espacios publicitarios de aquellas campañas que no incluyan difusión en el medio televisión

Lot No: 2

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

79341200 Advertising management services

### **II.2.3. Place of performance**

NUTS code: ES300 Madrid

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

Servicios de compra de espacios publicitarios de aquellas campañas que no incluyan difusión en el medio televisión

### **II.2.5. Award criteria**

Cost criterion - Name: Lote 2 Cine / Weighting: 1

Cost criterion - Name: Lote 2 Medios digitales / Weighting: 82,8

Cost criterion - Name: Lote 2 Medios gráficos / Weighting: 2,7

Cost criterion - Name: Lote 2 Publicidad exterior / Weighting: 6,2

Cost criterion - Name: Lote 2 Radio / Weighting: 7,3

### **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**

The procurement involves the establishment of a framework agreement

#### **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 116-364283](#)

#### **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**

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**Contract No:** 480/2023

**Lot No:** 1

**Title:**

Servicios de compra de espacios publicitarios de aquellas campañas que incluyan difusión en el medio televisión

A contract/lot is awarded: yes

## **V.2. Award of contract**

### **V.2.1. Date of conclusion of the contract**

18/12/2023

### **V.2.2. Information about tenders**

Number of tenders received: 23

Number of tenders received from SMEs: 8

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

### **V.2.3. Name and address of the contractor**

Official name: DIGITAL SAPIENS S.L.

National registration number: B01637560

Town: Madrid

NUTS code: ES300 Madrid

Country: Spain

The contractor is an SME: yes

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

Total value of the contract/lot: 396 000 000,00 EUR

### **V.2.5. Information about subcontracting**

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

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**Contract No:** 482/2023

**Lot No:** 1

**Title:**

Servicios de compra de espacios publicitarios de aquellas campañas que incluyan difusión en el medio televisión

A contract/lot is awarded: yes

## **V.2. Award of contract**

### **V.2.1. Date of conclusion of the contract**

18/12/2023

### **V.2.2. Information about tenders**

Number of tenders received: 23

Number of tenders received from SMEs: 8

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

### **V.2.3. Name and address of the contractor**

Official name: ESSENCEMEDIACOM IBERIA, S.A

National registration number: A80755390

Town: Madrid

NUTS code: ES300 Madrid

Country: Spain

The contractor is an SME: no

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

Total value of the contract/lot: 396 000 000,00 EUR

**V.2.5. Information about subcontracting****Section V: Award of contract**

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**Contract No:** 483/2023

**Lot No:** 1

**Title:**

Servicios de compra de espacios publicitarios de aquellas campañas que incluyan difusión en el medio televisión

A contract/lot is awarded: yes

**V.2. Award of contract****V.2.1. Date of conclusion of the contract**

18/12/2023

**V.2.2. Information about tenders**

Number of tenders received: 23

Number of tenders received from SMEs: 8

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

**V.2.3. Name and address of the contractor**

Official name: GROUPEM PUBLICIDAD WORLDWIDE, S.A.

National registration number: A81922791

Town: Madrid

NUTS code: ES300 Madrid

Country: Spain

The contractor is an SME: no

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

Total value of the contract/lot: 396 000 000,00 EUR

**V.2.5. Information about subcontracting****Section V: Award of contract**

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**Contract No:** 484/2023

**Lot No:** 1

**Title:**

Servicios de compra de espacios publicitarios de aquellas campañas que incluyan difusión en el medio televisión

A contract/lot is awarded: yes

**V.2. Award of contract****V.2.1.**

**Date of conclusion of the contract**

18/12/2023

**V.2.2. Information about tenders**

Number of tenders received: 23

Number of tenders received from SMEs: 8

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

**V.2.3. Name and address of the contractor**

Official name: Havas Media Group Spain S.A.

National registration number: A78809662

Town: Madrid

NUTS code: ES300 Madrid

Country: Spain

The contractor is an SME: no

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

Total value of the contract/lot: 396 000 000,00 EUR

**V.2.5. Information about subcontracting****Section V: Award of contract**

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**Contract No:** 485/2023

**Lot No:** 1

**Title:**

Servicios de compra de espacios publicitarios de aquellas campañas que incluyan difusión en el medio televisión

A contract/lot is awarded: yes

**V.2. Award of contract****V.2.1. Date of conclusion of the contract**

18/12/2023

**V.2.2. Information about tenders**

Number of tenders received: 23

Number of tenders received from SMEs: 8

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

**V.2.3. Name and address of the contractor**

Official name: IKI MEDIA COMMUNICATIONS, S.L.

National registration number: B66578022

Town: Barcelona

NUTS code: ES511 Barcelona

Country: Spain

The contractor is an SME: no

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

Total value of the contract/lot: 396 000 000,00 EUR

**V.2.5. Information about subcontracting**

## Section V: Award of contract

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**Contract No:** 486/2023

**Lot No:** 1

**Title:**

Servicios de compra de espacios publicitarios de aquellas campañas que incluyan difusión en el medio televisión

A contract/lot is awarded: yes

### V.2. Award of contract

#### V.2.1. Date of conclusion of the contract

18/12/2023

#### V.2.2. Information about tenders

Number of tenders received: 23

Number of tenders received from SMEs: 8

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

#### V.2.3. Name and address of the contractor

Official name: Iki Media Solutions, S.L.

National registration number: B85808376

Town: Madrid

NUTS code: ES300 Madrid

Country: Spain

The contractor is an SME: yes

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

Total value of the contract/lot: 396 000 000,00 EUR

#### V.2.5. Information about subcontracting

## Section V: Award of contract

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**Contract No:** 487/2023

**Lot No:** 1

**Title:**

Servicios de compra de espacios publicitarios de aquellas campañas que incluyan difusión en el medio televisión

A contract/lot is awarded: yes

### V.2. Award of contract

#### V.2.1. Date of conclusion of the contract

18/12/2023

#### V.2.2. Information about tenders

Number of tenders received: 23

Number of tenders received from SMEs: 8

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

**V.2.3. Name and address of the contractor**

Official name: INICIATIVAS DE MEDIOS, SA

National registration number: A28954618

Town: Madrid

NUTS code: ES300 Madrid

Country: Spain

The contractor is an SME: no

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

Total value of the contract/lot: 396 000 000,00 EUR

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Contract No:** 488/2023

**Lot No:** 1

**Title:**

Servicios de compra de espacios publicitarios de aquellas campañas que incluyan difusión en el medio televisión

A contract/lot is awarded: yes

**V.2. Award of contract**

**V.2.1. Date of conclusion of the contract**

18/12/2023

**V.2.2. Information about tenders**

Number of tenders received: 23

Number of tenders received from SMEs: 8

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

**V.2.3. Name and address of the contractor**

Official name: MEDIA DIAMOND, S.L.

National registration number: B85888410

Town: Madrid

NUTS code: ES300 Madrid

Country: Spain

The contractor is an SME: yes

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

Total value of the contract/lot: 396 000 000,00 EUR

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Contract No:** 489/2023

**Lot No:** 1

**Title:**

Servicios de compra de espacios publicitarios de aquellas campañas que incluyan difusión en el medio televisión

A contract/lot is awarded: yes

**V.2. Award of contract**

**V.2.1. Date of conclusion of the contract**

18/12/2023

**V.2.2. Information about tenders**

Number of tenders received: 23

Number of tenders received from SMEs: 8

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

**V.2.3. Name and address of the contractor**

Official name: Media Partner Ventures SL

National registration number: B87673893

Town: Madrid

NUTS code: ES300 Madrid

Country: Spain

The contractor is an SME: yes

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

Total value of the contract/lot: 396 000 000,00 EUR

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Contract No:** 490/2023

**Lot No:** 1

**Title:**

Servicios de compra de espacios publicitarios de aquellas campañas que incluyan difusión en el medio televisión

A contract/lot is awarded: yes

**V.2. Award of contract**

**V.2.1. Date of conclusion of the contract**

18/12/2023

**V.2.2. Information about tenders**

Number of tenders received: 23

Number of tenders received from SMEs: 8

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

**V.2.3. Name and address of the contractor**

Official name: MEDIA SAPIENS SPAIN S.L.

National registration number: B86016060

Town: Madrid

NUTS code: ES300 Madrid  
Country: Spain  
The contractor is an SME: yes

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

Total value of the contract/lot: 396 000 000,00 EUR

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Contract No:** 481/2023

**Lot No:** 1

**Title:**

Servicios de compra de espacios publicitarios de aquellas campañas que incluyan difusión en el medio televisión

A contract/lot is awarded: yes

**V.2. Award of contract**

**V.2.1. Date of conclusion of the contract**

18/12/2023

**V.2.2. Information about tenders**

Number of tenders received: 23

Number of tenders received from SMEs: 8

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

**V.2.3. Name and address of the contractor**

Official name: MEDIAPLUS EQU MEDIA, S.L.

National registration number: B81108334

Town: Madrid

NUTS code: ES300 Madrid

Country: Spain

The contractor is an SME: no

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

Total value of the contract/lot: 396 000 000,00 EUR

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Contract No:** 491/2023

**Lot No:** 1

**Title:**

Servicios de compra de espacios publicitarios de aquellas campañas que incluyan difusión en el medio televisión

A contract/lot is awarded: yes

## **V.2. Award of contract**

### **V.2.1. Date of conclusion of the contract**

18/12/2023

### **V.2.2. Information about tenders**

Number of tenders received: 23

Number of tenders received from SMEs: 8

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

### **V.2.3. Name and address of the contractor**

Official name: MINDSHARE SPAIN, SA

National registration number: A78913019

Town: Madrid

NUTS code: ES300 Madrid

Country: Spain

The contractor is an SME: no

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

Total value of the contract/lot: 396 000 000,00 EUR

### **V.2.5. Information about subcontracting**

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

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**Contract No:** 492/2023

**Lot No:** 1

**Title:**

Servicios de compra de espacios publicitarios de aquellas campañas que incluyan difusión en el medio televisión

A contract/lot is awarded: yes

## **V.2. Award of contract**

### **V.2.1. Date of conclusion of the contract**

18/12/2023

### **V.2.2. Information about tenders**

Number of tenders received: 23

Number of tenders received from SMEs: 8

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

### **V.2.3. Name and address of the contractor**

Official name: NOVA SAPIENS S.L.

National registration number: B81476145

Town: Madrid

NUTS code: ES300 Madrid

Country: Spain

The contractor is an SME: yes

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

Total value of the contract/lot: 396 000 000,00 EUR

## V.2.5. Information about subcontracting

### Section V: Award of contract

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**Contract No:** 493/2023

**Lot No:** 1

**Title:**

Servicios de compra de espacios publicitarios de aquellas campañas que incluyan difusión en el medio televisión

A contract/lot is awarded: yes

## V.2. Award of contract

### V.2.1. Date of conclusion of the contract

18/12/2023

### V.2.2. Information about tenders

Number of tenders received: 23

Number of tenders received from SMEs: 8

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

### V.2.3. Name and address of the contractor

Official name: T2O Admedia Services s.l.

National registration number: B83859850

Town: Madrid

NUTS code: ES300 Madrid

Country: Spain

The contractor is an SME: no

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

Total value of the contract/lot: 396 000 000,00 EUR

## V.2.5. Information about subcontracting

### Section V: Award of contract

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**Contract No:** 494/2023

**Lot No:** 1

**Title:**

Servicios de compra de espacios publicitarios de aquellas campañas que incluyan difusión en el medio televisión

A contract/lot is awarded: yes

## V.2. Award of contract

### V.2.1. Date of conclusion of the contract

18/12/2023

### V.2.2.

**Information about tenders**

Number of tenders received: 23

Number of tenders received from SMEs: 8

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

**V.2.3. Name and address of the contractor**

Official name: UNIVERSAL MCCANN, S.A.

National registration number: A79154126

Town: Madrid

NUTS code: ES300 Madrid

Country: Spain

The contractor is an SME: no

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

Total value of the contract/lot: 396 000 000,00 EUR

**V.2.5. Information about subcontracting****Section V: Award of contract**

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**Contract No:** 495/2023

**Lot No:** 1

**Title:**

Servicios de compra de espacios publicitarios de aquellas campañas que incluyan difusión en el medio televisión

A contract/lot is awarded: yes

**V.2. Award of contract****V.2.1. Date of conclusion of the contract**

18/12/2023

**V.2.2. Information about tenders**

Number of tenders received: 23

Number of tenders received from SMEs: 8

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

**V.2.3. Name and address of the contractor**

Official name: WAVEMAKER PUBLICIDAD SPAIN S.L.

National registration number: B81173171

Town: Madrid

NUTS code: ES300 Madrid

Country: Spain

The contractor is an SME: no

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

Total value of the contract/lot: 396 000 000,00 EUR

**V.2.5. Information about subcontracting****Section V: Award of contract**

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**Contract No:** 496/2023

**Lot No:** 1

**Title:**

Servicios de compra de espacios publicitarios de aquellas campañas que incluyan difusión en el medio televisión

A contract/lot is awarded: yes

## **V.2. Award of contract**

### **V.2.1. Date of conclusion of the contract**

18/12/2023

### **V.2.2. Information about tenders**

Number of tenders received: 23

Number of tenders received from SMEs: 8

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

### **V.2.3. Name and address of the contractor**

Official name: ZOSMAMEDIA

National registration number: B20714465

Town: Bilbao

NUTS code: ES213 Bizkaia

Country: Spain

The contractor is an SME: yes

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

Total value of the contract/lot: 396 000 000,00 EUR

### **V.2.5. Information about subcontracting**

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

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**Contract No:** 497/2023

**Lot No:** 2

**Title:**

Servicios de compra de espacios publicitarios de aquellas campañas que no incluyan difusión en el medio televisión

A contract/lot is awarded: yes

## **V.2. Award of contract**

### **V.2.1. Date of conclusion of the contract**

18/12/2023

### **V.2.2. Information about tenders**

Number of tenders received: 26

Number of tenders received from SMEs: 11

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

### **V.2.3.**

**Name and address of the contractor**

Official name: CARAT ESPAÑA SA

National registration number: A28343358

Town: Madrid

NUTS code: ES300 Madrid

Country: Spain

The contractor is an SME: no

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

Total value of the contract/lot: 44 000 000,00 EUR

**V.2.5. Information about subcontracting****Section V: Award of contract**

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**Contract No:** 498/2023

**Lot No:** 2

**Title:**

Servicios de compra de espacios publicitarios de aquellas campañas que no incluyan difusión en el medio televisión

A contract/lot is awarded: yes

**V.2. Award of contract****V.2.1. Date of conclusion of the contract**

18/12/2023

**V.2.2. Information about tenders**

Number of tenders received: 26

Number of tenders received from SMEs: 11

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

**V.2.3. Name and address of the contractor**

Official name: DIGITAL SAPIENS S.L.

National registration number: B01637560

Town: Madrid

NUTS code: ES300 Madrid

Country: Spain

The contractor is an SME: yes

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

Total value of the contract/lot: 44 000 000,00 EUR

**V.2.5. Information about subcontracting****Section V: Award of contract**

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**Contract No:** 500/2023

**Lot No:** 2

**Title:**

Servicios de compra de espacios publicitarios de aquellas campañas que no incluyan difusión en el medio televisión

A contract/lot is awarded: yes

## **V.2. Award of contract**

### **V.2.1. Date of conclusion of the contract**

18/12/2023

### **V.2.2. Information about tenders**

Number of tenders received: 26

Number of tenders received from SMEs: 11

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

### **V.2.3. Name and address of the contractor**

Official name: ESSENCEMEDIACOM IBERIA, S.A

National registration number: A80755390

Town: Madrid

NUTS code: ES300 Madrid

Country: Spain

The contractor is an SME: no

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

Total value of the contract/lot: 44 000 000,00 EUR

### **V.2.5. Information about subcontracting**

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

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**Contract No:** 501/2023

**Lot No:** 2

### **Title:**

Servicios de compra de espacios publicitarios de aquellas campañas que no incluyan difusión en el medio televisión

A contract/lot is awarded: yes

## **V.2. Award of contract**

### **V.2.1. Date of conclusion of the contract**

18/12/2023

### **V.2.2. Information about tenders**

Number of tenders received: 26

Number of tenders received from SMEs: 11

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

### **V.2.3. Name and address of the contractor**

Official name: FISHERMAN DIGITAL SOLUTIONS SL

National registration number: B86359379

Town: Madrid

NUTS code: ES300 Madrid

Country: Spain

The contractor is an SME: yes

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

Total value of the contract/lot: 44 000 000,00 EUR

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Contract No:** 502/2023

**Lot No:** 2

**Title:**

Servicios de compra de espacios publicitarios de aquellas campañas que no incluyan difusión en el medio televisión

A contract/lot is awarded: yes

**V.2. Award of contract**

**V.2.1. Date of conclusion of the contract**

18/12/2023

**V.2.2. Information about tenders**

Number of tenders received: 26

Number of tenders received from SMEs: 11

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

**V.2.3. Name and address of the contractor**

Official name: GROUPEM PUBLICIDAD WORLDWIDE, S.A.

National registration number: A81922791

Town: Madrid

NUTS code: ES300 Madrid

Country: Spain

The contractor is an SME: no

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

Total value of the contract/lot: 44 000 000,00 EUR

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Contract No:** 503/2023

**Lot No:** 2

**Title:**

Servicios de compra de espacios publicitarios de aquellas campañas que no incluyan difusión en el medio televisión

A contract/lot is awarded: yes

## **V.2. Award of contract**

### **V.2.1. Date of conclusion of the contract**

18/12/2023

### **V.2.2. Information about tenders**

Number of tenders received: 26

Number of tenders received from SMEs: 11

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

### **V.2.3. Name and address of the contractor**

Official name: IKI MEDIA COMMUNICATIONS, S.L.

National registration number: B66578022

Town: Barcelona

NUTS code: ES511 Barcelona

Country: Spain

The contractor is an SME: no

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

Total value of the contract/lot: 44 000 000,00 EUR

### **V.2.5. Information about subcontracting**

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

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**Contract No:** 504/2023

**Lot No:** 2

**Title:**

Servicios de compra de espacios publicitarios de aquellas campañas que no incluyan difusión en el medio televisión

A contract/lot is awarded: yes

## **V.2. Award of contract**

### **V.2.1. Date of conclusion of the contract**

18/12/2023

### **V.2.2. Information about tenders**

Number of tenders received: 26

Number of tenders received from SMEs: 11

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

### **V.2.3. Name and address of the contractor**

Official name: Iki Media Solutions, S.L.

National registration number: B85808376

Town: Madrid

NUTS code: ES300 Madrid

Country: Spain

The contractor is an SME: yes

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

Total value of the contract/lot: 44 000 000,00 EUR

## V.2.5. Information about subcontracting

### Section V: Award of contract

---

**Contract No:** 505/2023

**Lot No:** 2

**Title:**

Servicios de compra de espacios publicitarios de aquellas campañas que no incluyan difusión en el medio televisión

A contract/lot is awarded: yes

## V.2. Award of contract

### V.2.1. Date of conclusion of the contract

18/12/2023

### V.2.2. Information about tenders

Number of tenders received: 26

Number of tenders received from SMEs: 11

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

### V.2.3. Name and address of the contractor

Official name: MEDIA DIAMOND, S.L.

National registration number: B85888410

Town: Madrid

NUTS code: ES300 Madrid

Country: Spain

The contractor is an SME: yes

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

Total value of the contract/lot: 44 000 000,00 EUR

## V.2.5. Information about subcontracting

### Section V: Award of contract

---

**Contract No:** 506/2023

**Lot No:** 2

**Title:**

Servicios de compra de espacios publicitarios de aquellas campañas que no incluyan difusión en el medio televisión

A contract/lot is awarded: yes

## V.2. Award of contract

### V.2.1. Date of conclusion of the contract

18/12/2023

### V.2.2.

**Information about tenders**

Number of tenders received: 26

Number of tenders received from SMEs: 11

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

**V.2.3. Name and address of the contractor**

Official name: Media Partner Ventures SL

National registration number: B87673893

Town: Madrid

NUTS code: ES300 Madrid

Country: Spain

The contractor is an SME: yes

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

Total value of the contract/lot: 44 000 000,00 EUR

**V.2.5. Information about subcontracting****Section V: Award of contract**

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**Contract No:** 507/2023

**Lot No:** 2

**Title:**

Servicios de compra de espacios publicitarios de aquellas campañas que no incluyan difusión en el medio televisión

A contract/lot is awarded: yes

**V.2. Award of contract****V.2.1. Date of conclusion of the contract**

18/12/2023

**V.2.2. Information about tenders**

Number of tenders received: 26

Number of tenders received from SMEs: 11

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

**V.2.3. Name and address of the contractor**

Official name: MEDIA SAPIENS SPAIN S.L.

National registration number: B86016060

Town: Madrid

NUTS code: ES300 Madrid

Country: Spain

The contractor is an SME: yes

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

Total value of the contract/lot: 44 000 000,00 EUR

**V.2.5. Information about subcontracting****Section V: Award of contract**

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**Contract No:** 499/2023

**Lot No:** 2

**Title:**

Servicios de compra de espacios publicitarios de aquellas campañas que no incluyan difusión en el medio televisión

A contract/lot is awarded: yes

**V.2. Award of contract**

**V.2.1. Date of conclusion of the contract**

18/12/2023

**V.2.2. Information about tenders**

Number of tenders received: 26

Number of tenders received from SMEs: 11

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

**V.2.3. Name and address of the contractor**

Official name: MEDIAPLUS EQU MEDIA, S.L.

National registration number: B81108334

Town: Madrid

NUTS code: ES300 Madrid

Country: Spain

The contractor is an SME: no

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

Total value of the contract/lot: 44 000 000,00 EUR

**V.2.5. Information about subcontracting**

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**Section V: Award of contract**

**Contract No:** 508/2023

**Lot No:** 2

**Title:**

Servicios de compra de espacios publicitarios de aquellas campañas que no incluyan difusión en el medio televisión

A contract/lot is awarded: yes

**V.2. Award of contract**

**V.2.1. Date of conclusion of the contract**

18/12/2023

**V.2.2. Information about tenders**

Number of tenders received: 26

Number of tenders received from SMEs: 11

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

**V.2.3.**

**Name and address of the contractor**

Official name: MINDSHARE SPAIN, SA  
National registration number: A78913019  
Town: Madrid  
NUTS code: ES300 Madrid  
Country: Spain  
The contractor is an SME: no

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

Total value of the contract/lot: 44 000 000,00 EUR

**V.2.5. Information about subcontracting****Section V: Award of contract**

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**Contract No:** 509/2023

**Lot No:** 2

**Title:**

Servicios de compra de espacios publicitarios de aquellas campañas que no incluyan difusión en el medio televisión

A contract/lot is awarded: yes

**V.2. Award of contract****V.2.1. Date of conclusion of the contract**

18/12/2023

**V.2.2. Information about tenders**

Number of tenders received: 26

Number of tenders received from SMEs: 11

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

**V.2.3. Name and address of the contractor**

Official name: NOVA SAPIENS S.L.  
National registration number: B81476145  
Town: Madrid  
NUTS code: ES300 Madrid  
Country: Spain  
The contractor is an SME: yes

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

Total value of the contract/lot: 44 000 000,00 EUR

**V.2.5. Information about subcontracting****Section V: Award of contract**

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**Contract No:** 510/2023

**Lot No:** 2

**Title:**

Servicios de compra de espacios publicitarios de aquellas campañas que no incluyan difusión en el medio televisión

A contract/lot is awarded: yes

## **V.2. Award of contract**

### **V.2.1. Date of conclusion of the contract**

18/12/2023

### **V.2.2. Information about tenders**

Number of tenders received: 26

Number of tenders received from SMEs: 11

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

### **V.2.3. Name and address of the contractor**

Official name: REBOLD MARKETING SL

National registration number: B85737708

Town: Madrid

NUTS code: ES300 Madrid

Country: Spain

The contractor is an SME: yes

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

Total value of the contract/lot: 44 000 000,00 EUR

### **V.2.5. Information about subcontracting**

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

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**Contract No:** 511/2023

**Lot No:** 2

**Title:**

Servicios de compra de espacios publicitarios de aquellas campañas que no incluyan difusión en el medio televisión

A contract/lot is awarded: yes

## **V.2. Award of contract**

### **V.2.1. Date of conclusion of the contract**

18/12/2023

### **V.2.2. Information about tenders**

Number of tenders received: 26

Number of tenders received from SMEs: 11

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

### **V.2.3. Name and address of the contractor**

Official name: T2O Admedia Services s.l.

National registration number: B83859850

Town: Madrid

NUTS code: ES300 Madrid

Country: Spain

The contractor is an SME: no

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

Total value of the contract/lot: 44 000 000,00 EUR

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Contract No:** 512/2023

**Lot No:** 2

**Title:**

Servicios de compra de espacios publicitarios de aquellas campañas que no incluyan difusión en el medio televisión

A contract/lot is awarded: yes

**V.2. Award of contract**

**V.2.1. Date of conclusion of the contract**

18/12/2023

**V.2.2. Information about tenders**

Number of tenders received: 26

Number of tenders received from SMEs: 11

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

**V.2.3. Name and address of the contractor**

Official name: WAVEMAKER PUBLICIDAD SPAIN S.L.

National registration number: B81173171

Town: Madrid

NUTS code: ES300 Madrid

Country: Spain

The contractor is an SME: no

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

Total value of the contract/lot: 44 000 000,00 EUR

**V.2.5. Information about subcontracting**

**Section V: Award of contract**

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**Contract No:** 513/2023

**Lot No:** 2

**Title:**

Servicios de compra de espacios publicitarios de aquellas campañas que no incluyan difusión en el medio televisión

A contract/lot is awarded: yes

## **V.2. Award of contract**

### **V.2.1. Date of conclusion of the contract**

18/12/2023

### **V.2.2. Information about tenders**

Number of tenders received: 26

Number of tenders received from SMEs: 11

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

### **V.2.3. Name and address of the contractor**

Official name: ZOSMAMEDIA

National registration number: B20714465

Town: Madrid

NUTS code: ES300 Madrid

Country: Spain

The contractor is an SME: yes

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

Total value of the contract/lot: 44 000 000,00 EUR

### **V.2.5. Information about subcontracting**

## **Section VI: Complementary information**

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

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

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

Official name: Tribunal Administrativo Central de Recursos Contractuales

Town: Madrid

Postal code: 28071

Country: Spain

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

Official name: Tribunal Administrativo Central de Recursos Contractuales

Town: Madrid

Postal code: 28071

Country: Spain

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

27/12/2023