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Tender

## **BBC World Service Media Services LOT 1 - Above the line Media Services International Markets LOT 2 - Digital Media Services International Markets**

The British Broadcasting Corporation (BBC)

F02: Contract notice

Notice identifier: 2023/S 000-000595

Procurement identifier (OCID): ocds-h6vhtk-03960c

Published 9 January 2023, 4:52pm

The closing date and time has been changed to:

**16 February 2023, 2:00pm**

See the [change notice](#).

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

The British Broadcasting Corporation (BBC)

Broadcasting House, Portland Place

London

W1A 1AA

#### **Contact**

Anna Neuman

#### **Email**

[anna.neuman@bbc.co.uk](mailto:anna.neuman@bbc.co.uk)

**Telephone**

+44 1234567890

**Fax**

+44 1234567890

**Country**

United Kingdom

**Region code**

UK - United Kingdom

**Internet address(es)**

Main address

<http://www.bbc.co.uk/supplying/>

Buyer's address

<https://bbc.bravosolution.co.uk/>

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://bbc.bravosolution.co.uk/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://bbc.bravosolution.co.uk/>

Tenders or requests to participate must be submitted to the above-mentioned address

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

Body governed by public law

**I.5) Main activity**

Other activity

Broadcasting

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## **Section II: Object**

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

#### **II.1.1) Title**

BBC World Service Media Services LOT 1 - Above the line Media Services International Markets  
LOT 2 - Digital Media Services International Markets

Reference number

PROC/2022/39/AN

#### **II.1.2) Main CPV code**

- 79341400 - Advertising campaign services

#### **II.1.3) Type of contract**

Services

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

The BBC is the world's most trusted international news broadcaster, and it is committed to accurate, impartial and independent news.

BBC News World Service operates around the world in 43 languages – including English - and reaches a weekly global audience of 365m, on radio, TV, and digital. Through the World Service the BBC brings impartial, accurate news to countries lacking media freedom.

The focus of the World Service is to drive retention and long term engagement alongside reach, with a renewed emphasis on owned and operated platforms – as BBC News seeks to build stronger audience relationships around the world.

A key priority for the BBC News World Service is to increase audience reach among younger people and women.

The BBC News World Service Marketing division is seeking an agency/agencies for the provision of the following services to support the World Service in achieving the objectives set out in the licence agreement:

- (Lot 1) above the line global media planning and buying across South Asia, Sub Saharan Africa and Middle East and North Africa (MENA)

- (Lot 2) digital global media planning and buying across Sub Saharan Africa, South Asia, MENA, East Asia, Europe and South America

The spend range over 5 years for both lots (Lot 1 and Lot 2) is estimated to be between £17 million to £20 million.

Tenderers may bid individually for any and as many lots as they are interested in. Each individual lot will be evaluated separately. The BBC can award each lot to a different Tenderer, regardless if the same Tenderer responds to one or both lots.

### **II.1.5) Estimated total value**

Value excluding VAT: £20,000,000

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

This contract is divided into lots: Yes

Tenders may be submitted for all lots

Maximum number of lots that may be awarded to one tenderer: 2

## **II.2) Description**

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

Lot No

LOT 1 – Above the Line Media Services International Markets

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

- 79341400 - Advertising campaign services

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

NUTS codes

- UK - United Kingdom

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

- (lot 1) above the line global media planning and buying across South Asia, Sub Saharan Africa and Middle East and North Africa (MENA)

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

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

### **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

24 months with possible extensions of 12 months on 3 occasions. Duration is: 2 +1 +1 +1

### **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) Description**

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

Lot No

LOT 2 - Digital Media Services International Markets

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

- 79341400 - Advertising campaign services

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

NUTS codes

- UK - United Kingdom

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

- (lot 2) digital global media planning and buying across Sub Saharan Africa, South Asia, MENA, East Asia, Europe and South America

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

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

#### **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

2 + 1 + 1+ 1

#### **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

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

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

#### **III.1.1) Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions

Where there is more than one economic operator, the BBC reserves the right to require a grouping of economic operators to take a particular legal form or to require a single economic operator to take primary liability or to require that each party undertakes joint and several liability.

Please register your interest in this project by taking the following steps:

1) Register your company on the Jaggaer e-Tendering portal (this is only required once):

1.1 Go to <https://bbc.bravosolution.co.uk>

1.2 Click the link on the login page to register;

1.3 Accept the terms and conditions and click 'Continue';

1.4 Enter your correct business and user details;

1.5 Note the username you chose and click 'Save' when complete;

1.6 You will shortly receive an email with your temporary password.

2) Express an interest in the tender:

2.1 Login to the portal with the username/password;

2.2 Click the 'PQQs/ITTs Open to all Suppliers' link. (These are Pre-Qualification Questionnaires or Invitations to Tender open to any registered supplier).

2.3 Click on the relevant PQQ/ITT to access the content;

2.4 Click the 'Express Interest' button at the top of the page. This will move the PQQ/ITT into

your 'My PQQs/My ITTs page. (This is a secure area reserved for your projects only;

2.5 You can now access any attachments by clicking 'Buyer Attachments' in the 'PQQ/ITT Details' box.

3) Responding to the tender:

3.1 Click 'My Response' under PQQ/ITT Details', you can choose to 'Create Response' or to

'Decline to Respond' (please give a reason if declining);

3.2 You can now use the 'Messages' function to communicate with the buyer and seek any

clarification;

3.3 Note the deadline for completion, and then follow the onscreen instructions to complete

the PQQ/ITT. There may be a mixture of online and offline actions for you to perform (there is detailed online help available)

3.4 You must then submit your reply using the 'Submit Response' button at the top of the page. If you require any further assistance, please consult the online help, or contact the Jaggaer e-Tendering help desk.

### **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

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open procedure

#### **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**

Originally published as:

Date

14 February 2023

Local time

2:00pm

Changed to:

Date

16 February 2023

Local time

2:00pm

See the [change notice](#).

### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

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

Duration in months: 4 (from the date stated for receipt of tender)

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

Date

14 February 2023

Local time

2:00pm

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## **Section VI. Complementary information**

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

This is a recurrent procurement: No

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

In the case of technology requirements, the BBC may involve its technology partner (Atos IT Solutions and Services Limited) to assist in the scoping and drafting of invitations to tender and/or the evaluation of tenders. However, the final decision as to which is the most economically advantageous (by reference to the award criteria) will be made by the BBC. The awarding authority reserves the right not to award a contract and to annul the procurement process at any stage. Tenders and all supporting documents must be priced in sterling and all payments will be made in sterling. The contract shall be subject to English law. The awarding authority does not bind itself to accept the lowest, or any tender and reserves the right to accept part of a tender unless the tenderer expressly stipulates otherwise in the tender document.

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

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

Business and Property Courts of England and Wales – TCC

Rolls Building, 7 Rolls Building, Fetter Lane

London

EC4A 1NL

Country

United Kingdom

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

Precise information on deadline(s) for review procedures

The applicable review time limits shall be as stated in Regulations 92 and 93 Public Contracts Regulations 2015.