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Tender

## **Audience Data and Reporting Services**

The British Broadcasting Corporation (BBC)

F02: Contract notice

Notice identifier: 2022/S 000-001542

Procurement identifier (OCID): ocds-h6vhtk-030c9f

Published 18 January 2022, 10:45pm

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

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

The British Broadcasting Corporation (BBC)

Broadcasting House, Portland Place

London

W1A 1AA

#### **Email**

[jonathan.palfreeman@bbc.co.uk](mailto:jonathan.palfreeman@bbc.co.uk)

#### **Telephone**

+44 1234567890

#### **Fax**

+44 1234567890

#### **Country**

United Kingdom

**NUTS code**

UK - United Kingdom

**Internet address(es)**

Main address

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

Buyer's address

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

**I.2) Information about joint procurement**

The contract is awarded by a central purchasing body

**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**

Audience Data and Reporting Services

Reference number

PROC 2021 06 HS

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

- 79310000 - Market research services

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

Services

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

The BBC Audiences Team are responsible for supporting the business in producing world-class content and services, by bringing the voice of the audiences closer to them and helping the BBC deliver value for all audiences. The contract is for the provision of a subset of audience research data collation, data enrichment, analysis, reporting (including setting up data feeds) across TV and Online. Radio performance is delivered in house or by the industry RAJAR supplier, IPSOS. Reporting on the performance of the BBC's competitors in the marketplace are required.

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

Value excluding VAT: £2,500,000

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

This contract is divided into lots: No

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

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

NUTS codes

- UK - United Kingdom

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

Reporting mainly includes regular, scheduled reports and also some very limited responses to ad-hoc requests. In addition, the Audiences Team use data feeds to support their knowledge base and their own internal analysis. To meet these requirements data is drawn from a wide range of sources including BARB, surveys and panels, web stats and social metrics. Most of the data sources provide input on a regular basis (real time, daily, weekly, monthly or quarterly), some of them are one-off projects. The Supplier will be required to analyse and use source data for the BBC's services and its key competitors from the industry sources and bespoke BBC surveys and systems. Reports and processes are automated where possible using tools such as Tableau and Alteryx. The objective is to limit as much manual intervention as possible to ensure the most efficient use of external and internal resource.

To help facilitate this the BBC's data management system (referred to internally as Redshift, SCV or the Data Lake) is able to host some data sources and allows us for directly linking BBC data sources to automated reporting and dashboards. BBC Audiences is using this data management system to improve the way we combine data sources, the way we automate reports and the way we feed into /Audiences, the BBC's internal audience research portal. We expect that by the time that this Procurement is complete, the BBC will be able to allow third party access to SCV in order to retrieve, enrich and deposit data, under strict Information Security requirements.

An essential step in the reporting process is data enrichment. This part of the Service provided by the Supplier adds additional programme level metadata including repeat statuses, identification of series & episode numbers, genre coding and nations and regional opt-out programming. The Supplier is required to provide secondary data enrichment coding and tagging for the BBC and selected competitor content. Not all input to generate the data enrichment can be provided by the BBC.

The BBC has also developed its own proprietary measure to reflect content performance across linear and non-linear, which includes all known viewing in the lifetime of a programme. This key metric known as All Screens is generated and delivered by the service via the data processing of multiple data sources. BBC All-Screens data is a dataset created by the BBC that enables comparisons between linear TV viewing (measured by BARB panel data, which is people-based) and iPlayer viewing (measured by online analytics census data, which is browser-based). Complex modelling and detailed deduplication is required to deliver a level playing-field for meaningful analysis.

The supplier is expected to work with the ever changing requirements of the business and the industry we operate in. There are continuous reviews of the deliverables to ensure they meet the business needs. Therefore the supplier will be required to flex with the business and provide a solution that allows the deliverables to change as the business needs a change. Our ambition is to continue to review, change and automate where

relevant. The role of the supplier is to support the BBC in its strategic objectives and to work with them on identifying more efficient and effective means to deliver audience intelligence into the business. In addition, the supplier will be required to support gradual de-commissioning activities of some of the Services over the full contract term as we continue to explore whether we can bring certain reporting elements in house.

#### **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

48

This contract is subject to renewal

No

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **II.2.11) Information about options**

Options: Yes

Description of options

The initial contract term is for a period of 36 months.

The contract may be extended by up to 12 additional months beyond the initial term. The advertised value includes expected costs for any possible extension.

#### **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.

#### **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**

Competitive procedure with negotiation

#### **IV.1.4) Information about reduction of the number of solutions or tenders during negotiation or dialogue**

Recourse to staged procedure to gradually reduce the number of solutions to be discussed or tenders to be negotiated

#### **IV.1.5) Information about negotiation**

The contracting authority reserves the right to award the contract on the basis of the initial tenders without conducting negotiations

#### **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

21 February 2022

Local time

11:00am

### **IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates**

9 March 2022

### **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)

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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.

Please register your interest in this project by taking the following steps: 1 - Register your company on the BravoSolution 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 Bravo e-Tendering help desk.

## **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

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



