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Not applicable

## **Above the Line Media Services International Markets - Lot 1 Above the Line Media Services International Markets, Lot 2 Digital Media Services International Markets**

The British Broadcasting Corporation (BBC)

F14: Notice for changes or additional information

Notice identifier: 2023/S 000-001809

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

Published 20 January 2023, 11:45am

### **Section I: Contracting authority/entity**

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

The British Broadcasting Corporation (BBC)

Broadcasting House, Portland Place

London

W1A 1AA

#### **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/>

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**Section II: Object****II.1) Scope of the procurement****II.1.1) Title**

Above the Line Media Services International Markets - Lot 1 Above the Line Media Services International Markets, Lot 2 Digital Media Services International Markets

Reference number

PROC/2022/53/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.

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## **Section VI. Complementary information**

### **VI.6) Original notice reference**

Notice number: [2023/S 000-000595](#)

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## Section VII. Changes

### VII.1.2) Text to be corrected in the original notice

Section number

IV.2.2

Place of text to be modified

Time limit for receipt of expression of interest

Instead of

Date

14 February 2023

Local time

2:00pm

Read

Date

16 February 2023

Local time

2:00pm