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Contract

Provision of Industry TV Audience Viewing Data

OFCOM

F03: Contract award notice

Notice identifier: 2025/S 000-004599

Procurement identifier (OCID): ocds-h6vhtk-04ddd4

Published 11 February 2025, 3:48pm

Section I: Contracting authority

I.1) Name and addresses

OFCOM

Riverside House, 2a Southwark Bridge Road

London

SE1 9HA

Email

procurementnotice@ofcom.org.uk

Country

United Kingdom

Region code

UK - United Kingdom

Internet address(es)

Main address

www.ofcom.org.uk

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

General public services

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Provision of Industry TV Audience Viewing Data

II.1.2) Main CPV code

- 73110000 - Research services

II.1.3) Type of contract

Services

II.1.4) Short description

This contract award notice is for the provision of industry TV audience viewing data.

II.1.6) Information about lots

This contract is divided into lots: No

II.1.7) Total value of the procurement (excluding VAT)

Value excluding VAT: £1,187,082

II.2) Description

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

The data is both at a detailed programme level and also at overall channel and platform level. Data available across four screens (TV, smartphone, PC, tablet). The service includes programme level analysis of subscription VOD services and some overview information on video sharing platform use.

II.2.5) Award criteria

Price

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

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted procedure

Accelerated procedure

Justification:

Barb is the official TV viewing data in UK. Ofcom requires the data in order to provide evidence in its regulatory duties in relation to PSB, aspects of Comms Act responsibilities and the recent Media Act legislation.

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.2.1) Previous publication concerning this procedure

Notice number: [2025/S 000-000000](#)

Section V. Award of contract

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

16 January 2025

V.2.2) Information about tenders

Number of tenders received: 1

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

V.2.3) Name and address of the contractor

Barb Audiences Limited

114 St. Martin's Lane

London

WC2N 4BE

Country

United Kingdom

NUTS code

- UK - United Kingdom

The contractor is an SME

Yes

V.2.4) Information on value of contract/lot (excluding VAT)

Total value of the contract/lot: £1,187,082

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

The High Court, The Royal Courts of Justice

London

Country

United Kingdom