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Not applicable

## **International Market Research Services for Lot 1 Mixed Methods Market Research and Lot 2 Panels Market Research Services**

The British Broadcasting Corporation (BBC)

F14: Notice for changes or additional information

Notice identifier: 2023/S 000-010474

Procurement identifier (OCID): ocds-h6vhtk-03b262

Published 12 April 2023, 11:40am

### **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/>

Buyer's address

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

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

International Market Research Services for Lot 1 Mixed Methods Market Research and Lot 2 Panels Market Research Services

Reference number

PROC/2022/53/AN

**II.1.2) Main CPV code**

- 79310000 - Market research services

**II.1.3) Type of contract**

Services

**II.1.4) Short description**

The BBC World Service is a leading international news broadcaster globally, providing programming and content for radio, television, online and other digital platforms in English and in 42 other languages across the world.

The BBC WS reaches a combined global weekly audience of 492 million people and plays an important role bringing news to countries that can be both economically thriving and struggling and also can be enjoying democratic freedoms or can be under immense political pressures and can find itself blocked by stern regimes trying to control news in their country.

The BBC World Service has a particular requirement for International research which involves conducting market research in a variety of markets around the world to better understand the local audience, their needs and wants as we look to expand our awareness and offer a relevant service from the BBC World Service to these countries. The research will inform strategic policy, commissioning and editorial decisions as well as ensuring audiences are at the heart of everything the BBC delivers. 2. The BBC intends to establish a Framework Agreement that provides a roster of Service Providers who will deliver International Market Research Services Under this framework, the BBC requires the delivery of a range of high quality research services - both large and small; that require the application of quantitative techniques and approaches that are robust, ethical and most appropriate to the aim of the projects. The BBC expects to appoint a minimum of 5 Tenderers to Lot 1 and Lot 2 of the Framework Agreement.

The spend range over the term of 4 years for both lots (Lot 1 and Lot 2) is estimated to be between £5 - 7 million. The spend ranges are not committed spend ranges, and are therefore only an estimation of spend that could be made through the Framework Agreement.

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## **Section VI. Complementary information**

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

Notice number: [2023/S 000-007280](#)

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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 tender submissions

Instead of

Date

21 April 2023

Local time

2:00pm

Read

Date

28 April 2023

Local time

2:00pm

Section number

IV.2.7

Place of text to be modified

Conditions for opening of tenders

Instead of

Date

21 April 2023

Local time

2:00pm

Read

Date

28 April 2023

Local time

2:00pm

