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Contract

Industry data on the UK audiovisual sector

OFCOM

F03: Contract award notice

Notice identifier: 2025/S 000-015133

Procurement identifier (OCID): ocds-h6vhtk-04a378

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Section I: Contracting authority

I.1) Name and addresses

OFCOM

Riverside House, 2a Southwark Bridge Road

London

SE1 9HA

Email

procurementnotice@ofcom.org.uk

Telephone

+44 2079813000

Country

United Kingdom

Region code

UKI - London

Internet address(es)

Main address

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

I.4) Type of the contracting authority

Body governed by public law

I.5) Main activity

Other activity

UK Independent Communications Regulator

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Industry data on the UK audiovisual sector

Reference number

C20242108

II.1.2) Main CPV code

- 72316000 - Data analysis services

II.1.3) Type of contract

Services

II.1.4) Short description

Ofcom has a requirement for third-party syndicated data support to further the Research & Intelligence team's understanding of the audiovisual market in the UK. While the team collects a large amount of its evidence directly from industry stakeholders, it requires further data to supplement its knowledge and understanding of the media landscape. This particularly relates to the video-on-demand (VoD) landscape, as well as the pay TV market and the audio sector.

This requirement has been split into two modules. Tenderers can submit a proposal for one, or both modules. Tenderers must be clear within their proposal as to which modules they wish to be considered and evaluated for. Each module will be evaluated and awarded separately by Ofcom.

As a minimum, the service must deliver the following below. For each module, the service should preferably also provide equivalent or applicable metrics for the audio sector and the online industry.

Module 1: Content analytics

Detail on the hours and titles that comprise UK VoD providers' catalogues, for both subscription and free-to-view/ad-funded business models (i.e. subscription VoD, broadcaster VoD, ad-funded VoD – abbreviated as SVoD, BVoD and AVoD respectively).

Module 2: Market data

Subscriber, revenue and spend information for pay TV and VoD providers in the UK market.

II.1.6) Information about lots

This contract is divided into lots: Yes

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

Value excluding VAT: £376,250

II.2) Description

II.2.1) Title

Lot No

Module 1: Content analytics

II.2.2) Additional CPV code(s)

- 71620000 - Analysis services
- 71621000 - Technical analysis or consultancy services
- 72221000 - Business analysis consultancy services
- 72314000 - Data collection and collation services
- 72316000 - Data analysis services

II.2.3) Place of performance

NUTS codes

- UKI - London

II.2.4) Description of the procurement

o Catalogue hours and number of titles, with desired

breakouts/metadata including:

- o Platform and provider level data
- o Genre of content
- o Type of content (e.g. short-form or long-form, scripted or unscripted)
- o Source of content (e.g. original production or licensed)
- o Originality status of content (e.g. Netflix Originals)
- o Production company and country of content
- o Status of production company (e.g. independent)
- o Commissioner of content
- o Distributor of content
- o Age of content
- o Content analytics in respect to YouTube would be desirable, but not essential. This may include:
 - o Type of content
 - o Key channels available
 - o Types of organisations producing content on YouTube (e.g. broadcasters, publishers, newspaper brands, production companies, public organisations)
- o Audio sector metrics for this module may include:
 - o Catalogue information for podcast providers and music streaming services
 - o Detail on content that is exclusive to a podcast provider or

streaming service.

- o Live radio schedule hours by genre. This could include the

following breakouts:

- o Whether a station is music-led or speech-led

- o If music-led – primary genre splits

- o If speech-led – content genre splits (e.g. news, drama, sport, documentaries)

II.2.5) Award criteria

Price

II.2.11) Information about options

Options: Yes

Description of options

At Ofcom's absolute discretion the contract may be extended for

up to two further periods of up to twelve months each. The

maximum length of the contract is therefore 3 years.

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

Module 2: Market data

II.2.2) Additional CPV code(s)

- 71620000 - Analysis services
- 71621000 - Technical analysis or consultancy services
- 72221000 - Business analysis consultancy services
- 72314000 - Data collection and collation services
- 72316000 - Data analysis services

II.2.3) Place of performance

NUTS codes

- UKI - London

II.2.4) Description of the procurement

- Subscriber/user bases, with desired breakouts including:
 - o Platform and provider/operator (e.g. cable, satellite, IPTV, DTT, VoD – by company)
 - o Service or business line (e.g. breakouts of pay TV, SVoD, etc, rather than total customers at the top line only)
 - o Business model (e.g. FTA or pay, ad-funded or subscription, online or offline)
 - o Tier of consumers' subscriptions or other indicators of package type (e.g. basic or premium; ad-funded or premium; sports, movies, etc)
- Revenues / average revenue per user, with desired breakouts including:

- o Platform and provider/operator (e.g. cable, satellite, IPTV, DTT, VoD – by provider)

- o Service or business line (e.g. breakouts of pay TV, SVoD, etc, rather than total revenue at the top line only)

- o Business model (e.g. FTA or pay, online or offline)

- o Revenue source (e.g. subscription, advertising, transactional, other)

- o Tier of subscription revenue or other indicators of package type (e.g. basic or premium; ad-funded or premium; sports, movies, etc)

- Spend and investment with desired breakouts including:

- o Content, operational, other

- Data on YouTube and/or other social video or video-sharing platforms e.g.

- o Ad revenue, with regional and UK splits

- o Subscriptions and revenue – YouTube Premium, Premium Lite, YouTube Music

Additional requirements to be considered as part of module 2:

- Any equivalent metrics for the above as applied to the audio sector, i.e. podcast providers, music streaming services and live radio. This could include:

- o Podcast revenues, split by source (e.g. advertising, sponsorship,

subscription, other)

- o Podcast content spend

- o Music streaming revenues, split by source (e.g. advertising, subscription)

- o Live radio revenues, split by broadcast/online

- o Content spend for live radio programming

II.2.5) Award criteria

Price

II.2.11) Information about options

Options: Yes

Description of options

At Ofcom's absolute discretion the contract may be extended for up to two further periods of up to twelve months each. The maximum length of the contract is therefore 3 years

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

Open procedure

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: No

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-030937](#)

Section V. Award of contract

Contract No

ecm_1380

Lot No

1

Title

Module 1: Content analytics

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

13 March 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

Ampere Analysis Ltd

London

Country

United Kingdom

NUTS code

- UKI - London

The contractor is an SME

Yes

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

Total value of the contract/lot: £241,875

Section V. Award of contract

Contract No

ecm_1380

Lot No

2

Title

Module 2: Market data

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

13 March 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

Ampere Analysis Ltd

London

Country

United Kingdom

NUTS code

- UKI - London

The contractor is an SME

Yes

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

Total value of the contract/lot: £134,375

Section VI. Complementary information

VI.4) Procedures for review

VI.4.1) Review body

Court of Appeal of England and Wales

London

Country

United Kingdom

VI.4.2) Body responsible for mediation procedures

Court of Appeal of England and Wales

London

Country

United Kingdom