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Contract

## **Global Podcast Advertising Distribution Services (Excluding UK)**

BRITISH BROADCASTING CORPORATION

F25: Concession award notice

Notice identifier: 2021/S 000-026773

Procurement identifier (OCID): ocds-h6vhtk-028bca

Published 26 October 2021, 1:02pm

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

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

BRITISH BROADCASTING CORPORATION

BROADCASTING HOUSE

LONDON

W1A1AA

#### **Contact**

Esther Ward

#### **Email**

[esther.ward@bbc.co.uk](mailto:esther.ward@bbc.co.uk)

#### **Telephone**

+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://www.bbc.bravosolution.co.uk>

**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**

Global Podcast Advertising Distribution Services (Excluding UK)

Reference number

PROC 2020 71 MA

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

- 79340000 - Advertising and marketing services

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

Services

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

Retender (competitive bidding) of the current agreement to monetise all BBC Podcasts distributed outside of the UK. The contract supplier will be required to:

- i. Provide a technical solution to enable splitting BBC podcast streams between UK and Ex-UK
- ii. Sell and insert audio advertising into the Ex-UK podcast feeds
- iii. Enable the distribution of those monetised feeds into all usual endpoints for the BBC as per RSS distribution
- iv. Manage all sales and inventory in compliance with the BBC's advertising guidelines and procedures

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

This concession is divided into lots: No

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

Value excluding VAT: £1

## **II.2) Description**

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

NUTS codes

- UK - United Kingdom

Main site or place of performance

United Kingdom

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

Retender (competitive bidding) of the current agreement to monetise all BBC Podcasts distributed outside of the UK. The contract supplier will be required to:

- i. Provide a technical solution to enable splitting BBC podcast streams between UK and Ex-UK
- ii. Sell and insert audio advertising into the Ex-UK podcast feeds
- iii. Enable the distribution of those monetised feeds into all usual endpoints for the BBC as per RSS distribution
- iv. Manage all sales and inventory in compliance with the BBC's advertising guidelines and procedures

### **II.2.5) Award criteria**

Concession is awarded on the basis of the criteria described below:

- Criterion: Annual Minimum Guarantees over the Term
- Criterion: Technical integration with BBC RSS podcast feeds Ex-UK & compliance with BBC Advertising Standards Guidelines
- Criterion: Global Podcast Sales Distribution Network
- Criterion: Development of a Promotional PR & Attribution Strategy for BBC Podcasts Ex-UK

### **II.2.7) Duration of the concession**

Duration in months

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Form of procedure**

Award procedure with prior publication of a concession notice

### **IV.2) Administrative information**

#### **IV.2.1) Previous publication concerning this procedure**

Notice number: [2021/S 000-001140](#)

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## Section V. Award of concession

### Title

Global Podcast Advertising Distribution Services (Excluding UK)

A concession/lot is awarded: Yes

### V.2) Award of concession

#### V.2.1) Date of concession award decision

30 September 2021

#### V.2.2) Information about tenders

Number of tenders received: 2

Number of tenders received by electronic means: 2

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

#### V.2.3) Name and address of the concessionaire

Acast AB

Stockholm

Country

Sweden

NUTS code

- SE - Sweden

The concessionaire is an SME

No

#### V.2.4) Information on value of concession and main financing terms (excluding VAT)

Total value of the concession/lot: £1

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## **Section VI. Complementary information**

### **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.