

This is a published notice on the Find a Tender service: <https://www.find-tender.service.gov.uk/Notice/026773-2021>

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

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

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:

- Provide a technical solution to enable splitting BBC podcast streams between UK and Ex-UK
- Sell and insert audio advertising into the Ex-UK podcast feeds
- Enable the distribution of those monetised feeds into all usual endpoints for the BBC as per RSS distribution
- 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 to 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

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](#)

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

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.