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Tender

## **Industry data on the UK audiovisual sector**

OFCOM

F02: Contract notice

Notice identifier: 2024/S 000-030937

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

Published 27 September 2024, 11:24am

### **Section I: Contracting authority**

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

OFCOM

Riverside House, 2a Southwark Bridge Road

London

SE1 9HA

#### **Email**

[procurementnotice@ofcom.org.uk](mailto: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.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

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

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

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

Tenders or requests to participate must be submitted to the above-mentioned address

Electronic communication requires the use of tools and devices that are not generally available. Unrestricted and full direct access to these tools and devices is possible, free of charge, at

<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

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## **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

Tenders may be submitted for all lots

## **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 is not the only award criterion and all criteria are stated only in the procurement documents

## **II.2.6) Estimated value**

Value excluding VAT: £165,000

## **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Start date

14 March 2025

End date

13 March 2026

This contract is subject to renewal

Yes

Description of renewals

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.2.10) Information about variants**

Variants will be accepted: No

## **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 is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.6) Estimated value**

Value excluding VAT: £165,000

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**



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Variants will be accepted: No

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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

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## **Section III. Legal, economic, financial and technical information**

### **III.1) Conditions for participation**

#### **III.1.2) Economic and financial standing**

Selection criteria as stated in the procurement documents

#### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

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## **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.2.2) Time limit for receipt of tenders or requests to participate**

Date

31 October 2024

Local time

12:00pm

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

#### **IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 6 (from the date stated for receipt of tender)

#### **IV.2.7) Conditions for opening of tenders**

Date

31 October 2024

Local time

12:00pm

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Court of Appeal of England and Wales

London

Country

United Kingdom