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Contract

Customer Data Platform

The British Broadcasting Corporation (BBC)

F03: Contract award notice

Notice identifier: 2024/S 000-031517

Procurement identifier (OCID): ocds-h6vhtk-044b70

Published 2 October 2024, 11:57am

Section I: Contracting authority

I.1) Name and addresses

The British Broadcasting Corporation (BBC)

Broadcasting House, Portland Place

London

W1A 1AA

Contact

Anna Neuman

Email

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/>

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

Customer Data Platform

Reference number

PROC_2023_90_AN

II.1.2) Main CPV code

- 72322000 - Data management services

II.1.3) Type of contract

Services

II.1.4) Short description

The BBC has Awarded the Contract to mPArticle for the service of a Customer Data Platform (CDP), the Supplier will be responsible for data management, campaign management and activation.

This Contract shall come into effect on the "Effective Date", (for a 1-year Transition/Integration period, named "Year 0") and shall continue in force for a period of three (3) years from the Service Commencement Date (the "Initial Term") and unless terminated earlier in accordance with its terms.

The Contract may be extended for a further period of 36 months hence (1+1+1).

The spend range over the 7 (1+3+3) year term is between £4.5 million - £8 million. The spend ranges are not committed spend ranges, and are therefore "only an estimation" of spend that could be made through the Agreement.

II.1.6) Information about lots

This contract is divided into lots: No

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

Value excluding VAT: £8,000,000

II.2) Description

II.2.2) Additional CPV code(s)

- 72227000 - Software integration consultancy services

II.2.3) Place of performance

NUTS codes

- UK - United Kingdom

II.2.4) Description of the procurement

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Platform (CDP), the Supplier will be responsible for data management, campaign management and activation.

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The Contract may be extended for a further period of 36 months hence (1+1+1).

The spend range over the 7 (1+3+3) year term is between £4.5 million - £8 million. The spend ranges are not committed spend ranges, and are therefore "only an

estimation" of spend that could be made through the Agreement.

II.2.5) Award criteria

Quality criterion - Name: Quality / Weighting: 45%

Cost criterion - Name: Price / Weighting: 55%

II.2.11) Information about options

Options: Yes

Description of options

The contract will come into effect on the "Effective Date", (for a 1-year Transition/Integration period, named "Year 0") and shall continue in force for a period of three (3) years from the Service Commencement Date (the "Initial Term")

The contract allows for a further period of extensions for a maximum of 36 months hence in 12 month intervals. (1+1+1)

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: Yes

IV.2) Administrative information

IV.2.1) Previous publication concerning this procedure

Notice number: [2024/S 000-009274](#)

Section V. Award of contract

Title

Customer Data Platform

A contract/lot is awarded: Yes

V.2) Award of contract

V.2.1) Date of conclusion of the contract

25 September 2024

V.2.2) Information about tenders

Number of tenders received: 10

Number of tenders received by electronic means: 10

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

V.2.3) Name and address of the contractor

mParticle, Inc

New York

Country

United States

NUTS code

- US - United States

The contractor is an SME

No

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

Total value of the contract/lot: £8,000,000

Section VI. Complementary information

VI.3) Additional information

In the case of technology requirements, the BBC may involve its technology partner (Atos IT Solutions and Services Limited) to assist in the scoping and drafting of invitations to tender and/or the evaluation of tenders. However, the final decision as to which is the most economically advantageous (by reference to the award criteria) will be made by the BBC. The awarding authority reserves the right not to award a contract and to annul the procurement process at any stage. Tenders and all supporting documents must be priced in sterling and all payments will be made in sterling. The contract shall be subject to English law. The awarding authority does not bind itself to accept the lowest, or any tender and reserves the right to accept part of a tender unless the tenderer expressly stipulates otherwise in the tender document.

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

Country

United Kingdom