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Contract

## **Editorial Optimisation Tool**

The British Broadcasting Corporation (BBC)

F03: Contract award notice

Notice identifier: 2024/S 000-032694

Procurement identifier (OCID): ocds-h6vhtk-04255c

Published 10 October 2024, 4:37pm

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

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

The British Broadcasting Corporation (BBC)

Broadcasting House, Portland Place

London

W1A 1AA

#### **Contact**

Connie Moseley

#### **Email**

[connie.moseley@bbc.co.uk](mailto:connie.moseley@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

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**Section II: Object****II.1) Scope of the procurement****II.1.1) Title**

Editorial Optimisation Tool

Reference number

PROC/2023/061/CM

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

- 72000000 - IT services: consulting, software development, Internet and support

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

Services

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

The BBC requires a solution to provide an editorial optimisation tool. The tool must have real-time monitoring functionality and enable the BBC to optimise audience metrics by making editorial adaptations to page layout and content of BBC websites and mobile applications on iOS and Android, and to monitor the effects of such editorial adaptations.

### **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: £2,750,000

## **II.2) Description**

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

NUTS codes

- UK - United Kingdom

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

The BBC requires a solution to provide an editorial optimisation tool. The tool must have real-time monitoring functionality and enable the BBC to optimise audience metrics by making editorial adaptations to page layout and content of BBC websites and mobile applications on iOS and Android, and to monitor the effects of such editorial adaptations.

The Service must enable the BBC to send an unlimited page view volumes from any page delivered as responsive web (including hybrid/wrapped mobile applications), plus any BBC native apps.

The BBC has a large volume demand for these services, for example processing daily volumes in the region of:

- 1) 113m page views
- 2) 16m unique visitors
- 3) 40m engagement minutes
- 4) 6,500 API calls a day

Volumes are indicative due to the nature of the BBC's business and may be impacted by key events such as sporting events or major news stories.

The BBC estimates there will be in the region of 1,000 users of the system.

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

Quality criterion - Name: Merit / Weighting: 60

Cost criterion - Name: Cost / Weighting: 40

### **II.2.11) Information about options**

Options: Yes

Description of options

The initial term of the contract will be two (2) years with an option to extend by up to 12 months on three (3) occasions.

### **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 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: [2023/S 000-036686](#)

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## **Section V. Award of contract**

### **Contract No**

PROC 2023 061 CM

### **Title**

Editorial Optimisation Tool

A contract/lot is awarded: Yes

### **V.2) Award of contract**

#### **V.2.1) Date of conclusion of the contract**

1 October 2024

#### **V.2.2) Information about tenders**

Number of tenders received: 3

Number of tenders received by electronic means: 3

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

**V.2.3) Name and address of the contractor**

Chartbeat Inc.

826 Broadway, 6th Floor

New York

NY 10003

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: £2,750,000

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## **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

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 of the Public Contracts Regulations 2015.