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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

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

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

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](#)

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

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.