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Tender

Viewing and Audience Appreciation Data Services / Gwasanaeth Data Gwyllo a Gwerthfawrogiad y Gynulleidfa

S4C

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-049737

Procurement identifier (OCID): ocids-h6vhtk-058a58

Published 19 August 2025, 10:36am

Scope

Description

S4C, through this tender process, is seeking to appoint a company to recruit and maintain an online panel of adults (16+) comprising of Welsh speakers across the UK and non-Welsh speakers in Wales, and to conduct continuous surveys in relation to viewing and appreciation of S4C programmes, and overall measures for other channels and AV services.

S4C wishes to appoint a provider to recruit and administer a panel of members of the public to provide estimates of viewing and audience appreciation data in connection with S4C programmes and content.

The key elements of the services to be provided are:

- The recruitment, management and administration of an online standalone representative panel sufficient to deliver daily adult (16+) samples of 375 Welsh speakers in Wales, 75 Welsh speakers in the rest of the UK and 150 non-Welsh speakers in Wales.
- All recruitment must be conducted bilingually in Welsh and English, with Welsh at first contact for Welsh speakers.

- Geographic and demographic representation of the panel to reflect population measures, with weighting to either census populations or BARB Establishment Survey populations (to be discussed).
- Capture panellists' daily consumption of all S4C's programmes and content (live and catch-up), and ascertain their appreciation via a score attributed by them to each piece of viewed content. This includes S4C's broadcast channel, all S4C content available on Clic and iPlayer, and S4C video content seen on third-party platforms (e.g. YouTube); and Newyddion S4C, S4C's online news service.
- The pre-broadcast and final daily schedules for S4C (and other channels and services as required) will need to be sourced from recognised industry providers. Post-TX logs from S4C as supplied to Barb should be used as the definitive programme and metadata source for final reporting.
- Regular surveys to the panel to ascertain general PSM and other leading channel/service appreciation and attitudes, use of other media and services, and appreciation of other broadcasters' programmes for occasional benchmarking, as agreed.
- S4C will specify different ad-hoc questions from time to time to be served to the panel, on average once a month.
- Reporting will be regular - daily where practicable, at least weekly - and encompass aggregated tabulations, respondent-level data and a query system.
- Each member of the panel shall be contacted bilingually or in the language of their choice, Welsh or English, and all communication & documentation shall be bilingual or in the language of the panellist's choice.
- Surveys shall be conducted online in accordance with a relevant industry body's best practice (such as the Market Research Society).
- All practicable steps should be taken to exclude individuals in households in which anyone is connected to the media industry in Wales.
- The successful tenderer shall ensure that at least one staff member is a Welsh speaker to provide Welsh language services and deal with any questions or queries from panel members.
- The organisation providing the service must abide a relevant industry society's Code of Conduct in relation to the provision of these services to and on behalf of S4C (for example the MRS Code of Conduct).

For further information please see the attached documents.

Total value (estimated)

- £1,250,000 excluding VAT
- £1,500,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 29 October 2025 to 29 October 2029
- Possible extension to 29 October 2030
- 5 years, 1 day

Description of possible extension:

Option to extend for a further 12 months

Main procurement category

Services

CPV classifications

- 79300000 - Market and economic research; polling and statistics

Contract locations

- UKL - Wales

Submission

Enquiry deadline

9 September 2025, 12:00pm

Tender submission deadline

23 September 2025, 12:00pm

Submission address and any special instructions

<https://www.sell2wales.gov.wales>

Tenders may be submitted electronically

Yes

Languages that may be used for submission

- Welsh
- English

Award decision date (estimated)

17 October 2025

Recurring procurement

Publication date of next tender notice (estimated): 19 August 2030

Award criteria

Name	Description	Type	Weighting
Fee	Fee for providing the services	Cost	30.00%
Data management, provision and reporting methods	See attached Invitation to Tender for further breakdown	Quality	20.00%
Recruitment and replenishment of a suitable panel	See attached Invitation to Tender for further breakdown	Quality	16.00%
Optimising responses	See attached Invitation to Tender for further breakdown	Quality	14.00%
Management and administration of the panel	See attached Invitation to Tender for further breakdown	Quality	12.00%
Data Protection Systems	See attached Invitation to Tender for further breakdown	Quality	4.00%
Payment Schedule	A suggested payment schedule for the fee	Quality	4.00%

Other information

Description of risks to contract performance

Defective software, insufficient sample of participants, lack of Welsh speaking staff.
Please see draft contract.

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Justification for not publishing a preliminary market engagement notice

Contracting authority already has sufficient, up-to-date knowledge from previous procurements and existing market research.

Documents

Associated tender documents

https://www.sell2wales.gov.wales/Assets/NoticeBuilder_FileDownload.aspx?id=343537

Invitation to Tender for the provision of Viewing and Audience Appreciation Data Services

https://www.sell2wales.gov.wales/Assets/NoticeBuilder_FileDownload.aspx?id=343538

APPENDIX 1_Draft Contract

https://www.sell2wales.gov.wales/Assets/NoticeBuilder_FileDownload.aspx?id=343539

APPENDIX 3_Basic Information Form

https://www.sell2wales.gov.wales/Assets/NoticeBuilder_FileDownload.aspx?id=343540

Gwahoddiad i Dendro ar gyfer darparu Gwasanaethau Data Gwyllo a Gwerthfawrogiad y Gynulleidfa

https://www.sell2wales.gov.wales/Assets/NoticeBuilder_FileDownload.aspx?id=343541

ATODIAD 1_Cytundeb Drafft

https://www.sell2wales.gov.wales/Assets/NoticeBuilder_FileDownload.aspx?id=343542

ATODIAD 3_Ffurflen Wybodaeth Sylfaenol

Contracting authority

S4C

- Public Procurement Organisation Number: PWPJ-3962-ZGHL

Canolfan S4C yr Egin

Caerfyrddin

SA31 3EQ

United Kingdom

Email: cyfreithiol_legal@s4c.cymru

Website: <https://s4c.cymru>

Region: UKL14 - South West Wales

Organisation type: Public authority - sub-central government

Devolved regulations that apply: Wales