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Contract

subscription to Adwanted Connected, data, analysis, networking

Ofcom

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-056102

Procurement identifier (OCID): ocids-h6vhtk-059937

Published 12 September 2025, 11:25am

Scope

Reference

C20252367

Description

1 year subscription to Adwanted Connected (previously called Mediatel Connected), data, analysis, networking

The service is available to everyone in Ofcom. It enables any Ofcom colleague to access a very rich set of media data.

Adwanted provides access to wide range of media data - TV and radio audience data, advertising statistics, radio listening figures, newspaper ABC and NRS data. They are have data on podcasts supply-side too. The service gives us access to an invaluable time-series of data readily available to put into Excel for further analysis.

The Connected Consumer statistics give us access to video-on-demand data we cannot

get elsewhere. It has also given us YouGov survey data on Voice Assistants which we are currently using to inform our work on the Media Bill preparation

The regional mapping tool is unique, integrating Rajar data with regional press and even outdoor advertising. It has been used in a study of BBC local radio station coverage (an ongoing monitoring project), and in the recent decision on BBC Radio Cymru 2. We use it to map postcode level data to the Total Survey Areas (TSAs) by which local radio stations' audience is measured.

Adwanted covers some edge of remit topics for which we have no other sources (eg. Out of doors (advertising))

It is especially useful for print given that we do have a limited, but specific remit in this area (Public Interest Tests -PITs), and that understanding print is important context for our work on media plurality and news. No other service we subscribe to covers print media data.

Adwanted I is useful for those situations when we are asked to pull together something quickly, especially if it is edge of remit. Without Adwanted it would be much harder to do this.

Contract 1. subscription to Adwanted Connected, data, analysis, networking

Supplier

- Mediatel Limited t/a Adwanted UK,

Contract value

- £30,015 excluding VAT

- £36,018 including VAT

Below the relevant threshold

Date signed

20 March 2025

Contract dates

- 20 March 2025 to 28 February 2026
- 11 months, 12 days

Main procurement category

Services

CPV classifications

- 79980000 - Subscription services

Contract locations

- UK - United Kingdom

Procedure

Procedure type

Below threshold - without competition

Supplier

Mediatel Limited t/a Adwanted UK,

114 St. Martin's Lane

London

WC2N 4BE

United Kingdom

Email: info@uk.adwanted.com

Region: UKI32 - Westminster

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. subscription to Adwanted Connected, data, analysis, networking

Contracting authority

Ofcom

- Public Procurement Organisation Number: PQQZ-1663-NWMN

Riverside House, 2a Southwark Bridge Road

London

SE1 9HA

United Kingdom

Email: procurementnotice@ofcom.org.uk

Website: <http://www.ofcom.org.uk>

Region: UKI44 - Lewisham and Southwark

Organisation type: Public authority - sub-central government