

**EX-ANTE PUBLICATION**

The European Union Intellectual Property Office is planning on launching the following negotiated procurement procedure:

<b>Title of the procedure:</b>	<b>Production of animated videos for the EUIPO</b>
<b>Reference:</b>	<b>AO/022/19</b>
Subject matter:	<p>The subject matter of this call for tenders is the development, production and creation of animated videos and videos with animations for dissemination through EUIPO's own channels, and through the channels of its stakeholders and collaborators.</p> <p>It is foreseen that the following tasks may be included in the scope of the contract:</p> <ul style="list-style-type: none"> <li>a) Inception of the videos in collaboration with EUIPO's Communication Service, and following the project brief provided.</li> <li>b) Proposal of creative treatments and supplementary ideas during the inception stage.</li> <li>c) Development and proposal of a video treatment, delivering on the brief provided by EUIPO's Communication Service.</li> <li>d) Production of animated videos in accordance with EUIPO's corporate visual guidelines.</li> <li>e) Post-production, including, but not limited to, soundtrack, voiceover, supers, graphics and visual signature.</li> <li>f) Rights clearance of all material used in the creation of the video (e.g., music).</li> <li>g) Language dubbing and subtitling, in accordance with translations provided by EUIPO.</li> <li>h) Delivery of the video in specified formats such as full HD 1920 x 1080 Apple Pro Res 4.2.2, FLV, MOV, 4K and MP4. Videos to be delivered via FTP and wetransfer.</li> <li>i) Delivery of the master for duplication with menu</li> <li>j) Provision of source files and fonts, so that these, or the elements they contain, can be re-used in the same or modified form in other communication actions.</li> </ul>

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*Ex-ante publicity*

Estimated volume:	100.000 EUR
Indicative timeframe for launch:	February 2020
<b>Deadline for expression of interest:</b>	<b>31/01/2020</b>

Economic operators interested in being invited to this procedure must send an e-mail to [Procurement@euipo.europa.eu](mailto:Procurement@euipo.europa.eu) containing the following information:

Name of the economic operator:

Name of the contact person:

Postal address:

Email address to which the invitation should be sent:

Interested in the following procedure (indicate the reference):