

**Limited Sources/Sole Source Rationale  
For All  
Requirements under Simplified Acquisition Threshold**

Upon the basis of the following justification, I, as the Contracting Officer, hereby approve this sole source justification for the proposed contract action pursuant to the authority cited above as the Narcos: Mexico is essential to the Government's requirements, and market research indicates other companies' products or services do not meet, or cannot be modified to meet, the agency's needs.

1. **REQUIRING AGENCY AND CONTRACTING ACTIVITY:**  
Requiring Agency:  
American Forces Network - Broadcast Center  
23755 Z Street  
Riverside, CA 92518  
Contracting Activity:  
Defense Media Activity  
Acquisitions and Procurement  
6700 Taylor Avenue  
Ft Meade, MD 20755
2. Procurement Title: Gracernote  
Funding Document Number: HQ0516323223  
Purchase Request Number: HQ0516323223  
Contract / Purchase Order Number: TBD  
Task/Delivery Order Number: N/A  
Estimated Value (No options):
3. Regulatory Authority: Federal Acquisition Regulation (FAR) 13.106-1(b)(1). (Open Market Purchase Order) Soliciting from a single source (Gaumont Television). The order may be solicited from one source if the contracting officer determines that only one source is reasonably available.
4. Description of Action: This sole source firm fixed price purchase order is to acquire the broadcast distribution rights for Narcos: Mexico television programming rights for American Forces Network (AFN) outlets worldwide. The rights will enable the American Forces Network – Broadcast Center (AFN-BC) to support the AFN mission. This mission is to provide balanced representative selection of popular television information and entertainment programs of particular interest to both the primary AFN audience of Department of Defense (DoD) personnel stationed overseas and their family members. This programming has been selected in response to requirements established by the military services and AFN survey data on interest/trends/likes/dislikes. It is also required to ensure the accomplishment of the AFN mission to effectively communicate command information to DoD personnel stationed overseas and their family members, while simultaneously providing the level of entertainment needed to make a positive impact on their morale. It will also provide the most efficient medium to ensure the effective communication of information messages inserted within the program as spot announcements in support of DoD internal information themes, goals, and objectives. AFN's mission tasking per DoD Directive 5120.20 is to support the Internal Communications mission of the Department of Defense by providing a broad range of information and entertainment programming to DoD personnel and their family members overseas, thus attracting an audience for Internal Communications messages placed within AFN programming.

ITEM	RT	TITLE	EPS	UNIT PRICE	TOTAL	DELIVERY	TERM	AIR DATE
1	60	Narcos Yr. 6 (1-10)	10			3/30/2023	5 yrs/10 runs	TBD
				<b>TOTAL</b>				

5. Proposed Sole Source Contractor:

Gaumont International Television  
750 N San Vicente Blvd, 1550 - East Tower West  
Hollywood, California 90069  
Cecelia Rossignol/+33 146 432 023

6. Market Research: A Sources Sought Notice/Notice of Intent posted on SAM.gov on 28 February 2023 for 10 days yielded zero responses. This may be due to the requested program distribution rights limitations. Gaumont Television currently owns the distribution rights of the program and is the sole distributor. Due to federal copyright laws, Gaumont Television is the only source available to obtain the services for which they produce, license, and distribute television programming. There are no authorized distributors or resellers of this information.

This requirement is for proprietary licensure and no competitor functional replacement products exist in the market at this time to meet the Government's need. The Government will continue to conduct market research to determine if there are changes in the marketplace that would enable future competitive actions, i.e., there are similar products and/or product support in the marketplace that provides the same functionality, the original licensor releases ownership rights of the license, or it is economically feasible to procure a new system.

7. Based on the justification provided by AFN, a determination has been made to issue a sole source solicitation to The Nielson Company (US). There are no authorized resellers for the above-described requirement.

Prepared by:

[Signature]

American Forces Network

Approved:

[Signature]

Contracting Officer  
Defense Media Activity, Acquisition and  
Procurement

