

383692-2026 - Konkurrencevilkår

Finland – Dataanalyse – Measurement and analysis tool for news visibility in the Google ecosystem

OJ S 106/2026 04/06/2026

Udbuds- eller koncessionsbekendtgørelse – standardordningen

Tjenesteydelser

1. Køber

1.1. Køber

Officielt navn: Yleisradio Oy

E-mail: tarjoukset.yle@yle.fi

Køberens retlige status: Offentlig virksomhed

Den ordregivende myndigheds aktivitet: Fritid, kultur og religion

2. Procedure

2.1. Procedure

Titel: Measurement and analysis tool for news visibility in the Google ecosystem

Beskrivelse: The object of the procurement is an analytics tool that measures and reports news visibility in the Google ecosystem in Finland in the Finnish language in real-time.

Estimated value of the procurement: 40 000-45 000 eur (VAT 0%) / year. The estimated value of the procurement is an estimate and is not binding on Yle during the contract period. The offered solution should be ready-made and already in production use. The object of the procurement and the requirements set for the procurement are presented in the call for tender and its annexes. Yle will choose one (1) supplier as a contracting party as a result of this bidding competition. The Agreement shall remain in effect for twelve (12) months after signing the contract. Upon the expiration of the Initial Term, the Customer may renew the Agreement yearly for an additional twelve (12) month period ("Renewal Term") by providing written notice to the Supplier no later than thirty (30) days prior to the expiration of the Initial Term or the then-current Renewal Term, as applicable.

Identifikator for proceduren: e673fab7-eb95-41ba-84e7-b639321f258f

Intern ID: YLE20260005

Udbudsprocedure: Offentligt udbud

Proceduren er en hasteprocedure: nej

Hovedpunkterne i proceduren: REGULATIONS AND PRINCIPLES TO BE FOLLOWED The procurement procedure will take place in compliance with the Finnish Act on Public Procurement and Concession Contracts 1397/2016 ("Procurement Act") which derives from the European Community directives on public procurement ("Procurement Directives"). The procurement is also under the terms of the World Trade Organization's (WTO) Agreement on Government Procurement ("GPA") signed by the non-EU tenderer's country of establishment. The same procurement terms and conditions as those from Finland and other European Union member states shall apply to the tenderer' from states that have signed the GPA. If the tenderer's country of establishment does not have a valid GPA agreement, the contracting entity has no obligation to accept the tenderer in the procurement procedure.

PROCUREMENT PROCEDURE The contract will be concluded using an open procedure according in accordance with Section 32 of the Procurement Act. In an open procedure the contracting entity publishes a contract notice and places a call for tenders for the receivable,

on which basis all prospective suppliers may submit their tenders. The procedure includes the following steps. The contracting entity: 1. Publishes a contract notice and places a call for tenders available; 2. Answers the questions received by the time limit; 3. Opens the tenders received by the time limit; 4. Reviews that the responses of the tenderer given in the ESPD form and in the tender fulfill the eligibility and suitability requirements set for the supplier; 5. Reviews that the tenders are consistent with the call for tenders; 6. Evaluates the tenders as stated in the call for tenders; 7. Makes the contract award decision and communicates the decision to all tenderers; 8. Requests and verifies the certificates and reports on the eligibility and suitability of the chosen tenderer(s); 10. Concludes the procurement agreement with the winner. The tenderer shall note that the contracting procedure does not include a phase of negotiation in which the tenderer could specify the given tender.

2.1.1. Formål

Kontraktens hovedformål: Tjenesteydelser

Primær klassifikation (cpv): 72316000 Dataanalyse

Supplerende klassifikation (cpv): 48000000 Programpakker og informationssystemer, 72250000 System- og supporttjenester

2.1.2. Udførelsessted

Hvor som helst

2.1.4. Generelle oplysninger

Retsgrundlag:

Direktiv 2014/24/EU

2.1.6. Udelukkelsesgrunde

Kilder til grundlag for udelukkelse: Fælles europæisk udbudsdokument (ESPD)

5. Delkontrakt

5.1. Delkontrakt: LOT-0000

Titel: Measurement and analysis tool for news visibility in the Google ecosystem

Beskrivelse: The object of the procurement is an analytics tool that measures and reports news visibility in the Google ecosystem in Finland in the Finnish language in real-time.

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Intern ID: YLE20260005

5.1.1. Formål

Kontraktens hovedformål: Tjenesteydelser

Primær klassifikation (cpv): 72316000 Dataanalyse

Supplerende klassifikation (cpv): 48000000 Programpakker og informationssystemer, 72250000 System- og supporttjenester

5.1.2. Udførelsessted

Hvor som helst

5.1.3. Anslået varighed

Startdato: 01/08/2026

Varigheds slutdato: 31/07/2027

5.1.6. Generelle oplysninger

Reserveret deltagelse:

Deltagelse uden forbehold.

Indkøbsprojekt, der ikke finansieres med EU-midler

Udbuddet er omfattet af aftalen om offentlige udbud (GPA): ja

Dette udbud er også egnet for små og mellemstore virksomheder (SMV'er): ja

5.1.9. Udvalgelseskriterier

Kilder til udvalgelseskriterier: Fælles europæisk udbudsdokument (ESPD)

5.1.10. Tildelingskriterier

Kriterium:

Type: Pris

Navn: Price

Beskrivelse: Price

Kategori for tildelingskriteriet vægt: Vægtning (procentdel, præcis)

Tildelingskriterium talværdi: 70

Kriterium:

Type: Kvalitet

Navn: Quality

Beskrivelse: Quality

Kategori for tildelingskriteriet vægt: Vægtning (procentdel, præcis)

Tildelingskriterium talværdi: 30

5.1.11. Tilbudsdokumenter

Frist for anmodning om yderligere oplysninger: 15/06/2026 09:00:00 (UTC+00:00)

vesteuropæisk tid, GMT

Adresse på udbudsdokumenterne: <https://tarjouspalvelu.fi/yleisradiooy?id=616132&tpk=e3431b9e-e44a-41d9-91c7-d767394ec68f>

5.1.12. Tilbudsvilkår

Vilkår for indgivelse:

Elektronisk indgivelse: Påkrævet

Indgivelsesadresse: <https://tarjouspalvelu.fi/yleisradiooy?id=616132&tpk=e3431b9e-e44a-41d9-91c7-d767394ec68f>

Sprog, som tilbud og ansøgninger om deltagelse kan indgives på: engelsk

Elektronisk katalog: Ikke tilladt

Tilbudsgivere kan indgive mere end ét tilbud: Ikke tilladt

Frist for modtagelse af tilbud: 03/07/2026 09:00:00 (UTC+00:00) vesteuropæisk tid, GMT

Varighed, hvor tilbuddet skal forblive gyldigt: 4 Måneder

Oplysninger om offentlig iværksættelse:

Åbningsdato: 03/07/2026 09:10:00 (UTC+00:00) vesteuropæisk tid, GMT

Betingelser for kontraktens udførelse:

Udførelsen af kontrakten skal ske inden for rammerne af programmer for beskyttet beskæftigelse: Nej

Elektronisk fakturering: Påkrævet
Der vil blive anvendt elektronisk bestilling: ja
Der vil blive anvendt elektronisk betaling: ja

5.1.15. Teknikker

Rammeaftale:

Ingen rammeaftale

Oplysninger om det dynamiske indkøbssystem:

Intet dynamisk indkøbssystem

5.1.16. Yderligere oplysninger, mægling og gennemgang

Organisation med ansvar for klager: Markkinaoikeus

Organisation, der leverer yderligere oplysninger om klageprocedurerne: Markkinaoikeus

Organisation, der modtager ansøgninger om deltagelse: Yleisradio Oy

Organisation, der behandler tilbud: Yleisradio Oy

8. Organisationer

8.1. ORG-0001

Officielt navn: Yleisradio Oy

Registreringsnummer: 0215438-8

Postadresse: Uutiskatu 5

By: Helsinki

Postnummer: 00240

Landsdel (NUTS): Helsinki-Uusimaa (FI1B1)

Land: Finland

Enhed: Procurement Services

E-mail: tarjoukset.yle@yle.fi

Telefon: +358 914801

Internetadresse: <http://www.yle.fi>

Denne organisations roller:

Køber

Organisation, der modtager ansøgninger om deltagelse

Organisation, der behandler tilbud

8.1. ORG-0002

Officielt navn: Markkinaoikeus

Registreringsnummer: 3006157-6

Postadresse: Radanraketajantie 5

By: Helsinki

Postnummer: 00520

Landsdel (NUTS): Helsinki-Uusimaa (FI1B1)

Land: Finland

E-mail: markkinaoikeus@oikeus.fi

Telefon: +358 295643300

Internetadresse: <https://www.markkinaoikeus.fi>

Denne organisations roller:

Organisation med ansvar for klager

Organisation, der leverer yderligere oplysninger om klageprocedurerne

8.1. ORG-0003

Officielt navn: Hansel Oy (Hilma)
Registreringsnummer: FI09880841
Postadresse: Mannerheiminaukio 1a
By: Helsinki
Postnummer: 00100
Landsdel (NUTS): Helsinki-Uusimaa (FI1B1)
Land: Finland
Enhed: eSender
E-mail: tekninen@hankintailmoitukset.fi
Telefon: 029 55 636 30
Internetadresse: <http://hankintailmoitukset.fi>
Denne organisations roller:
TED eSender

Oplysninger om bekendtgørelsen

Bekendtgørelsens ID: 1a63cda5-4ed3-4aee-bb0e-95c1991dc14c - 01
Formulartype: Konkurrencevilkår
Bekendtgørelsestype: Udbuds- eller koncessionsbekendtgørelse – standardordningen
Bekendtgørelsesundertype: 16
Afsendelsesdato for bekendtgørelsen: 03/06/2026 10:35:58 (UTC+00:00) vesteuropæisk tid, GMT
Dato for afsendelse af bekendtgørelsen (eSender): 03/06/2026 10:35:59 (UTC+00:00) vesteuropæisk tid, GMT
Bekendtgørelsens officielle sprog: engelsk
Bekendtgørelsesnummer: 383692-2026
EUT-S-nummer: 106/2026
Offentliggørelsesdato: 04/06/2026