

578363-2026 - Konkurrencevilkår

Finland – Programpakke til salgs-, markedsførings- og business intelligence-formål – Marketing and Social Media Data Integration Service

OJ S 161/2026 21/08/2026

Udbuds- eller koncessionsbekendtgørelse – standardordningen

Varer

1. Køber

1.1. Køber

Officielt navn: Yleisradio Oy

E-mail: tarjoukset.yle@yle.fi

Køberens retlige status: Offentlig virksomhed

2. Procedure

2.1. Procedure

Titel: Marketing and Social Media Data Integration Service

Beskrivelse: The subject of the procurement is a marketing and social media data integration service for the use of the Finnish National Broadcasting Company, in Finnish Yleisradio Oy (afterwards “Yle”). The objective of the procurement is to enhance the measurement, reporting, and data-driven management of Yle's marketing and social media. As a result of this tender competition, Yle will select one (1) supplier with whom it is going to sign an agreement with. The agreement period is fixed-term period of 24 months, after which it will continue indefinitely subject to terms of termination. Please see the material attached and enclosed in this request for quotation / invitation to tender.

Identifikator for proceduren: 5214e971-857a-47f1-baa5-54557d142f45

Intern ID: YLE20260042

Udbudsprocedure: Offentligt udbud

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); 9. Verifies the selected solution fulfills the requirements set in the call for tenders; and 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: Varer

Primær klassifikation (cpv): 48480000 Programpakke til salgs-, markedsførings- og business intelligence-formål

2.1.2. Udførelsessted

By: Helsinki

Postnummer: 00240

Landsdel (NUTS): Helsinki-Uusimaa (FI1B1)

Land: Finland

2.1.4. Generelle oplysninger

Retsgrundlag:

Anden

2.1.6. Udelukkelsesgrunde

Kilder til grundlag for udelukkelse: Udbudsdokument

5. Delkontrakt

5.1. Delkontrakt: LOT-0000

Titel: Marketing and Social Media Data Integration Service

Beskrivelse: The subject of the procurement is a marketing and social media data integration service for the use of the Finnish National Broadcasting Company, in Finnish Yleisradio Oy (afterwards "Yle"). The objective of the procurement is to enhance the measurement, reporting, and data-driven management of Yle's marketing and social media. As a result of this tender competition, Yle will select one (1) supplier with whom it is going to sign an agreement with. The agreement period is fixed-term period of 24 months, after which it will continue indefinitely subject to terms of termination. Please see the material attached and enclosed in this request for quotation / invitation to tender.

Intern ID: YLE20260042

5.1.1. Formål

Kontraktens hovedformål: Varer

Primær klassifikation (cpv): 48480000 Programpakke til salgs-, markedsførings- og business intelligence-formål

5.1.2. Udførelsessted

By: Helsinki

Postnummer: 00240

Landsdel (NUTS): Helsinki-Uusimaa (FI1B1)

Land: Finland

5.1.3. Anslået varighed

Varighed: 48 Måneder

5.1.6. Generelle oplysninger

Indkøbsprojekt, der ikke finansieres med EU-midler

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

5.1.7. Strategiske udbud

Socialt mål, som fremmes: Retfærdige arbejdsforhold

5.1.9. Udvælgelseskriterier

Kilder til udvælgelseskriterier: Udbudsdokument

5.1.10. Tildelingskriterier

Kriterium:

Type: Pris

Navn: Hinta

Beskrivelse: Hinta

Kategori for tildelingskriteriet vægt: Vægtning (pointantal, præcis)

Tildelingskriterium talværdi: 90

Kriterium:

Type: Kvalitet

Navn: Laatu

Beskrivelse: Laatu

Kategori for tildelingskriteriet vægt: Vægtning (pointantal, præcis)

Tildelingskriterium talværdi: 10

5.1.11. Tilbudsdokumenter

Frist for anmodning om yderligere oplysninger: 27/08/2026 09:00:00 (UTC+00:00) vesteuropæisk tid, GMT

Adresse på udbudsdokumenterne: <https://tarjouspalvelu.fi/yleisradiooy?id=624671&tpk=3f7403c6-e3b6-4228-8fb0-6195bcff97df>

5.1.12. Tilbudsvilkår

Vilkår for indgivelse:

Elektronisk indgivelse: Påkrævet

Indgivelsesadresse: <https://tarjouspalvelu.fi/yleisradiooy?id=624671&tpk=3f7403c6-e3b6-4228-8fb0-6195bcff97df>

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

Tilbudsgivere kan indgive mere end ét tilbud: Tilladt

Frist for modtagelse af tilbud: 14/09/2026 09:00:00 (UTC+00:00) vesteuropæisk tid, GMT

Varighed, hvor tilbuddet skal forblive gyldigt: 6 Måneder

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

8. Organisationer

8.1. ORG-0001

Officielt navn: Markkinaoikeus
Registreringsnummer: 3006157-6
Postadresse: Radanrakentajantie 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

8.1. ORG-0002

Officielt navn: Yleisradio Oy
Registreringsnummer: 0215438-8
Postadresse: Uutiskatu 5
By: Helsinki
Postnummer: 00240
Landsdel (NUTS): Helsinki-Uusimaa (FI1B1)
Land: Finland
E-mail: tarjoukset.yle@yle.fi
Internetadresse: <http://www.yle.fi>

Denne organisations roller:

Køber

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: 30ec82fb-1928-4eb5-b957-ddc75bd80936 - 01

Formulartype: Konkurrencevilkår

Bekendtgørelsestype: Udbuds- eller koncessionsbekendtgørelse – standardordningen

Bekendtgørelsesundertype: E3

Afsendelsesdato for bekendtgørelsen: 20/08/2026 09:32:29 (UTC+00:00) vesteuropæisk tid, GMT

Dato for afsendelse af bekendtgørelsen (eSender): 20/08/2026 09:32:30 (UTC+00:00)
vesteuropæisk tid, GMT
Bekendtgørelsens officielle sprog: engelsk
Bekendtgørelsesnummer: 578363-2026
EUT-S-nummer: 161/2026
Offentliggørelsesdato: 21/08/2026