

659284-2026 - Konkurrencevilkår

Finland – Forretningstjenesteydelser: forskrifter, markedsføring, rådgivning, rekruttering, trykning og sikkerhed – Brand strategies & Communications Platforms for Yle Areena and the Yle app

OJ S 185/2026 24/09/2026

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: Brand strategies & Communications Platforms for Yle Areena and the Yle app

Beskrivelse: The subject of the procurement is brand strategies and communications platforms for Yle Areena (online streaming service) and the Yle mobile app. The objective of the procurement is to appoint a single strategic agency partner to develop brand strategies (stage 1) and long-term communications platforms (stage 2) for both Yle Areena and the Yle app. The work will define what each service stands for, how each is distinctively positioned within Yle's broader digital service architecture, and how those positions are expressed consistently across all touchpoints over the coming years. Estimated schedule of the project: Yle Areena launches in Q2 2027, and the Yle app in Q3 2027. 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 shall enter into force upon signature by the contracting parties, and shall remain in force until the service has been provided in its entirety in an approved manner. Please see the material attached (appendixes) and enclosed in the call for tenders.

Identifikator for proceduren: c3ddfc6a-f51f-4172-8dd4-e4ee6aef26ce

Intern ID: YLE20260050

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); 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. Groundings, if the procurement is not divided into lots, e.g. The object of the procurement forms a logical and operationally reliable entirety and the procurement is therefore not divided into separate parts.

2.1.1. Formål

Kontraktens hovedformål: Tjenesteydelser

Primær klassifikation (cpv): 79000000 Forretningstjenesteydelser: forskrifter, markedsføring, rådgivning, rekruttering, trykning og sikkerhed

2.1.2. Udførelsessted

Hvor som helst inden for EØS

2.1.4. Generelle oplysninger

Retsgrundlag:

Direktiv 2014/24/EU

2.1.6. Udelukkelsesgrunde

Kilder til grundlag for udelukkelse: Udbudsdokument

5. Delkontrakt

5.1. Delkontrakt: LOT-0000

Titel: Brand strategies & Communications Platforms for Yle Areena and the Yle app

Beskrivelse: The subject of the procurement is brand strategies and communications platforms for Yle Areena (online streaming service) and the Yle mobile app. The objective of the procurement is to appoint a single strategic agency partner to develop brand strategies (stage 1) and long-term communications platforms (stage 2) for both Yle Areena and the Yle app. The work will define what each service stands for, how each is distinctively positioned within Yle's broader digital service architecture, and how those positions are expressed consistently across all touchpoints over the coming years. Estimated schedule of the project: Yle Areena launches in Q2 2027, and the Yle app in Q3 2027. 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 shall enter into force upon signature by the contracting parties, and shall remain in force until the service has been provided in its entirety in an approved manner. Please see the material attached (appendixes) and enclosed in the call for tenders.

Intern ID: YLE20260050

5.1.1. Formål

Kontraktens hovedformål: Tjenesteydelser

Primær klassifikation (cpv): 79000000 Forretningstjenesteydelser: forskrifter, markedsføring, rådgivning, rekruttering, trykning og sikkerhed

5.1.2. Udførelsessted

Hvor som helst inden for EØS

5.1.3. Anslået varighed

Startdato: 01/01/2027

Varighed: 12 Måneder

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

5.1.7. Strategiske udbud

Socialt mål, som fremmes: Retfærdige arbejdsforhold

5.1.9. Udvalgelseskriterier

Kilder til udvalgelseskriterier: Udbudsdokument

5.1.10. Tildelingskriterier

Kriterium:

Type: Pris

Navn: Hinta

Beskrivelse: Hinta 30 %

Kategori for tildelingskriteriet vægt: Vægtning (pointantal, præcis)

Tildelingskriterium talværdi: 30

Kriterium:

Type: Kvalitet

Navn: Laatu

Beskrivelse: Laatu 70 %

Kategori for tildelingskriteriet vægt: Vægtning (pointantal, præcis)

Tildelingskriterium talværdi: 70

5.1.11. Tilbudsdokumenter

Frist for anmodning om yderligere oplysninger: 30/09/2026 09:00:00 (UTC+00:00)
vesteuropæisk tid, GMT

Adresse på udbudsdokumenterne: <https://tarjouspalvelu.fi/yleisradiooy?id=625088&tpk=7273e76c-d2eb-4d37-b767-c96af7f265b5>

5.1.12. Tilbudsvilkår

Vilkår for indgivelse:

Elektronisk indgivelse: Påkrævet

Indgivelsesadresse: <https://tarjouspalvelu.fi/yleisradiooy?id=625088&tpk=7273e76c-d2eb-4d37-b767-c96af7f265b5>

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

Elektronisk katalog: Ikke tilladt

Tilbudsgivere kan indgive mere end ét tilbud: Tilladt

Frist for modtagelse af tilbud: 21/10/2026 09:00:00 (UTC+00:00) vesteuropæisk tid, GMT

Varighed, hvor tilbuddet skal forblive gyldigt: 6 Måneder

Oplysninger om offentlig iværksættelse:

Åbningsdato: 21/10/2026 09:15:00 (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

Oplysninger om klagefrister: Hankintalain mukaan.

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: Hankintapalvelut

E-mail: tarjoukset.yle@yle.fi

Telefon: +358 914801

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

Denne organisations roller:

Køber

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

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: 99b487ec-b471-418d-8811-3526b5c42558 - 01
Formulartype: Konkurrencevilkår
Bekendtgørelsestype: Udbuds- eller koncessionsbekendtgørelse – standardordningen
Bekendtgørelsesundertype: 16
Afsendelsesdato for bekendtgørelsen: 23/09/2026 10:01:05 (UTC+00:00) vesteuropæisk tid, GMT
Dato for afsendelse af bekendtgørelsen (eSender): 23/09/2026 10:01:06 (UTC+00:00) vesteuropæisk tid, GMT
Bekendtgørelsens officielle sprog: engelsk
Bekendtgørelsesnummer: 659284-2026
EUT-S-nummer: 185/2026
Offentliggørelsesdato: 24/09/2026