

183385-2026 - Competition

France – Advertising and marketing services – Prestations de stratégie marketing et missions associées des services de TV5MONDE en Espagne

OJ S 53/2026 17/03/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: TV5MONDE

Email: najette.aliane@tv5monde.org

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Recreation, culture and religion

2. Procedure

2.1. Procedure

Title: Prestations de stratégie marketing et missions associées des services de TV5MONDE en Espagne

Description: Voir Contrat d'agent

Procedure identifier: 872bd66d-1b4d-4760-8fc9-58bdbedaa177

Internal identifier: 2026-03-01

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

2.1.2. Place of performance

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

2.1.4. General information

Legal basis:

Directive 2014/24/EU

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: Prestations de stratégie marketing et missions associées des services de TV5MONDE en Espagne

Description: Voir contrat d'agent

Internal identifier: 2026-03-01

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

5.1.2. Place of performance

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

5.1.3. Estimated duration

Duration: 5 Years

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Address of the procurement documents: https://tv5.e-marchespublics.com/pack/annonce_marche_public_7929_1151421.html

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://tv5.e-marchespublics.com>

Languages in which tenders or requests to participate may be submitted: French

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 13/04/2026 09:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 4 Months

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Allowed

Electronic ordering will be used: yes

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: TGI de Paris

Organisation providing more information on the review procedures: TGI de Paris

8. Organisations

8.1. ORG-0001

Official name: TV5MONDE

Registration number: 381 962 612
Postal address: 131 avenue de Wagram
Town: Paris
Postcode: 75017
Country subdivision (NUTS): Paris (FR101)
Country: France
Email: najette.aliane@tv5monde.org
Telephone: +33 144184790
Internet address: <https://www.tv5monde.com>
Buyer profile: <https://tv5.e-marchespublics.com>

Roles of this organisation:

Buyer

8.1. ORG-0002

Official name: TGI de Paris
Registration number: 177 501 111 00476
Town: Paris
Postcode: 75055
Country subdivision (NUTS): Paris (FR101)
Country: France

Roles of this organisation:

Review organisation
Organisation providing more information on the review procedures

8.1. ORG-0000

Official name: DEMATIS
Registration number: 45072478600030
Town: Paris
Postcode: 75015
Country subdivision (NUTS): Paris (FR101)
Country: France
Email: contact@dematis.com
Telephone: +33 172365548
Internet address: www.dematis.com

Roles of this organisation:

TED eSender

Notice information

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