

234049-2026 - Competition

France – Advertising video-tape production – Le présent accord-cadre a pour objet la production de contenus multimédias

OJ S 67/2026 07/04/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: SIG

Email: sig-marches@pm.gouv.fr

Legal type of the buyer: Central government authority

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Le présent accord-cadre a pour objet la production de contenus multimédias

Description: L'accord-cadre est divisé en huit lots distincts couvrant les prestations suivantes : la production de vidéo-reportages, les productions audiovisuelles complexes, la production de podcasts et d'enregistrements sonores, la production de photo-reportages, la production de contenus rédactionnels, la création et le maquettage de documents print, la stratégie réseaux sociaux et la création de supports digitaux, ainsi que la modération des discussions sur les réseaux sociaux.

Procedure identifier: 5f1e70ae-b8af-4baa-9152-12203b6ae470

Internal identifier: Prod_SIG_2025_09

Type of procedure: Open

The procedure is accelerated: no

Main features of the procedure: Appel d'offres ouvert

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 92111220 Advertising video-tape production

Additional classification (cpv): 92111220 Advertising video-tape production

2.1.2. Place of performance

Country subdivision (NUTS): Paris (FR101)

Country: France

2.1.3. Value

Estimated value excluding VAT: 58 617 500,00 EUR

2.1.4. General information

Legal basis:

Directive 2014/24/EU

Sans objet

Applicable cross-border law: Sans objet

2.1.5. Terms of procurement

Terms of submission:

Maximum number of lots for which one tenderer can submit tenders: 8

Terms of contract:

Maximum number of lots for which contracts can be awarded to one tenderer: 8

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: Production de vidéo-reportages

Description: Production de vidéo-reportages

Internal identifier: Lot 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 92111220 Advertising video-tape production

5.1.2. Place of performance

Country subdivision (NUTS): Paris (FR101)

Country: France

Additional information: Le lieu précis d'exécution est indiqué dans chaque bon de commande ou ordre de service.

5.1.3. Estimated duration

Duration: 4 Years

5.1.5. Value

Estimated value excluding VAT: 7 722 000,00 EUR

Maximum value of the framework agreement: 19 305 000,00 EUR

5.1.6. General information

This is a recurrent procurement

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

5.1.10. Award criteria**Criterion:**

Type: Price

Name: Coût total des prestations issu du scénario de commande. Ce critère sera apprécié sur la base d'un scénario de consommation des prestations du BPU non transmis aux candidats.

Les critères techniques sont précisés dans les documents du marché.

Description: Critère 1 : Prix 40 points

5.1.11. Procurement documents

Address of the procurement documents: <https://www.marches-publics.gouv.fr/entreprise>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.marches-publics.gouv.fr/entreprise>

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 11/05/2026 12:00:00 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 6 Months

Terms of contract:

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

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: yes

5.1.15. Techniques**Framework agreement:**

Framework agreement, without reopening of competition

Maximum number of participants: 150

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunal Administratif de Paris

Organisation providing more information on the review procedures: SIG

5.1. Lot: LOT-0002

Title: Productions audiovisuelles complexes

Description: Productions audiovisuelles complexes

Internal identifier: Lot 2

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 92111220 Advertising video-tape production

5.1.2. Place of performance

Country subdivision (NUTS): Paris (FR101)

Country: France

Additional information: Le lieu précis d'exécution est indiqué dans chaque bon de commande ou ordre de service.

5.1.3. Estimated duration

Duration: 4 Years

5.1.5. Value

Estimated value excluding VAT: 2 715 000,00 EUR

Maximum value of the framework agreement: 6 787 500,00 EUR

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

5.1.10. Award criteria

Criterion:

Type: Price

Name: Coût total des prestations issu du scénario de commande. Ce critère sera apprécié sur la base d'un scénario de consommation des prestations du BPU non transmis aux candidats.

Les critères techniques sont précisés dans les documents du marché.

Description: Critère 1 : Prix 40 points

5.1.11. Procurement documents

Address of the procurement documents: <https://www.marches-publics.gouv.fr/entreprise>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.marches-publics.gouv.fr/entreprise>

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 11/05/2026 12:00:00 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 6 Months

Terms of contract:

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

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 150

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunal Administratif de Paris

Organisation providing more information on the review procedures: SIG

5.1. Lot: LOT-0003

Title: Production de podcasts et d'enregistrements sonores

Description: Production de podcasts et d'enregistrements sonores

Internal identifier: Lot 3

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 92111220 Advertising video-tape production

Additional classification (cpv): 92210000 Radio services

5.1.2. Place of performance

Country subdivision (NUTS): Paris (FR101)

Country: France

Additional information: Le lieu précis d'exécution est indiqué dans chaque bon de commande ou ordre de service.

5.1.3. Estimated duration

Duration: 4 Years

5.1.5. Value

Estimated value excluding VAT: 510 000,00 EUR

Maximum value of the framework agreement: 1 275 000,00 EUR

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

5.1.10. Award criteria

Criterion:

Type: Price

Name: Coût total des prestations issu du scénario de commande. Ce critère sera apprécié sur la base d'un scénario de consommation des prestations du BPU non transmis aux candidats.

Les critères techniques sont précisés dans les documents du marché.

Description: Critère 1 : Prix 40 points

5.1.11. Procurement documents

Address of the procurement documents: <https://www.marches-publics.gouv.fr/entreprise>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.marches-publics.gouv.fr/entreprise>

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 11/05/2026 12:00:00 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 6 Months

Terms of contract:

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

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 150

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunal Administratif de Paris

Organisation providing more information on the review procedures: SIG

5.1. Lot: LOT-0004

Title: Production de photo-reportages

Description: Production de photo-reportages

Internal identifier: Lot 4

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 92111220 Advertising video-tape production

Additional classification (cpv): 79961000 Photographic services

5.1.2. Place of performance

Country subdivision (NUTS): Paris (FR101)

Country: France

Additional information: Le lieu précis d'exécution est indiqué dans chaque bon de commande ou ordre de service.

5.1.3. Estimated duration

Duration: 4 Years

5.1.5. Value

Estimated value excluding VAT: 1 245 000,00 EUR

Maximum value of the framework agreement: 3 112 500,00 EUR

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

5.1.10. Award criteria

Criterion:

Type: Price

Name: Coût total des prestations issu du scénario de commande. Ce critère sera apprécié sur la base d'un scénario de consommation des prestations du BPU non transmis aux candidats.

Les critères techniques sont précisés dans les documents du marché.

Description: Critère 1 : Prix 40 points

5.1.11. Procurement documents

Address of the procurement documents: <https://www.marches-publics.gouv.fr/entreprise>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.marches-publics.gouv.fr/entreprise>

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 11/05/2026 12:00:00 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 6 Months

Terms of contract:

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

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 150

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunal Administratif de Paris

Organisation providing more information on the review procedures: SIG

5.1. Lot: LOT-0005

Title: Production de contenus rédactionnels

Description: Production de contenus rédactionnels

Internal identifier: Lot 5

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 92111220 Advertising video-tape production

Additional classification (cpv): 79970000 Publishing services

5.1.2. Place of performance

Country subdivision (NUTS): Paris (FR101)

Country: France

Additional information: Le lieu précis d'exécution est indiqué dans chaque bon de commande ou ordre de service.

5.1.3. Estimated duration

Duration: 4 Years

5.1.5. Value

Estimated value excluding VAT: 1 430 000,00 EUR

Maximum value of the framework agreement: 3 575 000,00 EUR

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

5.1.10. Award criteria

Criterion:

Type: Price

Name: Coût total des prestations issu du scénario de commande. Ce critère sera apprécié sur la base d'un scénario de consommation des prestations du BPU non transmis aux candidats.

Les critères techniques sont précisés dans les documents du marché.

Description: Critère 1 : Prix 40 points

5.1.11. Procurement documents

Address of the procurement documents: <https://www.marches-publics.gouv.fr/entreprise>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.marches-publics.gouv.fr/entreprise>

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 11/05/2026 12:00:00 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 6 Months

Terms of contract:

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

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 150

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunal Administratif de Paris

Organisation providing more information on the review procedures: SIG

5.1. Lot: LOT-0006

Title: Création et maquettage de documents print

Description: Création et maquettage de documents print

Internal identifier: Lot 6

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 92111220 Advertising video-tape production

Additional classification (cpv): 79822500 Graphic design services

5.1.2. Place of performance

Country subdivision (NUTS): Paris (FR101)

Country: France

Additional information: Le lieu précis d'exécution est indiqué dans chaque bon de commande ou ordre de service.

5.1.3. Estimated duration

Duration: 4 Years

5.1.5. Value

Estimated value excluding VAT: 7 475 000,00 EUR

Maximum value of the framework agreement: 18 687 500,00 EUR

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

5.1.10. Award criteria

Criterion:

Type: Price

Name: Coût total des prestations issu du scénario de commande. Ce critère sera apprécié sur la base d'un scénario de consommation des prestations du BPU non transmis aux candidats.

Les critères techniques sont précisés dans les documents du marché.

Description: Critère 1 : Prix 40 points

5.1.11. Procurement documents

Address of the procurement documents: <https://www.marches-publics.gouv.fr/entreprise>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.marches-publics.gouv.fr/entreprise>

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 11/05/2026 12:00:00 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 6 Months

Terms of contract:

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

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 150

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunal Administratif de Paris

Organisation providing more information on the review procedures: SIG

5.1. Lot: LOT-0007

Title: Stratégie réseaux sociaux et création de supports digitaux

Description: Stratégie réseaux sociaux et création de supports digitaux

Internal identifier: Lot 7

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 92111220 Advertising video-tape production

Additional classification (cpv): 79342200 Promotional services

5.1.2. Place of performance

Country subdivision (NUTS): Paris (FR101)

Country: France

Additional information: Le lieu précis d'exécution est indiqué dans chaque bon de commande ou ordre de service.

5.1.3. Estimated duration

Duration: 4 Years

5.1.5. Value

Estimated value excluding VAT: 1 600 000,00 EUR

Maximum value of the framework agreement: 4 000 000,00 EUR

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

5.1.10. Award criteria

Criterion:

Type: Price

Name: Coût total des prestations issu du scénario de commande. Ce critère sera apprécié sur la base d'un scénario de consommation des prestations du BPU non transmis aux candidats.

Les critères techniques sont précisés dans les documents du marché.

Description: Critère 1 : Prix 40 points

5.1.11. Procurement documents

Address of the procurement documents: <https://www.marches-publics.gouv.fr/entreprise>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.marches-publics.gouv.fr/entreprise>

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 11/05/2026 12:00:00 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 6 Months

Terms of contract:

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

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 150

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunal Administratif de Paris

Organisation providing more information on the review procedures: SIG

5.1. Lot: LOT-0008

Title: Modération des discussions sur les réseaux sociaux

Description: Modération des discussions sur les réseaux sociaux

Internal identifier: Lot 8

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 92111220 Advertising video-tape production

Additional classification (cpv): 79342320 Customer-care services

5.1.2. Place of performance

Country subdivision (NUTS): Paris (FR101)

Country: France

Additional information: Le lieu précis d'exécution est indiqué dans chaque bon de commande ou ordre de service.

5.1.3. Estimated duration

Duration: 4 Years

5.1.5. Value

Estimated value excluding VAT: 750 000,00 EUR

Maximum value of the framework agreement: 1 875 000,00 EUR

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

5.1.10. Award criteria

Criterion:

Type: Price

Name: Coût total des prestations issu du scénario de commande. Ce critère sera apprécié sur la base d'un scénario de consommation des prestations du BPU non transmis aux candidats. Les critères techniques sont précisés dans les documents du marché.

Description: Critère 1 : Prix 40 points

5.1.11. Procurement documents

Address of the procurement documents: <https://www.marches-publics.gouv.fr/entreprise>

5.1.12. Terms of procurement**Terms of submission:**

Electronic submission: Required

Address for submission: <https://www.marches-publics.gouv.fr/entreprise>

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 11/05/2026 12:00:00 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 6 Months

Terms of contract:

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

Electronic invoicing: Required

Electronic ordering will be used: no

Electronic payment will be used: yes

5.1.15. Techniques**Framework agreement:**

Framework agreement, without reopening of competition

Maximum number of participants: 150

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Tribunal Administratif de Paris

Organisation providing more information on the review procedures: SIG

8. Organisations

8.1. ORG-0001

Official name: SIG

Registration number: 11000201100044

Department: 75

Postal address: 20 avenue de Ségur

Town: Paris

Postcode: 75005

Country subdivision (NUTS): Paris (FR101)

Country: France

Contact point: Pôle achat - budget

Email: sig-marches@pm.gouv.fr

Telephone: 0142755456

Internet address: <https://www.info.gouv.fr/organisation/service-d-information-du-gouvernement-sig>

Buyer profile: <https://www.marches-publics.gouv.fr/entreprise>

Roles of this organisation:

Buyer

Organisation providing more information on the review procedures

8.1. ORG-0002

Official name: Tribunal Administratif de Paris

Registration number: 17750005500013

Department: 75

Postal address: 7 rue de Jouy

Town: Paris

Postcode: 75004

Country subdivision (NUTS): Paris (FR101)

Country: France

Email: greffe.ta-paris@juradm.fr

Telephone: 01445594400

Roles of this organisation:

Review organisation

Notice information

Notice identifier/version: 05996c8f-3ea7-4ea3-b201-b85e095f2617 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

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