

236683-2026 - Competition

Belgium – Advertising services – Dynamic Purchasing System (DPS) for Large media strategy, planning, buying and asset adaptation services

OJ S 68/2026 08/04/2026

**Contract or concession notice – standard regime - Change notice
Services**

1. Buyer

1.1. Buyer

Official name: European Commission, DG COMM - Communication

Email: comm-d3-procurement-grants@ec.europa.eu

Legal type of the buyer: EU institution, body or agency

Activity of the contracting authority: General public services

1.1. Buyer

Official name: EP - European Parliament

Email: comm-d3-procurement-grants@ec.europa.eu

Legal type of the buyer: EU institution, body or agency

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Dynamic Purchasing System (DPS) for Large media strategy, planning, buying and asset adaptation services

Description: New DPS for media buying and related services for corporate, representation and DGs' campaigns

Procedure identifier: be4c6d46-af14-4aaf-a9f8-3c1f23e7e3f5

Internal identifier: EC-COMM/2026/DPS/0047

Type of procedure: Other multiple stage procedure

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

2.1.2. Place of performance

Anywhere

Additional information: Please consult the procurement documents.

2.1.3. Value

Estimated value excluding VAT: 275 000 000,00 EUR

2.1.4. General information

Additional information: FOREIGN SUBSIDIES REGULATION applicability: Any economic operator participating in this public procurement procedure shall notify the contracting authority of all foreign financial contributions of at least EUR 4 million per third country received in the last three years prior to the notification pursuant to Article 28(1) of Regulation (EU) 2022/2560. In all other cases they shall submit a declaration pursuant to Article 29(1) of Regulation (EU) 2022/2560, listing all foreign financial contributions received in the last three years prior to the

declaration confirming that such contributions are not notifiable. When no foreign financial contributions were received in the last three years prior to the declaration, a declaration is still necessary to confirm that no FFCs were received. Notifications or declarations shall be submitted by using the Form FS-PP available at https://single-market-economy.ec.europa.eu/single-market/public-procurement/foreign-subsidies-regulation_en.

Legal basis:

Regulation (EU, Euratom) 2024/2509

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: Dynamic Purchasing System (DPS) for Large media strategy, planning, buying and asset adaptation services

Description: New DPS for media buying and related services for corporate, representation and DGs' campaigns

Internal identifier: EC-COMM/2026/DPS/0047

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional classification (cpv): 79341100 Advertising consultancy services

5.1.2. Place of performance

Anywhere

Additional information: Please consult the procurement documents.

5.1.3. Estimated duration

Duration: 60 Months

5.1.5. Value

Estimated value excluding VAT: 275 000 000,00 EUR

5.1.6. General information

Reserved participation:

Participation is not reserved.

Procurement Project fully or partially 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

Information about the second stage of a two-stage procedure:

The procedure will take place in successive stages. At each stage, some participants may be eliminated

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Please consult the procurement documents.

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 70

Criterion:

Type: Price

Description: Please consult the procurement documents.

Category of award weight criterion: Weight (percentage, exact)

Award criterion number: 30

5.1.11. Procurement documents

Address of the procurement documents: <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/tender-details/be4c6d46-af14-4aaf-a9f8-3c1f23e7e3f5-CN?#anchorDocuments>

Ad hoc communication channel:

Name: Funding and Tenders Portal

URL: <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/tender-details/be4c6d46-af14-4aaf-a9f8-3c1f23e7e3f5-CN?#anchorDocuments>

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

Electronic submission: Required

Address for submission: <https://s2c.mercell.com/today/199618>

Languages in which tenders or requests to participate may be submitted: Bulgarian, Czech, Danish, German, Greek, English, Spanish, Estonian, Finnish, French, Irish, Croatian, Hungarian, Italian, Lithuanian, Latvian, Maltese, Dutch, Polish, Portuguese, Romanian, Slovak, Slovenian, Swedish

Electronic catalogue: Not allowed

Deadline for receipt of requests to participate: 08/03/2031 09:00:59 (UTC+01:00) Central European Time, Western European Summer Time

Terms of contract:

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

This procedure falls under the Foreign Subsidy Regulation (FSR)

Electronic invoicing: Allowed

Electronic ordering will be used: yes

Electronic payment will be used: yes

5.1.15. Techniques**Framework agreement:**

Framework agreement, without reopening of competition

Maximum number of participants: 1

Justification for the duration of the framework agreement: Please consult the procurement documents.

Information about the dynamic purchasing system:

Dynamic purchasing system, only usable by buyers listed in this notice

5.1.16. Further information, mediation and review

Review organisation: Court of Justice of the European Union

Organisation providing more information on the review procedures: European Commission, DG COMM - Communication

8. Organisations

8.1. ORG-0001

Official name: European Commission, DG COMM - Communication
Registration number: COM
Department: COMM.B - Citizens Communication
Postal address: Wetstraat 56
Town: Brussels
Postcode: B-1049
Country subdivision (NUTS): Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad (BE100)
Country: Belgium
Email: comm-d3-procurement-grants@ec.europa.eu
Telephone: +32 2 299 11 11
Internet address: https://ec.europa.eu/info/departments/communication_en

Roles of this organisation:

Buyer
Group leader
Central purchasing body awarding public contracts or concluding framework agreements for works, supplies or services intended for other buyers
Organisation providing more information on the review procedures

8.1. ORG-0002

Official name: EP - European Parliament
Registration number: EP
Postal address: Bât. Altiero Spinelli, rue Wiertz 60
Town: Brussels
Postcode: B-1047
Country subdivision (NUTS): Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad (BE100)
Country: Belgium
Email: comm-d3-procurement-grants@ec.europa.eu
Telephone: +32 2 299 11 11
Internet address: <http://www.europarl.europa.eu>

Roles of this organisation:

Buyer

8.1. ORG-0003

Official name: Court of Justice of the European Union
Registration number: CURIA
Postal address: Rue du Fort Niedergrünewald
Town: Luxembourg
Postcode: L-2925
Country subdivision (NUTS): Luxembourg (LU000)
Country: Luxembourg
Email: GC.Registry@curia.europa.eu
Telephone: +352 4303-1
Internet address: <http://curia.europa.eu>

Roles of this organisation:

Review organisation

8.1. ORG-0004

Official name: European Commission
Registration number: EUCOM
Postal address: Mondrian (CDMA), Rue du Champ de Mars 21
Town: Brussels

Postcode: B-1050

Country subdivision (NUTS): Arr. de Bruxelles-Capitale/Arr. Brussel-Hoofdstad (BE100)

Country: Belgium

Email: comm-d3-procurement-grants@ec.europa.eu

Telephone: +32 2 299 11 11

Internet address: <https://commission.europa.eu/>

Roles of this organisation:

TED eSender

10. Change

Version of the previous notice to be changed

:

50f58f51-1f6c-421d-98bc-bb2ce8c65247-01

Main reason for change

:

Buyer correction

Description

:

A paragraph on FOREIGN SUBSIDIES REGULATION applicability has been added.

Notice information

Notice identifier/version: 3c40442d-fe2c-460e-8717-ccfcf9622728 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 07/04/2026 12:09:09 (UTC+02:00) Eastern European Time, Central European Summer Time

Languages in which this notice is officially available: English

Notice publication number: 236683-2026

OJ S issue number: 68/2026

Publication date: 08/04/2026