

237177-2026 - Competition

France – Advertising management services – Prestations de régie publicitaire pour les chaînes Public Sénat et LCP-Assemblée nationale
OJ S 68/2026 08/04/2026
Contract or concession notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: LA CHAINE PARLEMENTAIRE ASSEMBLEE NATIONALE

Email: aolcpan@lcp.fr

Legal type of the buyer: Public undertaking, controlled by a central government authority

Activity of the contracting authority: Recreation, culture and religion

1.1. Buyer

Official name: LA CHAINE PARLEMENTAIRE - SENAT

Email: j.jouvance@publicsenat.fr

Legal type of the buyer: Public undertaking, controlled by a central government authority

Activity of the contracting authority: Recreation, culture and religion

2. Procedure

2.1. Procedure

Title: Prestations de régie publicitaire pour les chaînes Public Sénat et LCP-Assemblée nationale

Description: Le marché porte sur la commercialisation des espaces publicitaires sur le canal 8 de la TNT, la commercialisation d'espaces de parrainage de manière non exclusive, et, à titre optionnel, la commercialisation des espaces numériques de LCP-Assemblée nationale et de Public Sénat.

Procedure identifier: e76febe5-0d14-4255-82d6-9f820ca92889

Type of procedure: Open

The procedure is accelerated: no

Main features of the procedure: Procédure d'appel d'offres ouvert conformément aux dispositions du Code de la commande publique. La consultation n'est pas allotie et donnera lieu à l'attribution d'un marché mono-attributaire. Les variantes et prestations supplémentaires éventuelles sont autorisées dans les conditions prévues au règlement de la consultation. La procédure est sans négociation. Les candidatures et les offres doivent être transmises exclusivement par voie électronique via le profil d'acheteur.

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341200 Advertising management services

2.1.2. Place of performance

Country subdivision (NUTS): Paris (FR101)

Country: France

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: Prestation de régie publicitaire

Description: La présente consultation a pour objet un marché de prestations de régie publicitaire pour les chaînes Public Sénat et LCP-Assemblée nationale

Internal identifier: Lot unique

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341200 Advertising management services

Options:

Description of the options: Cf document du marché

5.1.2. Place of performance

Country subdivision (NUTS): Paris (FR101)

Country: France

5.1.3. Estimated duration

Start date: 01/01/2027

Duration: 24 Months

5.1.4. Renewal

Maximum renewals: 1

Other information about renewals: La reconduction du marché sera confirmée au plus tard 6 mois avant la date anniversaire de début du marché.

5.1.6. General information

This is a recurrent procurement

Reserved participation:

Participation is not reserved.

The names and professional qualifications of the staff assigned to perform the contract must be given: Tender requirement

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): no

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Description of the method to be used if weighting cannot be expressed by criteria: Le prix n'est pas le seul critère d'attribution et tous les critères sont énoncés uniquement dans les documents du marché

5.1.11. Procurement documents

Address of the procurement documents: <https://www.e-marchespublics.com/appel-offre/1155096>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Allowed

Address for submission: <https://lcp.fr/la-chaine/marches-publics-et-mises-en-concurrence-28488>

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

Electronic catalogue: Not allowed

Variants: Allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of tenders: 06/05/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 120 Days

Information about public opening:

Opening date: 06/05/2026 14:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: - 106 rue de l'université, 75007 Paris ou - 20 rue de Vaugirard, 75006 Paris

Terms of contract:

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

Conditions relating to the performance of the contract: Cf. Documents du marché

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

Mediation organisation: Tribunal Judiciaire de Paris

Review organisation: Tribunal Judiciaire de Paris

Organisation providing additional information about the procurement procedure: LA CHAINE PARLEMENTAIRE ASSEMBLEE NATIONALE

Organisation providing more information on the review procedures: Tribunal Judiciaire de Paris

8. Organisations

8.1. ORG-0001

Official name: LA CHAINE PARLEMENTAIRE ASSEMBLEE NATIONALE

Registration number: 42994701300026

Postal address: 106 Rue de l'Universite

Town: Paris

Postcode: 75007

Country subdivision (NUTS): Paris (FR101)

Country: France

Contact point: Yorick GUINEBERT

Email: aolcpan@lcp.fr

Telephone: +33 140639050

Internet address: <https://www.lcp.fr/>

Buyer profile: <https://www.e-marchespublics.com/>

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

8.1. ORG-0002

Official name: Tribunal Judiciaire de Paris

Registration number: 17750111101763

Postal address: Parvis du Tribunal de Paris

Town: Paris

Postcode: 75017

Country subdivision (NUTS): Paris (FR101)

Country: France

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

Mediation organisation

8.1. ORG-0003

Official name: LA CHAINE PARLEMENTAIRE - SENAT

Registration number: 42952890400023

Postal address: 20 RUE DE VAUGIRARD

Town: PARIS

Postcode: , 75006 PARIS

Country subdivision (NUTS): Paris (FR101)

Country: France

Contact point: Julie JOUVANCE

Email: j.jouvance@publicsenat.fr

Telephone: 0183354120

Internet address: <https://www.publicsenat.fr/>

Roles of this organisation:

Buyer

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

Notice identifier/version: 28d20abe-d63d-44b4-a8af-f4271b827bb7 - 01

Form type: Competition

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