300717-2026 - Competition

Netherlands – Business and management consultancy and related services – Media advies en media inkoop
OJ S 85/2026 04/05/2026
Contract or concession notice – standard regime
Services

1. Buyer

1.1. Buyer

Official name: Nederlandse Publieke Omroep
Email: marjolein.de.waij@npo.nl
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: Media advies en media inkoop
Description: De NPO wil een mediabureau selecteren dat de komende jaren als strategische partner optreedt. Het doel van de opdracht is om de inzet van betaalde media zo effectief mogelijk te maken: zoveel mogelijk Nederlanders bereiken en betrekken bij het media-aanbod van de publieke omroep met een nadrukkelijke focus op jongeren. Het bureau ondersteunt de NPO hierbij met strategisch advies, efficiënte media-inkoop, datagedreven optimalisatie en vernieuwende inzichten zodat mediacampagnes bijdragen aan een breed en divers bereik én een sterke verbinding met jongere doelgroepen.
Procedure identifier: 9ab8949e-3490-407a-b435-e629b1451e7a
Internal identifier: 1cdb9f65-090a-44b5-8b4b-9ede4c48a2d8
Type of procedure: Restricted
The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services
Main classification (cpv): 79400000 Business and management consultancy and related services
Additional classification (cpv): 79340000 Advertising and marketing services, 79342000 Marketing services

2.1.2. Place of performance

Country: Netherlands
Anywhere in the given country
Additional information: Zie documentatie

2.1.3. Value

Estimated value excluding VAT: 11 000 000,00 EUR
Maximum value of the framework agreement: 11 000 000,00 EUR

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-0000

Title: Media advies en media inkoop
Description: De NPO wil een mediabureau selecteren dat de komende jaren als strategische partner optreedt. Het doel van de opdracht is om de inzet van betaalde media zo effectief mogelijk te maken: zoveel mogelijk Nederlanders bereiken en betrekken bij het media-aanbod van de publieke omroep met een nadrukkelijke focus op jongeren. Het bureau ondersteunt de NPO hierbij met strategisch advies, efficiënte media-inkoop, datagedreven optimalisatie en vernieuwende inzichten zodat mediacampagnes bijdragen aan een breed en divers bereik én een sterke verbinding met jongere doelgroepen.
Internal identifier: d78cf2f3-b6e4-4861-a622-660b9f14db7f

5.1.1. Purpose

Main nature of the contract: Services
Main classification (cpv): 79400000 Business and management consultancy and related services
Additional classification (cpv): 79340000 Advertising and marketing services, 79342000 Marketing services

5.1.2. Place of performance

Country: Netherlands
Anywhere in the given country
Additional information: Zie documentatie

5.1.3. Estimated duration

Start date: 02/03/2026
Duration end date: 29/02/2028

5.1.4. Renewal

Maximum renewals: 2
Other information about renewals: 2 maal 1 jaar

5.1.5. Value

Estimated value excluding VAT: 11 000 000,00 EUR
Maximum value of the framework agreement: 11 000 000,00 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): no

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document
Information about the second stage of a two-stage procedure:
Minimum number of candidates to be invited for the second stage of the procedure: 5
Maximum number of candidates to be invited for the second stage of the procedure: 5

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: Dutch
Address of the procurement documents: https://s2c.mercell.com/today/138853

5.1.12. Terms of procurement

Terms of submission:
Electronic submission: Allowed
Address for submission: https://s2c.mercell.com/today/138853
Languages in which tenders or requests to participate may be submitted: Dutch
Electronic catalogue: Required
Deadline for receipt of requests to participate: 13/10/2025 15:00:00 (UTC+00:00) Western European Time, GMT
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: no
Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:
Framework agreement, without reopening of competition
Maximum number of participants: 1
Information about the dynamic purchasing system:
No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Rechtbank Midden-Nederland
Information about review deadlines: 20 dagen
Organisation providing additional information about the procurement procedure: Nederlandse Publieke Omroep

8. Organisations

8.1. ORG-0001

Official name: Nederlandse Publieke Omroep
Registration number: 32043579
Postal address: Bart de Graaffweg 2
Town: Hilversum
Postcode: 1217ZL
Country subdivision (NUTS): Het Gooi en Vechtstreek (NL327)
Country: Netherlands
Contact point: Marjolein de Waij
Email: marjolein.de.waij@npo.nl
Telephone: +31648384078
Internet address: https://npo.nl/
Buyer profile: https://s2c.mercell.com/buyer/2479
Roles of this organisation:
Buyer
Organisation providing additional information about the procurement procedure

8.1. ORG-0002

Official name: Rechtbank Midden-Nederland
Registration number: 82940444
Town: Utrecht
Postcode: 3511 EX
Country subdivision (NUTS): Utrecht (NL350)
Country: Netherlands
Email: midden-nederland@om.nl
Telephone: +310883620000
Roles of this organisation:
Review organisation

Notice information

Notice identifier/version: 4aba5617-0039-4d65-98f0-c3f2c34f5e2a - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice subtype: 16
Notice dispatch date: 28/04/2026 07:36:03 (UTC+00:00) Western European Time, GMT
Notice dispatch date (eSender): 28/04/2026 07:36:29 (UTC+00:00) Western European Time, GMT
Languages in which this notice is officially available: Dutch
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