

## 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](mailto: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:

## 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](mailto: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](mailto: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

Notice publication number: 300717-2026

OJ S issue number: 85/2026

Publication date: 04/05/2026