

## 303971-2026 - Competition

Denmark – Software package and information systems – Linear Ad Replacement System for TV 2 Denmark

OJ S 85/2026 04/05/2026

Contract or concession notice – standard regime

Supplies - Services

### 1. Buyer

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#### 1.1. Buyer

Official name: TV 2 Danmark A/S

Email: [contract@tv2.dk](mailto:contract@tv2.dk)

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

Activity of the contracting authority: Recreation, culture and religion

### 2. Procedure

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#### 2.1. Procedure

Title: Linear Ad Replacement System for TV 2 Denmark

Description: TV 2 is looking for Suppliers to provide server-side ad insertion for TV 2 Play. Ad insertion is a necessary tool to monetize live and on-demand content by delivering targeted advertising seamlessly across all devices and platforms.

Procedure identifier: 426821fe-3a95-4f97-b46a-8f0c4386102f

Internal identifier: 282829699

Type of procedure: Open

The procedure is accelerated: no

Main features of the procedure: Open Procedure

##### 2.1.1. Purpose

Main nature of the contract: Supplies

Additional nature of the contract: Services

Main classification (cpv): 48000000 Software package and information systems

Additional classification (cpv): 48100000 Industry specific software package, 48500000

Communication and multimedia software package, 48520000 Multimedia software package,

48900000 Miscellaneous software package and computer systems, 72000000 IT services:

consulting, software development, Internet and support

##### 2.1.2. Place of performance

Country: Denmark

Anywhere in the given country

##### 2.1.4. General information

**Legal basis:**

Directive 2014/24/EU

##### 2.1.6. Grounds for exclusion

Sources of grounds for exclusion: European Single Procurement Document (ESPD)

### 5. Lot

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## 5.1. Lot: LOT-0000

Title: Linear Ad Replacement System for TV 2 Denmark

Description: TV 2 is looking for Suppliers to provide server-side ad insertion for TV 2 Play. Ad insertion is a necessary tool to monetize live and on-demand content by delivering targeted advertising seamlessly across all devices and platforms.

Internal identifier: 282829699

### 5.1.1. Purpose

Main nature of the contract: Supplies

Additional nature of the contract: Services

Main classification (cpv): 48000000 Software package and information systems

Additional classification (cpv): 48100000 Industry specific software package, 48500000

Communication and multimedia software package, 48520000 Multimedia software package, 48900000 Miscellaneous software package and computer systems, 72000000 IT services: consulting, software development, Internet and support

### 5.1.2. Place of performance

Country: Denmark

Anywhere in the given country

### 5.1.3. Estimated duration

Duration: 66 Months

### 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: European Single Procurement Document (ESPD)

### 5.1.10. Award criteria

#### Criterion:

Type: Price

Name: Prices

Description: See Tender conditions for specifics.

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

Award criterion number: 30

#### Criterion:

Type: Quality

Name: Quality

Description: See Tender Conditions for specifics.

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

Award criterion number: 60

#### Criterion:

Type: Quality

Name: SLA, Implementation & Testing

Description: See Tender Conditions for specifics.

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

Award criterion number: 10

#### 5.1.11. Procurement documents

Languages in which the procurement documents are officially available: Danish

Deadline for requesting additional information: 18/05/2026 10:00:00 (UTC+00:00) Western European Time, GMT

Address of the procurement documents: <https://permalink.mercell.com/282829699.aspx>

#### 5.1.12. Terms of procurement

##### Terms of submission:

Electronic submission: Required

Address for submission: <https://permalink.mercell.com/282829699.aspx>

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

Electronic catalogue: Not allowed

Variants: Not allowed

Deadline for receipt of tenders: 29/05/2026 10:00:00 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 3 Months

##### Information about public opening:

Opening date: 29/05/2026 10:00:00 (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: no

#### 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

Review organisation: Klagenævnet for Udbud - Nævnenes Hus

Information about review deadlines: I henhold til LBK nr. 448 af 8.5.2024 om Klagenævnet for Udbud (med senere ændringer) gælder følgende frister for indgivelse af klage: Klage over udbud eller beslutninger omfattet af udbudslovens afsnit II eller III eller forsyningsvirksomhedsdirektivet, som ikke er omfattet af særlige bestemmelser om prækvalifikation, skal være indgivet til Klagenævnet for Udbud inden: 45 kalenderdage efter, at ordregiveren har offentliggjort en bekendtgørelse i Den Europæiske Unions Tidende om, at ordregiveren har indgået en kontrakt. Fristen regnes fra dagen efter den dag, hvor bekendtgørelsen er blevet offentliggjort. Klage over indgåelse af en kontrakt baseret på en rammeaftale med genåbning af konkurrencen eller et dynamisk indkøbssystem omfattet af udbudslovens afsnit II eller III eller forsyningsvirksomhedsdirektivet skal være indgivet til Klagenævnet for Udbud inden; 30 kalenderdage regnet fra dagen efter den dag, hvor ordregiveren har underrettet de berørte tilbudsgivere om, at kontrakten er indgået, forudsat at underretningen har indeholdt en begrundelse for beslutningen. Klage over indgåelse af rammeaftaler efter udbudslovens afsnit II, III og §§ 191 og 192, efter tilbudsloven eller forsyningsvirksomhedsdirektivet skal være indgivet til Klagenævnet for Udbud inden: 6 måneder regnet fra dagen efter den dag, hvor ordregiveren har underrettet de berørte ansøgere og tilbudsgivere om tildelingsbeslutningen. [naevneneshus.dk](http://naevneneshus.dk) Klage over en

ordregivers beslutning om at videreføre en kontrakt, jf. udbudslovens § 185, stk. 2, skal være indgivet til Klagenævnet for Udbud inden: 20 kalenderdage regnet fra dagen efter den dag, hvor ordregiveren har meddelt sin beslutning. Har en ordregiver fulgt proceduren i lovens § 4 for at sikre, at en kontrakt ikke erklæres for uden virkning, skal en klage over, at ordregiveren i strid med udbudsdirektivet eller forsyningsvirksomhedsdirektivet har indgået en kontrakt uden forudgående offentliggørelse af en udbudsbekendtgørelse i Den Europæiske Unions Tidende, være indgivet til Klagenævnet for Udbud inden 30 kalenderdage regnet fra dagen efter den dag, hvor ordregiveren har offentliggjort en sådan bekendtgørelse, forudsat at bekendtgørelsen med henblik på frivillig forudgående gennemsigtighed indeholder begrundelsen for ordregiverens beslutning. Senest samtidig med, at en klage indgives til Klagenævnet for Udbud, skal klageren skriftligt underrette ordregiveren om, at klage indgives til Klagenævnet for Udbud, og om, hvorvidt klagen er indgivet i standstill-perioden efter lovens § 3, stk. 1 eller 2, eller i den periode på 10 kalenderdage, som er fastsat i § 4, stk. 1, nr. 2. Hvis klagen ikke er indgivet i disse perioder, skal klageren tillige angive, om der begæres opsættende virkning, jf. lovens § 12, stk. 1.

Organisation providing more information on the review procedures: Konkurrence- og Forbrugerstyrelsen

## 8. Organisations

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### 8.1. ORG-0001

Official name: TV 2 Danmark A/S

Registration number: 10413494

Postal address: Rugårdsvej 25

Town: Odense C

Postcode: 5000

Country subdivision (NUTS): Fyn (DK031)

Country: Denmark

Contact point: Contract Management

Email: [contract@tv2.dk](mailto:contract@tv2.dk)

Telephone: +45 65919191

Fax: +45 65913322

Internet address: <http://www.tv2.dk>

#### **Roles of this organisation:**

Buyer

### 8.1. ORG-0002

Official name: Klagenævnet for Udbud - Nævnenes Hus

Registration number: 37795526

Postal address: Toldboden 2

Town: Viborg

Postcode: 8800

Country subdivision (NUTS): Vestjylland (DK041)

Country: Denmark

Email: [kflu@naevneneshus.dk](mailto:kflu@naevneneshus.dk)

Telephone: +45 72405600

Fax: +45 33307799

Internet address: <http://www.naevneneshus.dk>

#### **Roles of this organisation:**

Review organisation

### 8.1. ORG-0003

Official name: Konkurrence- og Forbrugerstyrelsen  
Registration number: 10294819  
Postal address: Carl Jacobsens Vej 35  
Town: Valby  
Postcode: 2500  
Country subdivision (NUTS): Byen København (DK011)  
Country: Denmark  
Email: [kfst@kfst.dk](mailto:kfst@kfst.dk)  
Telephone: +45 41715000  
Fax: +45 41715100  
Internet address: <http://www.kfst.dk>

#### **Roles of this organisation:**

Organisation providing more information on the review procedures

### 8.1. ORG-0004

Official name: Merzell Holding ASA  
Registration number: 980921565  
Postal address: Askekroken 11  
Town: Oslo  
Postcode: 0277  
Country subdivision (NUTS): Oslo (NO081)  
Country: Norway  
Contact point: eSender  
Email: [publication@merzell.com](mailto:publication@merzell.com)  
Telephone: +47 21018800  
Fax: +47 21018801  
Internet address: <http://merzell.com/>

#### **Roles of this organisation:**

TED eSender

## Notice information

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Notice identifier/version: bf160d1d-3843-41bf-912d-d0af296a2f6d - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 29/04/2026 14:22:14 (UTC+00:00) Western European Time, GMT

Notice dispatch date (eSender): 29/04/2026 14:22:25 (UTC+00:00) Western European Time, GMT

Languages in which this notice is officially available: Danish

Notice publication number: 303971-2026

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