

## 345421-2026 - Result

### Ireland – Advertising, propaganda and information film and video-tape production – Provision of Media Monitoring for the Irish Prison Service

OJ S 96/2026 20/05/2026

Contract or concession award notice – standard regime

Services

## 1. Buyer

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### 1.1. Buyer

Official name: Irish Prison Service

Email: [cputenders@irishprisons.ie](mailto:cputenders@irishprisons.ie)

Legal type of the buyer: Central government authority

Activity of the contracting authority: General public services

## 2. Procedure

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### 2.1. Procedure

Title: Provision of Media Monitoring for the Irish Prison Service

Description: Provision of Media Monitoring for the Irish Prison Service

Procedure identifier: 62f18c05-7bdd-495c-a67f-83eee1dae2ee

Previous notice: d3a63b71-4876-44ca-964f-8cc7d5170343-01

Type of procedure: Open

The procedure is accelerated: no

#### 2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 92111200 Advertising, propaganda and information film and video-tape production

Additional classification (cpv): 79340000 Advertising and marketing services, 79341000

Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising

management services, 72212481 Sales or marketing software development services,

79800000 Printing and related services, 79811000 Digital printing services, 92400000 News-

agency services, 64212300 Multimedia Message Service (MMS) services

#### 2.1.2. Place of performance

Country subdivision (NUTS): Midland (IE063)

Country: Ireland

#### 2.1.3. Value

Estimated value excluding VAT: 55 000,00 EUR

#### 2.1.4. General information

**Legal basis:**

Directive 2014/24/EU

## 5. Lot

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### 5.1. Lot: LOT-0001

Title: Provision of Media Monitoring for the Irish Prison Service  
Description: Provision of Media Monitoring for the Irish Prison Service  
Internal identifier: 0

#### 5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 92111200 Advertising, propaganda and information film and video-tape production

Additional classification (cpv): 79340000 Advertising and marketing services, 79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services, 72212481 Sales or marketing software development services, 79800000 Printing and related services, 79811000 Digital printing services, 92400000 News-agency services, 64212300 Multimedia Message Service (MMS) services

#### 5.1.2. Place of performance

Country subdivision (NUTS): Midland (IE063)

Country: Ireland

#### 5.1.3. Estimated duration

Duration: 48 Months

#### 5.1.5. Value

Estimated value excluding VAT: 55 000,00 EUR

#### 5.1.6. General information

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): yes

#### 5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

#### 5.1.10. Award criteria

##### Criterion:

Type: Cost

Description: Cost @ 40%

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

Award criterion number: 40

##### Criterion:

Type: Quality

Description: Quality @ 60%

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

Award criterion number: 60

#### 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: The High Court of Ireland

Organisation providing offline access to the procurement documents: Irish Prison Service

Organisation providing more information on the review procedures: The High Court of Ireland

## 6. Results

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Value of all contracts awarded in this notice: 55 000,00 EUR

### 6.1. Result lot identifier: LOT-0001

Winner selection status: At least one winner was chosen.

#### 6.1.2. Information about winners

**Winner:**

Official name: Rue Point Media

**Tender:**

Tender identifier: 000163300

Identifier of lot or group of lots: LOT-0001

Value of the tender: 55 000,00 EUR

Subcontracting: No

**Contract information:**

Identifier of the contract: 440684

Date on which the winner was chosen: 31/03/2026

Date of the conclusion of the contract: 15/04/2026

#### 6.1.4. Statistical information

**Received tenders or requests to participate:**

Type of received submissions: Tenders submitted electronically

Number of tenders or requests to participate received: 3

## 8. Organisations

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### 8.1. ORG-0001

Official name: Irish Prison Service

Registration number: 400088C

Postal address: Irish Prison Service HQ, IDA Business Park, Ballinalee Road, Longford Ireland

Town: Longford

Postcode: N39 A308

Country subdivision (NUTS): Midland (IE063)

Country: Ireland

Email: [cputenders@irishprisons.ie](mailto:cputenders@irishprisons.ie)

Telephone: +353433335100

Internet address: <https://www.irishprisons.ie/>

Buyer profile: <https://www.irishprisons.ie/>

**Roles of this organisation:**

Buyer

Organisation providing offline access to the procurement documents

### 8.1. ORG-0002

Official name: Rue Point Media

Size of the economic operator: Medium

Registration number: 607880

Postal address: Suite C5, Bymac Centre, Northwest Business Park, Ballycoolin, Dublin 15, Ireland

Town: Dublin

Postcode: D15 FV18

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: [Laura.Gunnery@ruepointmedia.com](mailto:Laura.Gunnery@ruepointmedia.com)

Telephone: 016724500

Internet address: [www.ruepoint.com](http://www.ruepoint.com)

**Roles of this organisation:**

Tenderer

**Winner of these lots: LOT-0001**

**8.1. ORG-0003**

Official name: The High Court of Ireland

Registration number: The High Court of Ireland

Department: The High Court of Ireland

Postal address: Four Courts, Inns Quay, Dublin 7

Town: Dublin

Postcode: D07 WDX8

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: [HighCourtCentralOffice@courts.ie](mailto:HighCourtCentralOffice@courts.ie)

Telephone: +353 1 8886000

**Roles of this organisation:**

Review organisation

Organisation providing more information on the review procedures

**8.1. ORG-0004**

Official name: European Dynamics S.A.

Registration number: 002024901000

Department: European Dynamics S.A.

Town: Athens

Postcode: 15125

Country subdivision (NUTS): Βόρειος Τομέας Αθηνών (EL301)

Country: Greece

Email: [eproc-esender@eurodyn.com](mailto:eproc-esender@eurodyn.com)

Telephone: +30 2108094500

**Roles of this organisation:**

TED eSender

## Notice information

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Notice identifier/version: cd9f1e00-b8cf-4795-a683-eac1b3ebc9eb - 01

Form type: Result

Notice type: Contract or concession award notice – standard regime

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