

388818-2026 - Competition

France – Advertising management services – Marché de commercialisation des espaces publicitaires digitaux de la plateforme Radio France

OJ S 108/2026 08/06/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: RADIO FRANCE

Email: quentin.neyret@radiofrance.com

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: Marché de commercialisation des espaces publicitaires digitaux de la plateforme Radio France

Description: La présente consultation a pour objet la mise en place d'un marché de commercialisation des espaces publicitaires digitaux de la plateforme Radio France.

Procedure identifier: dba1535a-8ee2-44d2-ba08-c50d68c6a4f5

Internal identifier: 26.080

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341200 Advertising management services

2.1.2. Place of performance

Town: Paris

Country subdivision (NUTS): Paris (FR101)

Country: France

2.1.3. Value

Estimated value excluding VAT: 0,00 EUR

Maximum value of the framework agreement: 760 000,00 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-0001

Title: Marché de commercialisation des espaces publicitaires digitaux de la plateforme Radio France

Description: La présente consultation a pour objet la mise en place d'un marché de commercialisation des espaces publicitaires digitaux de la plateforme Radio France.

Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341200 Advertising management services

5.1.2. Place of performance

Town: Paris

Postcode: 75016

Country subdivision (NUTS): Paris (FR101)

Country: France

5.1.3. Estimated duration

Duration: 4 Years

5.1.5. Value

Estimated value excluding VAT: 0,00 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): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Critère technique

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

Award criterion number: 60

Criterion:

Type: Price

Description: Critère financier

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

Award criterion number: 40

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: French

Languages in which the procurement documents (or their parts) are unofficially available: French

Address of the procurement documents: https://www.achatpublic.com/sdm/ent/gen/ent_detail.do?PCSLID=CSL_2026_4pOilCnt5C

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://radiofrance.achatpublic.com/accueil/>

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

Electronic catalogue: Not allowed

Variants: Not allowed

Deadline for receipt of tenders: 06/07/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 180 Days

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: yes

Electronic payment will be used: no

5.1.15. Techniques

Framework agreement:

Framework agreement, without reopening of competition

Maximum number of participants: 100

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Mediation organisation: RADIO FRANCE - Tribunal judiciaire de Paris

Review organisation: RADIO FRANCE - Tribunal judiciaire de Paris

Information about review deadlines: Référé précontractuel et référé contractuel dans les conditions et délais prévus aux articles 1441-1 à 144-3-1 du code de procédure civile, et en vertu de l'ordonnance n°2009-515 du 7 mai 2009 relative aux procédures de recours applicables aux contrats de la commande publique. Les renseignements peuvent être obtenus pour l'introduction des recours auprès du greffe du Tribunal Judiciaire de Paris.

Organisation providing more information on the review procedures: RADIO FRANCE - Tribunal judiciaire de Paris

8. Organisations

8.1. ORG-0001

Official name: RADIO FRANCE

Registration number: 32609447100017

Postal address: 116 avenue du Président Kennedy

Town: Paris

Postcode: 75016

Country subdivision (NUTS): Paris (FR101)

Country: France

Email: quentin.neyret@radiofrance.com

Telephone: 0156402222

Information exchange endpoint (URL): https://www.achatpublic.com/sdm/ent/gen/ent_detail.do?PCSLID=CSL_2026_4pOilCnt5C

Buyer profile: <https://www.achatpublic.com/sdm/ent2/gen/index.jsp>

Other contact points:

Official name: Tribunal judiciaire de Paris

Roles of this organisation:

Buyer
Review organisation
Organisation providing more information on the review procedures
Mediation organisation

Notice information

Notice identifier/version: 9eaddda3-a6ce-4b0d-9373-4728dd277e19 - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
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