

397975-2026 - Competition

**Sweden – Business services: law, marketing, consulting, recruitment, printing and security –
Marknadsundersökningar
OJ S 110/2026 10/06/2026
Contract or concession notice – standard regime - Change notice
Services**

1. Buyer

1.1. Buyer

Official name: Sveriges Television Aktiebolag
Email: emma.coan@svt.se
Legal type of the buyer: Public undertaking
Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: Marknadsundersökningar
Description: Upphandlingen avser tjänster inom kvalitativa och/eller kvantitativa marknadsundersökningar, löpande och ad hoc, med varierande kombination av rådgivning, upplägg, fältarbete, datainsamling/databearbetning, presentation och analys.
Procedure identifier: aabc48b1-9b8f-410b-a077-add95c4e2646
Internal identifier: 202553
Type of procedure: Open
The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services
Main classification (cpv): 79000000 Business services: law, marketing, consulting, recruitment, printing and security

2.1.2. Place of performance

Country: Sweden
Anywhere in the given country

2.1.3. Value

Estimated value excluding VAT: 34 000 000,00 SEK

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: Marknadsundersökningar

Description: Upphandlingen avser tjänster inom kvalitativa och/eller kvantitativa marknadsundersökningar, löpande och ad hoc, med varierande kombination av rådgivning, upplägg, fältarbete, datainsamling/databearbetning, presentation och analys.
Internal identifier: 202553

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79000000 Business services: law, marketing, consulting, recruitment, printing and security

5.1.2. Place of performance

Country: Sweden

Anywhere in the given country

5.1.3. Estimated duration

Start date: 14/12/2026

Duration end date: 13/12/2030

5.1.5. Value

Estimated value excluding VAT: 34 000 000,00 SEK

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

5.1.7. Strategic procurement

Aim of strategic procurement: Reduction of environmental impacts

Description: Enligt UD

Approach to reducing environmental impacts: Climate change mitigation

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Deadline for requesting additional information: 20/06/2026 22:00:00 (UTC+00:00) Western European Time, GMT

Address of the procurement documents: <https://tendsign.com/doc.aspx?MeFormsNoticId=92266>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://tendsign.com/doc.aspx?MeFormsNoticId=92266&GoTo=Tender>

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

Electronic catalogue: Allowed

Deadline for receipt of tenders: 01/07/2026 21:59:59 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 189 Days

Information about public opening:

Opening date: 01/07/2026 22:00:00 (UTC+00:00) Western European Time, GMT

Place: Stockholm, SVT Inköp

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: No

Electronic invoicing: Required

Electronic ordering will be used: yes

Electronic payment will be used: yes

5.1.15. Techniques

Framework agreement:

Framework agreement, partly without reopening and partly with reopening of competition

Maximum number of participants: 3

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Review organisation: Förvaltningsrätten i Stockholm

Information about review deadlines: Enligt UD

Organisation providing more information on the review procedures: Förvaltningsrätten i Stockholm

8. Organisations

8.1. ORG-0001

Official name: Sveriges Television Aktiebolag

Registration number: 5560334285

Department: Inköp

Postal address: Oxenstiernsgatan 26-34

Town: STOCKHOLM

Postcode: 10510

Country subdivision (NUTS): Stockholms län (SE110)

Country: Sweden

Contact point: Emma Coan

Email: emma.coan@svt.se

Telephone: 08-7840000

Internet address: <https://svt.se>

Roles of this organisation:

Buyer

8.1. ORG-0002

Official name: Förvaltningsrätten i Stockholm

Registration number: 202100-2742

Town: Stockholm

Postcode: 115 76

Country subdivision (NUTS): Stockholms län (SE110)

Country: Sweden

Email: forvaltningsrattenistockholm@dom.se

Telephone: 08-561 680 00

Internet address: <https://www.domstol.se/forvaltningsratten-i-stockholm/>

Roles of this organisation:

Review organisation

10. Change

Version of the previous notice to be changed

:

d4b80e9f-6d98-482b-9cbf-5a01bd4ed51e-01

Main reason for change

:

Information updated

10.1. Change

Section identifier: LOT-0000

Notice information

Notice identifier/version: 4b625068-ba86-44bc-9ccd-615cf98f9b1b - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

Notice dispatch date: 09/06/2026 12:22:58 (UTC+00:00) Western European Time, GMT

Notice dispatch date (eSender): 09/06/2026 12:23:00 (UTC+00:00) Western European Time, GMT

Languages in which this notice is officially available: Swedish

Notice publication number: 397975-2026

OJ S issue number: 110/2026

Publication date: 10/06/2026