

410325-2026 - Result

France – Advertising and marketing services – Prestations de stratégie marketing et missions associées des services de TV5MONDE en Espagne

OJ S 114/2026 16/06/2026

Contract or concession award notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: TV5MONDE

Email: najette.aliane@tv5monde.org

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: Prestations de stratégie marketing et missions associées des services de TV5MONDE en Espagne

Description: Voir Contrat d'agent

Procedure identifier: 872bd66d-1b4d-4760-8fc9-58bdbedaa177

Previous notice: 2ee75b45-df9c-42a6-b7a7-8cebe62f11de-01

Internal identifier: 2026-03-01

Type of procedure: Open

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

2.1.2. Place of performance

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

2.1.4. General information

Legal basis:

Directive 2014/24/EU

5. Lot

5.1. Lot: LOT-0001

Title: Prestations de stratégie marketing et missions associées des services de TV5MONDE en Espagne

Description: Voir contrat d'agent

Internal identifier: 2026-03-01

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79340000 Advertising and marketing services

5.1.2. Place of performance

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

5.1.3. Estimated duration

Duration: 5 Years

5.1.6. General information

Procurement Project not financed with EU Funds.

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

5.1.10. Award criteria

Criterion:

Type: Quality

Description: Qualification, expérience et compétences en marketing et en communication (veille stratégique et prospection, connaissance des stratégies de promotion, partenariats commerciaux, gestion des campagnes publicitaires, analyse des données) - 100 points

Criterion:

Type: Quality

Description: Connaissance du secteur audiovisuel espagnol (connaissance du marché et des acteurs locaux, connaissance des plateformes et canaux de distribution, tendances du secteur) -100 points

Criterion:

Type: Quality

Description: Connaissance du secteur pédagogique FLE espagnol (connaissance du marché et des acteurs locaux, privés et institutionnels) - 100 points

Criterion:

Type: Quality

Description: CRITERE RSE 1 -Qualité du dispositif mis en place (stratégie et actions) pour diminuer la consommation énergétique et l'impact environnemental de ses activités dans le cadre du marché- 20 points CRITERE RSE 2 -Qualité du dispositif mis en place pour développer et maintenir les compétences des personnes dédiées à l'exécution des prestations -80 points

Criterion:

Type: Quality

Description: Adaptabilité au marché local (connaissance des infrastructures et des défis du marché, audiovisuel, pédagogique et institutionnel) - 50 points

Criterion:

Type: Price

Description: 400 points

Description of the method to be used if weighting cannot be expressed by criteria: SANS OBJET

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: TGI de Paris

6. Results

Value of all contracts awarded in this notice: 180 000,00 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: Premium Communication

Tender:

Tender identifier: ouverture_procedure_1151421_1776068077

Identifier of lot or group of lots: LOT-0001

Value of the tender: 180 000,00 EUR

Subcontracting: No

Contract information:

Identifier of the contract: 2026-03-01

Date of the conclusion of the contract: 14/06/2026

Organisation signing the contract: TV5MONDE

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: 1

8. Organisations

8.1. ORG-0001

Official name: TV5MONDE

Registration number: 381 962 612

Postal address: 131 avenue de Wagram

Town: Paris

Postcode: 75017

Country subdivision (NUTS): Paris (FR101)

Country: France

Email: najette.aliane@tv5monde.org

Telephone: +33 144184790

Internet address: <https://www.tv5monde.com>

Buyer profile: <https://tv5.e-marchespublics.com>

Roles of this organisation:

Buyer

Organisation signing the contract

8.1. ORG-0002

Official name: TGI de Paris

Registration number: 177 501 111 00476

Town: Paris

Postcode: 75055

Country subdivision (NUTS): Paris (FR101)

Country: France

Roles of this organisation:

Review organisation

Organisation providing more information on the review procedures

8.1. ORG-0003

Official name: Premium Communication

Size of the economic operator: Micro

Registration number: SL ESB85950640

Town: Madrid

Postcode: 28004

Country subdivision (NUTS): Madrid (ES300)

Country: Spain

Roles of this organisation:

Tenderer

Winner of these lots: LOT-0001

8.1. ORG-0000

Official name: DEMATIS

Registration number: 45072478600030

Town: Paris

Postcode: 75015

Country subdivision (NUTS): Paris (FR101)

Country: France

Email: contact@dematis.com

Telephone: +33 172365548

Internet address: www.dematis.com

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: b32d6e87-d487-4ee5-9432-cd61ffd491b2 - 01

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