

## 467262-2026 - Competition

France – Advertising services – Prestation de conseil et achat d'espaces publicitaires pour l'Opéra national de Lyon

OJ S 128/2026 07/07/2026

Contract or concession notice – standard regime

Services

### 1. Buyer

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#### 1.1. Buyer

Official name: Opéra de Lyon

Email: [ogrange@opera-lyon.com](mailto:ogrange@opera-lyon.com)

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Recreation, culture and religion

### 2. Procedure

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#### 2.1. Procedure

Title: Prestation de conseil et achat d'espaces publicitaires pour l'Opéra national de Lyon

Description: Marché décomposé en 2 lots : 1 lot pour la publicité online et 1 lot pour la publicité offline

Procedure identifier: 919338a6-d21b-4520-ab78-66df85801cfe

Internal identifier: 2026\_01-EP-COM

Type of procedure: Open

The procedure is accelerated: no

##### 2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional classification (cpv): 79341100 Advertising consultancy services, 79341200

Advertising management services

##### 2.1.2. Place of performance

Postal address: Opéra de Lyon 1, Place de la Comédie

Town: Lyon

Postcode: 69001

Country subdivision (NUTS): Rhône (FRK26)

Country: France

##### 2.1.3. Value

Estimated value excluding VAT: 670 000,00 EUR

##### 2.1.4. General information

**Legal basis:**

Directive 2014/24/EU

##### 2.1.5. Terms of procurement

**Terms of submission:**

Maximum number of lots for which one tenderer can submit tenders: 2

**Terms of contract:**

Maximum number of lots for which contracts can be awarded to one tenderer: 2

#### **2.1.6. Grounds for exclusion**

Sources of grounds for exclusion: Procurement Document

## **5. Lot**

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### **5.1. Lot: LOT-0001**

Title: Lot n°1 - Espaces publicitaires Offline

Description: Prestation de conseil et achat d'espaces publicitaires offline pour l'Opéra national de Lyon

Internal identifier: 1

#### **5.1.1. Purpose**

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional classification (cpv): 79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services

#### **5.1.2. Place of performance**

Postal address: Opéra de Lyon 1, Place de la Comédie

Town: Lyon

Postcode: 69001

Country subdivision (NUTS): Rhône (FRK26)

Country: France

#### **5.1.3. Estimated duration**

Start date: 01/12/2026

Duration: 48 Months

#### **5.1.4. Renewal**

Maximum renewals: 2

Other information about renewals: 24 mois fermes et 2 reconductions de 12 mois

#### **5.1.5. Value**

Estimated value excluding VAT: 480 000,00 EUR

#### **5.1.6. General information**

This is a recurrent procurement

##### **Reserved participation:**

Participation is not reserved.

The names and professional qualifications of the staff assigned to perform the contract must be given: Tender requirement

Procurement Project not financed with EU Funds.

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

#### **5.1.7. Strategic procurement**

Approach to reducing environmental impacts: Other

#### **5.1.9. Selection criteria**

Sources of selection criteria: Procurement Document

#### **5.1.11. Procurement documents**

Address of the procurement documents: <https://www.marches-publics.info/mpiaws/index.cfm?fuseaction=dematEnt.login&type=DCE&IDM=1846181>

**Ad hoc communication channel:**

Name: AW Solutions

**5.1.12. Terms of procurement**

**Terms of submission:**

Electronic submission: Required

Address for submission: <https://www.marches-publics.info/mpiaws/index.cfm?fuseaction=demat.termes&IDM=1846181>

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

Electronic catalogue: Not allowed

Variants: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of tenders: 25/08/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 4 Months

**Information about public opening:**

Opening date: 25/08/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Place: Lyon

**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: no

Electronic payment will be used: no

**5.1.15. Techniques**

**Framework agreement:**

Framework agreement, without reopening of competition

Maximum number of participants: 1

**Information about the dynamic purchasing system:**

No dynamic purchase system

**5.1.16. Further information, mediation and review**

Mediation organisation: Tribunal administratif de Lyon

Review organisation: Tribunal administratif de Lyon

Organisation providing additional information about the procurement procedure: OPERA DE LYON

Organisation providing more information on the review procedures: Tribunal administratif de Lyon

**5.1. Lot: LOT-0002**

Title: Lot n°2 - Espaces publicitaires Online

Description: Prestation de conseil et achat d'espaces publicitaires Online pour l'Opéra national de Lyon

Internal identifier: 2

**5.1.1. Purpose**

Main nature of the contract: Services

Main classification (cpv): 79341000 Advertising services

Additional classification (cpv): 79341000 Advertising services, 79341100 Advertising consultancy services, 79341200 Advertising management services

**5.1.2. Place of performance**

Postal address: Opéra de Lyon 1, Place de la Comédie

Town: Lyon

Postcode: 69001

Country subdivision (NUTS): Rhône (FRK26)

Country: France

**5.1.3. Estimated duration**

Start date: 01/12/2026

Duration: 48 Months

**5.1.4. Renewal**

Maximum renewals: 2

Other information about renewals: 24 mois fermes et 2 reconductions de 12 mois

**5.1.5. Value**

Estimated value excluding VAT: 190 000,00 EUR

**5.1.6. General information**

This is a recurrent procurement

**Reserved participation:**

Participation is not reserved.

The names and professional qualifications of the staff assigned to perform the contract must be given: Tender requirement

Procurement Project not financed with EU Funds.

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

**5.1.7. Strategic procurement**

Approach to reducing environmental impacts: Other

**5.1.9. Selection criteria**

Sources of selection criteria: Procurement Document

**5.1.11. Procurement documents**

Address of the procurement documents: <https://www.marches-publics.info/mpiaaws/index.cfm?fuseaction=dematEnt.login&type=DCE&IDM=1846181>

**Ad hoc communication channel:**

Name: AW Solutions

**5.1.12. Terms of procurement**

**Terms of submission:**

Electronic submission: Required

Address for submission: <https://www.marches-publics.info/mpiaaws/index.cfm?fuseaction=demat.termes&IDM=1846181>

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

Electronic catalogue: Not allowed

Variants: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of tenders: 25/08/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 4 Months

**Information about public opening:**

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Place: Lyon

**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: no

Electronic payment will be used: no

**5.1.15. Techniques**

**Framework agreement:**

Framework agreement, without reopening of competition

Maximum number of participants: 1

**Information about the dynamic purchasing system:**

No dynamic purchase system

**5.1.16. Further information, mediation and review**

Mediation organisation: Tribunal administratif de Lyon

Review organisation: Tribunal administratif de Lyon

Organisation providing additional information about the procurement procedure: OPERA DE LYON

Organisation providing more information on the review procedures: Tribunal administratif de Lyon

## 8. Organisations

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**8.1. ORG-0001**

Official name: Avenue-Web Systèmes

Registration number: 9330C4AC-B916-1F85-2E5E44028C5038D7

Town: Seyssinet-Pariset

Postcode: 38170

Country subdivision (NUTS): Isère (FRK24)

Country: France

Email: [publications-joue@aws-france.com](mailto:publications-joue@aws-france.com)

Telephone: +33480041260

**Roles of this organisation:**

TED eSender

**8.1. ORG-0002**

Official name: Opéra de Lyon

Registration number: 73246

Postal address: 1 Place de la comédie

Town: Lyon

Postcode: 69001

Country subdivision (NUTS): Rhône (FRK26)

Country: France

Contact point: GRANGE ODILE

Email: [orange@opera-lyon.com](mailto:orange@opera-lyon.com)

Telephone: 0472004500  
Internet address: <http://www.opera-lyon.com>  
Buyer profile: <https://www.marches-publics.info/>

**Roles of this organisation:**

Buyer

**8.1. ORG-0003**

Official name: OPERA DE LYON  
Registration number: 9330C4D0-014C-C193-AF3CB79B6B16B4F9  
Postal address: 1, place de la Comédie 1, place de la Comédie  
Town: Lyon  
Postcode: 69001  
Country subdivision (NUTS): Rhône (FRK26)  
Country: France  
Email: [ogrange@opera-lyon.com](mailto:ogrange@opera-lyon.com)  
Telephone: 0472004576

**Roles of this organisation:**

Organisation providing additional information about the procurement procedure

**8.1. ORG-0004**

Official name: Tribunal administratif de Lyon  
Registration number: 9330C4E2-BC1D-D5CF-E7C60635762C3DDF  
Postal address: 184, rue Duguesclin  
Town: Lyon  
Postcode: 69433  
Country subdivision (NUTS): Rhône (FRK26)  
Country: France  
Email: [greffe.ta-lyon@juradm.fr](mailto:greffe.ta-lyon@juradm.fr)  
Telephone: 0478141010  
Fax: 0478141065  
Internet address: <http://lyon.tribunal-administratif.fr>

**Roles of this organisation:**

Review organisation

**8.1. ORG-0005**

Official name: Tribunal administratif de Lyon  
Registration number: 9330C4FB-AFD5-46AC-F458BFF150986FB9  
Postal address: 184, rue Duguesclin  
Town: Lyon  
Postcode: 69433  
Country subdivision (NUTS): Rhône (FRK26)  
Country: France  
Email: [greffe.ta-lyon@juradm.fr](mailto:greffe.ta-lyon@juradm.fr)  
Telephone: 0478141010  
Fax: 0478141065  
Internet address: <http://lyon.tribunal-administratif.fr>

**Roles of this organisation:**

Mediation organisation

**8.1. ORG-0006**

Official name: Tribunal administratif de Lyon

Registration number: 9330C52A-0307-BA60-1A7BBF3ECA92EAD9

Postal address: 184, rue Duguesclin

Town: Lyon

Postcode: 69433

Country subdivision (NUTS): Rhône (FRK26)

Country: France

Email: [greffe.ta-lyon@juradm.fr](mailto:greffe.ta-lyon@juradm.fr)

Telephone: 0478141010

Fax: 0478141065

Internet address: <http://lyon.tribunal-administratif.fr>

**Roles of this organisation:**

Organisation providing more information on the review procedures

## Notice information

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Notice type: Contract or concession notice – standard regime

Notice subtype: 16

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