

517441-2026 - Competition

Germany – Advertising management services – MARKTERKUNDUNG Konzessionsmodell für die Vermarktung analoger Werbeflächen auf Bussen und Straßenbahnen sowie Haltestellengeländer
OJ S 142/2026 27/07/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: ViP Verkehrsbetrieb Potsdam GmbH

Email: manuela.noack@swp-potsdam.de

Legal type of the buyer: Public undertaking

Activity of the contracting entity: Urban railway, tramway, trolleybus or bus services

2. Procedure

2.1. Procedure

Title: MARKTERKUNDUNG Konzessionsmodell für die Vermarktung analoger Werbeflächen auf Bussen und Straßenbahnen sowie Haltestellengeländer

Description: Diese Bekanntmachung dient nicht der Einleitung eines Vergabeverfahrens, sondern der Bekanntgabe der Durchführung einer Markterkundung gemäß § 26 SektVO. Das Verfahren stellt noch kein förmliches Vergabeverfahren dar. Die Markterkundung wird im Auftrag der ViP Verkehrsbetrieb Potsdam GmbH (ViP) durchgeführt und dient lediglich der Vorbereitung eines späteren Vergabeverfahrens. Die ViP beabsichtigt im Rahmen eines möglichen späteren, separat noch zu veröffentlichenden Vergabeverfahrens, eine Konzession zu beauftragen.

Procedure identifier: 1278cba6-24d6-40eb-ab68-a71dfe002f19

Internal identifier: 260724_ViP-ME-Konzession Werbeflächen ViP_MN

Type of procedure: Negotiated with prior publication of a call for competition / competitive with negotiation

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341200 Advertising management services

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

2.1.2. Place of performance

Country subdivision (NUTS): Potsdam, Kreisfreie Stadt (DE404)

Country: Germany

2.1.4. General information

Additional information: #Bekanntmachungs-ID: CXP9YX3HJHC#

Legal basis:

Directive 2014/25/EU

sektvo -

2.1.6. Grounds for exclusion

Sources of grounds for exclusion: Procurement Document

5. Lot

5.1. Lot: LOT-0001

Title: MARKTERKUNDUNG Konzessionsmodell für die Vermarktung analoger Werbeflächen auf Bussen und Straßenbahnen sowie Haltestellengeländer

Description: xxx

Internal identifier: 260724_ViP-ME-Konzession Werbeflächen ViP_MN

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 79341200 Advertising management services

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

5.1.2. Place of performance

Country subdivision (NUTS): Potsdam, Kreisfreie Stadt (DE404)

Country: Germany

5.1.3. Estimated duration

Other duration: Unknown

5.1.4. Renewal

Maximum renewals: 0

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

This procurement is also suitable for small and medium-sized enterprises (SMEs): no

5.1.7. Strategic procurement

Aim of strategic procurement: No strategic procurement

5.1.9. Selection criteria

Sources of selection criteria: Notice

Criterion: Measures for ensuring quality

Description of selection criterion: Keine Anforderungen für die Teilnahme an der Markterkundung.

5.1.11. Procurement documents

Languages in which the procurement documents are officially available: German

Deadline for requesting additional information: 14/08/2026 23:59:59 (UTC+02:00) Eastern European Time, Central European Summer Time

Address of the procurement documents: <https://vergabemarktplatz.brandenburg.de/VMPSatellite/notice/CXP9YX3HJHC/documents>

Ad hoc communication channel:

URL: <https://vergabemarktplatz.brandenburg.de/VMPSatellite/notice/CXP9YX3HJHC>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://vergabemarktplatz.brandenburg.de/VMPSatellite/notice/CXP9YX3HJHC>

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

Electronic catalogue: Not allowed

Variants: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of requests to participate: 24/08/2026 14:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Information that can be supplemented after the submission deadline:

No documents can be submitted later.

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: Not yet known

Conditions relating to the performance of the contract: k.A.

Electronic ordering will be used: no

Electronic payment will be used: no

Financial arrangement: k. A.

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: Vergabekammer des Landes Brandenburg beim Ministerium für Wirtschaft, Arbeit und Energie

Information about review deadlines: entfällt

Organisation providing additional information about the procurement procedure: ViP Verkehrsbetrieb Potsdam GmbH

Organisation receiving requests to participate: ViP Verkehrsbetrieb Potsdam GmbH

8. Organisations

8.1. ORG-0001

Official name: ViP Verkehrsbetrieb Potsdam GmbH

Registration number: 12-121092720486017-74

Postal address: Fritz-Zubeil-Straße 96

Town: Potsdam

Postcode: 14482

Country subdivision (NUTS): Potsdam, Kreisfreie Stadt (DE404)

Country: Germany

Email: manuela.noack@swp-potsdam.de

Telephone: 03316619406

Roles of this organisation:

Buyer

Organisation providing additional information about the procurement procedure

Organisation receiving requests to participate

8.1. ORG-0002

Official name: Vergabekammer des Landes Brandenburg beim Ministerium für Wirtschaft, Arbeit und Energie

Registration number: t:03318661719

Postal address: Heinrich-Mann-Allee 107

Town: Potsdam

Postcode: 14473

Country subdivision (NUTS): Potsdam, Kreisfreie Stadt (DE404)

Country: Germany

Email: Vergabekammer@MWAE.brandenburg.de

Telephone: +49 331866-1719

Fax: +49 331866-1652

Internet address: <https://mwae.brandenburg.de/>

Roles of this organisation:

Review organisation

8.1. ORG-0003

Official name: Datenservice Öffentlicher Einkauf (in Verantwortung des Beschaffungsamts des BMI)

Registration number: 0204:994-DOEVD-83

Town: Bonn

Postcode: 53119

Country subdivision (NUTS): Bonn, Kreisfreie Stadt (DEA22)

Country: Germany

Email: noreply.esender_hub@bescha.bund.de

Telephone: +49228996100

Roles of this organisation:

TED eSender

Notice information

Notice identifier/version: 789a7a1e-e2e4-46d6-af7d-196f118387c1 - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 17

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OJ S issue number: 142/2026

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