

568805-2026 - Competition

Sweden – Advertising and marketing services – 202529 PR-konsulter

OJ S 157/2026 17/08/2026

Contract or concession notice – standard regime - Change notice
Services

1. Buyer

1.1. Buyer

Official name: Sveriges Television Aktiebolag

Email: emma.ryman@svt.se

Legal type of the buyer: Public undertaking

Activity of the contracting authority: General public services

2. Procedure

2.1. Procedure

Title: 202529 PR-konsulter

Description: SVT vill minska sårbarheten i kommunikationsarbetet och teckna ramavtal med byråer för PR, kommunikation och marknadsföring.

Procedure identifier: da3459f4-1fbd-49ed-8ee5-f29e778e3a09

Internal identifier: 26/45

Type of procedure: Open

The procedure is accelerated: no

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: Sweden

Anywhere in the given country

2.1.3. Value

Estimated value excluding VAT: 5 000 000,00 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: 202529 PR-konsulter

Description: SVT vill minska sårbarheten i kommunikationsarbetet och teckna ramavtal med byråer för PR, kommunikation och marknadsföring.

Internal identifier: 26/45

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: Sweden

Anywhere in the given country

5.1.3. Estimated duration

Duration: 48 Months

5.1.5. Value

Estimated value excluding VAT: 5 000 000,00 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: No strategic procurement

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Deadline for requesting additional information: 09/08/2026 22:00:00 (UTC+00:00) Western European Time, GMT

Address of the procurement documents: <https://tendsign.com/doc.aspx?MeFormsNoticId=95172>

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://tendsign.com/doc.aspx?MeFormsNoticId=95172&GoTo=Tender>

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

Electronic catalogue: Allowed

Deadline for receipt of tenders: 26/08/2026 21:59:59 (UTC+00:00) Western European Time, GMT

Duration during which the tender must remain valid: 103 Days

Information about public opening:

Opening date: 26/08/2026 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, without 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: se 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 Ryman

Email: emma.ryman@svt.se

Telephone: 08-7840000

Internet address: <https://www.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

Organisation providing more information on the review procedures

10. Change

Version of the previous notice to be changed

:

16978cee-2565-434b-a13e-7b0ce989cc04-01

Main reason for change

:
Information updated

10.1. **Change**

Section identifier: LOT-0000

Notice information

Notice identifier/version: 02383a37-fd3e-402b-b2a1-f1516cdc088d - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

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