

92614-2026 - Competition

France – Motion picture and video production services – 2026 - AO production de contenu vidéos

OJ S 27/2026 09/02/2026

Contract or concession notice – standard regime

Services

1. Buyer

1.1. Buyer

Official name: Auvergne Rhône Alpes Tourisme

Email: ma.jeannin@auvergnerhonealpes-tourisme.com

Legal type of the buyer: Entity with special or exclusive rights

Activity of the contracting authority: Recreation, culture and religion

2. Procedure

2.1. Procedure

Title: 2026 - AO production de contenu vidéos

Description: Dans le cadre de sa stratégie globale de communication, Auvergne-Rhône-Alpes Tourisme lance un appel d'offres « vidéo » structuré en deux lots distincts. Si la production de contenus vidéo constitue un levier central de valorisation et de promotion du territoire, les besoins identifiés s'articulent autour de deux axes complémentaires, mobilisant des compétences, des expertises et des approches spécifiques. Le lot n°1 concerne la production de vidéos promotionnelles et institutionnelles, destinées à valoriser la destination, les filières et les actions de l'agence sur différents supports de communication. Le lot n°2 porte sur la production de vidéos nativement conçues pour une diffusion sur les réseaux sociaux, répondant aux codes, formats, rythmes et usages propres à ces plateformes. Cette distinction vise à garantir une réponse qualitative et adaptée à chacun des usages, en permettant aux candidats de se positionner sur un ou deux lots selon leur cur de compétence. Le marché est d'un

Procedure identifier: 72f6bb72-06a7-4173-aa2d-c5d9ed201cc6

Internal identifier: 010- 026 ADO VIDEO

Type of procedure: Open

The procedure is accelerated: no

2.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 92111000 Motion picture and video production services

2.1.2. Place of performance

Town: Lyon

Postcode: 69002

Country subdivision (NUTS): Rhône (FRK26)

Country: France

2.1.3. Value

Estimated value excluding VAT: 720 000,00 EUR

2.1.4. General information

This procedure will be relaunched

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: Notice

Bankruptcy:

5. Lot

5.1. Lot: LOT-0001

Title: VIDÉOS PROMOTIONNELLES ET INSTITUTIONNELLES

Description: À partir de la stratégie de communication d'Auvergne-Rhône-Alpes Tourisme, le titulaire aura pour missions la réalisation et le montage de vidéos (films courts promotionnels ou institutionnels, documentaires, bande-annonce ou teaser, interview ou portraits...) sur les différents domaines décrits préalablement et pour tout type de diffusion.

Internal identifier: 1

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 92111000 Motion picture and video production services

Quantity: 1

5.1.2. Place of performance

Country: France

Anywhere in the given country

5.1.3. Estimated duration

Duration: 4 Years

5.1.5. Value

Estimated value excluding VAT: 0,00 EUR

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): yes

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Address of the procurement documents: https://www.achatpublic.com/sdm/ent2/gen/ficheCsl.action?PCSLID=CSL_2026_jVp8XFJT8z

5.1.12. Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: https://www.achatpublic.com/sdm/ent2/gen/ficheCsl.action?PCSLID=CSL_2026_jVp8XFJT8z

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 05/03/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 120 Days

Terms of contract:

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

Electronic invoicing: Not allowed

Electronic ordering will be used: no

Electronic payment will be used: no

5.1.15. Techniques

Framework agreement:

Framework agreement, with reopening of competition

Maximum number of participants: 99

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Mediation organisation: Auvergne Rhône Alpes Tourisme

Review organisation: Tribunal Administratif de Lyon

Organisation providing more information on the review procedures: Auvergne Rhône Alpes Tourisme

5.1. Lot: LOT-0002

Title: VIDÉOS POUR LES RÉSEAUX SOCIAUX

Description: Le présent appel d'offres a pour objectif de sélectionner une ou plusieurs agences de production vidéo spécialisées dans les contenus destinés aux réseaux sociaux afin de :

• Renforcer la visibilité et la notoriété de la marque • Développer l'engagement des communautés sur les plateformes sociales • Produire des contenus vidéo performants, adaptés aux codes des réseaux sociaux • Accompagner la stratégie éditoriale et créative sur le long terme

Internal identifier: 2

5.1.1. Purpose

Main nature of the contract: Services

Main classification (cpv): 92111000 Motion picture and video production services

5.1.2. Place of performance

Country: France

Anywhere in the given country

5.1.3. Estimated duration

Duration: 4 Years

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

5.1.9. Selection criteria

Sources of selection criteria: Procurement Document

5.1.11. Procurement documents

Address of the procurement documents: https://www.achatpublic.com/sdm/ent2/gen/ficheCsl.action?PCSLID=CSL_2026_jVp8XFjT8z

5.1.12. Terms of procurement**Terms of submission:**

Electronic submission: Required

Address for submission: https://www.achatpublic.com/sdm/ent2/gen/ficheCsl.action?PCSLID=CSL_2026_jVp8XFjT8z

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

Electronic catalogue: Not allowed

Deadline for receipt of tenders: 05/03/2026 12:00:00 (UTC+02:00) Eastern European Time, Central European Summer Time

Duration during which the tender must remain valid: 120 Days

Terms of contract:

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

Electronic invoicing: Not allowed

Electronic ordering will be used: yes

Electronic payment will be used: no

5.1.15. Techniques**Framework agreement:**

Framework agreement, with reopening of competition

Maximum number of participants: 99

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16. Further information, mediation and review

Mediation organisation: Auvergne Rhône Alpes Tourisme

Review organisation: Tribunal Administratif de Lyon

Organisation providing more information on the review procedures: Auvergne Rhône Alpes Tourisme

8. Organisations**8.1. ORG-0001**

Official name: Auvergne Rhône Alpes Tourisme

Registration number: 82443386600046

Postal address: 11 Bis quai Perrache

Town: Lyon

Postcode: 69002

Country subdivision (NUTS): Rhône (FRK26)

Country: France

Contact point: X

Email: ma.jeannin@auvergnerhonealpes-tourisme.com

Telephone: +33 0615942835

Internet address: <https://www.auvergnerhonealpes-tourisme.com/>

Information exchange endpoint (URL): https://www.achatpublic.com/sdm/ent/gen/ent_detail.do?PCSLID=CSL_2026_jVp8XFjT8z

Buyer profile: <https://www.achatpublic.com/sdm/ent2/gen/index.jsp>

Roles of this organisation:

Buyer

TED eSender

Organisation providing more information on the review procedures

Mediation organisation

8.1. ORG-0002

Official name: Tribunal Administratif de Lyon

Registration number: 17690005800015

Town: Lyon

Postcode: 69433

Country subdivision (NUTS): Rhône (FRK26)

Country: France

Roles of this organisation:

Review organisation

Notice information

Notice identifier/version: ec91d605-4490-4403-a824-d8516a62a65b - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice subtype: 16

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