

578363-2026 - Iomaíocht

An Fhionlainn – Sales, marketing and business intelligence software package – Marketing and Social Media Data Integration Service

OJ S 161/2026 21/08/2026

**Fógra maidir le conradh nó lamháltas — an gnáthchóras
Soláthairtí**

1. Ceannaitheoir

1.1. Ceannaitheoir

Ainm oifigiúil: Yleisradio Oy

R-phost: tarjoukset.yle@yle.fi

Cineál dlíthiúil an cheannaitheora: Gnóthas poiblí

2. Nós imeachta

2.1. Nós imeachta

Teideal: Marketing and Social Media Data Integration Service

Cur síos: The subject of the procurement is a marketing and social media data integration service for the use of the Finnish National Broadcasting Company, in Finnish Yleisradio Oy (afterwards “Yle”). The objective of the procurement is to enhance the measurement, reporting, and data-driven management of Yle's marketing and social media. As a result of this tender competition, Yle will select one (1) supplier with whom it is going to sign an agreement with. The agreement period is fixed-term period of 24 months, after which it will continue indefinitely subject to terms of termination. Please see the material attached and enclosed in this request for quotation / invitation to tender.

Aitheantóir an nós imeachta: 5214e971-857a-47f1-baa5-54557d142f45

Aitheantóir inmheánach: YLE20260042

An cineál nós imeachta: Oscailte

Príomhghnéithe an nós imeachta: REGULATIONS AND PRINCIPLES TO BE FOLLOWED

The procurement procedure will take place in compliance with the Finnish Act on Public Procurement and Concession Contracts 1397/2016 (“Procurement Act”) which derives from the European Community directives on public procurement (“Procurement Directives”). The procurement is also under the terms of the World Trade Organization's (WTO) Agreement on Government Procurement (“GPA”) signed by the non-EU tenderer's country of establishment. The same procurement terms and conditions as those from Finland and other European Union member states shall apply to the tenderer' from states that have signed the GPA. If the tenderer's country of establishment does not have a valid GPA agreement, the contracting entity has no obligation to accept the tenderer in the procurement procedure.

PROCUREMENT PROCEDURE The contract will be concluded using an open procedure according in accordance with Section 32 of the Procurement Act. In an open procedure the contracting entity publishes a contract notice and places a call for tenders for the receivable, on which basis all prospective suppliers may submit their tenders. The procedure includes the following steps. The contracting entity: 1. Publishes a contract notice and places a call for tenders available; 2. Answers the questions received by the time limit; 3. Opens the tenders received by the time limit; 4. Reviews that the responses of the tenderer given in the ESPD form and in the tender fulfill the eligibility and suitability requirements set for the supplier; 5. Reviews that the tenders are consistent with the call for tenders; 6. Evaluates the tenders as

stated in the call for tenders; 7. Makes the contract award decision and communicates the decision to all tenderers; 8. Requests and verifies the certificates and reports on the eligibility and suitability of the chosen tenderer(s); 9. Verifies the selected solution fulfills the requirements set in the call for tenders; and 10. Concludes the procurement agreement with the winner. The tenderer shall note that the contracting procedure does not include a phase of negotiation in which the tenderer could specify the given tender.

2.1.1. Cuspóir

Cineál an chonartha: Soláthairtí

Príomhaicmiú (cpv): 48480000 Sales, marketing and business intelligence software package

2.1.2. An áit feidhmíochta

Baile: Helsinki

Cód poist: 00240

Foroinn tíre (NUTS): Helsinki-Uusimaa (FI1B1)

Tír: An Fhionlainn

2.1.4. Eolas ginearálta

Bunús dlí:

Eile

2.1.6. Forais eisiaimh

Foinse na gcúiseanna eisiúna: Doiciméad Soláthair

5. Luchtóg

5.1. Luchtóg: LOT-0000

Teideal: Marketing and Social Media Data Integration Service

Cur síos: The subject of the procurement is a marketing and social media data integration service for the use of the Finnish National Broadcasting Company, in Finnish Yleisradio Oy (afterwards “Yle”). The objective of the procurement is to enhance the measurement, reporting, and data-driven management of Yle’s marketing and social media. As a result of this tender competition, Yle will select one (1) supplier with whom it is going to sign an agreement with. The agreement period is fixed-term period of 24 months, after which it will continue indefinitely subject to terms of termination. Please see the material attached and enclosed in this request for quotation / invitation to tender.

Aitheantóir inmheánach: YLE20260042

5.1.1. Cuspóir

Cineál an chonartha: Soláthairtí

Príomhaicmiú (cpv): 48480000 Sales, marketing and business intelligence software package

5.1.2. An áit feidhmíochta

Baile: Helsinki

Cód poist: 00240

Foroinn tíre (NUTS): Helsinki-Uusimaa (FI1B1)

Tír: An Fhionlainn

5.1.3. Fad measta

Fad ama: 48 Míonna

5.1.6. Eolas ginearálta

Tionscadal soláthair nach maoinítear le cistí an Aontais

Tá an soláthar sin oiriúnach freisin d'fhiontair bheaga agus mheánmhéide (FBManna): tá

5.1.7. Soláthar straitéiseach

An cuspóir sóisialta atá á chur chun cinn: Coinníollacha córa oibre

5.1.9. Critéir roghnúcháin

Foinse na gcritéir roghnaithe: Doiciméad Soláthair

5.1.10. Critéir dhámhachtana

Critéar:

Cineál: Praghas

Ainm: Hinta

Cur síos: Hinta

Catagóir an critéir dhámhachtana meáchain: Ualú (pointí, beacht)

Uimhir an chritéir dhámhachtana: 90

Critéar:

Cineál: Cáilíocht

Ainm: Laatu

Cur síos: Laatu

Catagóir an critéir dhámhachtana meáchain: Ualú (pointí, beacht)

Uimhir an chritéir dhámhachtana: 10

5.1.11. Doiciméid soláthair

Sprioc-am chun eolas breise a iarraidh: 27/08/2026 09:00:00 (UTC+00:00) Am Iarthar na hEorpa, GMT

Seoladh na ndoiciméad soláthair: <https://tarjouspalvelu.fi/yleisradiooy?id=624671&tpk=3f7403c6-e3b6-4228-8fb0-6195bcff97df>

5.1.12. Téarmaí soláthair

Téarmaí na haighneachta:

Cur isteach leictreonach: Éigeantach

Seoladh an chur isteach: <https://tarjouspalvelu.fi/yleisradiooy?id=624671&tpk=3f7403c6-e3b6-4228-8fb0-6195bcff97df>

Na teangacha inar féidir tairiscintí nó iarrataí ar rannpháirtíocht a chur isteach: Béarla

Féadfaidh tairgeoirí níos mó ná tairiscint amháin a chur isteach: Ceadmhach

Spriocdháta chun tairiscintí a fháil: 14/09/2026 09:00:00 (UTC+00:00) Am Iarthar na hEorpa, GMT

An tréimhse le linn a gcaithfidh an tairiscint a bheith bailí: 6 Míonna

5.1.15. Teicnící

Creat-chomhaontú:

Níl feidhm ag creat-chomhaontú

Eolas faoin gcóras ceannaigh dinimiciúil:

Níl feidhm ag córas ceannaigh dinimiciúil

5.1.16. Tuilleadh eolais, idirghabháil agus athbhreithniú

Eagraíocht athbhreithniúcháin: Markkinaoikeus

8. Eagraíochtaí

8.1. ORG-0001

Ainm oifigiúil: Markkinaoikeus

Uimhir chlárúcháin: 3006157-6
Seoladh poist: Radanrakentajantie 5
Baile: Helsinki
Cód poist: 00520
Foroinn tíre (NUTS): Helsinki-Uusimaa (FI1B1)
Tír: An Fhionlainn
R-phost: markkinaoikeus@oikeus.fi
Teil.: +358 295643300
Seoladh idirlín: <https://www.markkinaoikeus.fi>
Róil na heagraíochta seo:
Eagraíocht athbhreithniúcháin

8.1. **ORG-0002**

Ainm oifigiúil: Yleisradio Oy
Uimhir chlárúcháin: 0215438-8
Seoladh poist: Uutiskatu 5
Baile: Helsinki
Cód poist: 00240
Foroinn tíre (NUTS): Helsinki-Uusimaa (FI1B1)
Tír: An Fhionlainn
R-phost: tarjoukset.yle@yle.fi
Seoladh idirlín: <http://www.yle.fi>
Róil na heagraíochta seo:
Ceannaitheoir

8.1. **ORG-0003**

Ainm oifigiúil: Hansel Oy (Hilma)
Uimhir chlárúcháin: FI09880841
Seoladh poist: Mannerheiminaukio 1a
Baile: Helsinki
Cód poist: 00100
Foroinn tíre (NUTS): Helsinki-Uusimaa (FI1B1)
Tír: An Fhionlainn
Pointe teagmhála: eSender
R-phost: tekninen@hankintailmoitukset.fi
Teil.: 029 55 636 30
Seoladh idirlín: <http://hankintailmoitukset.fi>
Róil na heagraíochta seo:
TED eSender

Eolas faoin bhfógra

Aitheantóir/leagan an fhógra: 30ec82fb-1928-4eb5-b957-ddc75bd80936 - 01
Cineál na foirme: Iomaíocht
Cineál an fhógra: Fógra maidir le conradh nó lamháltas — an gnáthchóras
Fochineál an fhógra: E3
Dáta seolta an fhógra: 20/08/2026 09:32:29 (UTC+00:00) Am Iarthar na hEorpa, GMT
Dáta seolta an fhógra (eSender): 20/08/2026 09:32:30 (UTC+00:00) Am Iarthar na hEorpa, GMT
Na teagacha ina bhfuil an fógra seo ar fáil go hoifigiúil: Béarla

Uimhir foilseacháin an fhógra: 578363-2026

Uimhir eagráin IO S: 161/2026

Dáta foilsithe: 21/08/2026