

659284-2026 - Nadmetanje

Finska – Poslovne usluge: pravo, marketing, savjetovanje, zapošljavanje, tiskanje i sigurnost – Brand strategies & Communications Platforms for Yle Areena and the Yle app

OJ S 185/2026 24/09/2026

Obavijest o nadmetanju ili koncesiji – standardni režim

Usluge

1. Kupac

1.1. Kupac

Službeno ime: Yleisradio Oy

E-pošta: tarjoukset.yle@yle.fi

Pravni oblik kupca: Javno poduzeće

Djelatnost javnog naručitelja: Slobodne aktivnosti, kultura i religija

2. Postupak

2.1. Postupak

Naslov: Brand strategies & Communications Platforms for Yle Areena and the Yle app

Opis: The subject of the procurement is brand strategies and communications platforms for Yle Areena (online streaming service) and the Yle mobile app. The objective of the procurement is to appoint a single strategic agency partner to develop brand strategies (stage 1) and long-term communications platforms (stage 2) for both Yle Areena and the Yle app. The work will define what each service stands for, how each is distinctively positioned within Yle's broader digital service architecture, and how those positions are expressed consistently across all touchpoints over the coming years. Estimated schedule of the project: Yle Areena launches in Q2 2027, and the Yle app in Q3 2027. 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 shall enter into force upon signature by the contracting parties, and shall remain in force until the service has been provided in its entirety in an approved manner. Please see the material attached (appendixes) and enclosed in the call for tenders.

Identifikacijska oznaka postupka: c3ddfc6a-f51f-4172-8dd4-e4ee6aef26ce

Interna identifikacijska oznaka: YLE20260050

Vrsta postupka: Otvoren

Postupak je ubrzan: ne

Glavna obilježja postupka: 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. Groundings, if the procurement is not divided into lots, e.g. The object of the procurement forms a logical and operationally reliable entirety and the procurement is therefore not divided into separate parts.

2.1.1. Svrha

Priroda ugovora: Usluge

Glavna klasifikacija (cpv): 79000000 Poslovne usluge: pravo, marketing, savjetovanje, zapošljavanje, tiskanje i sigurnost

2.1.2. Mjesto izvršenja

Bilo gdje u Europskom gospodarskom prostoru

2.1.4. Opće informacije

Pravna osnova:

Direktiva 2014/24/EU

2.1.6. Razlozi za isključenje

Izvori razloga za isključenje: Dokumentacija o nabavi

5. Grupa

5.1. Grupa: LOT-0000

Naslov: Brand strategies & Communications Platforms for Yle Areena and the Yle app

Opis: The subject of the procurement is brand strategies and communications platforms for Yle Areena (online streaming service) and the Yle mobile app. The objective of the procurement is to appoint a single strategic agency partner to develop brand strategies (stage 1) and long-term communications platforms (stage 2) for both Yle Areena and the Yle app. The work will define what each service stands for, how each is distinctively positioned within Yle's broader digital service architecture, and how those positions are expressed consistently across all touchpoints over the coming years. Estimated schedule of the project: Yle Areena launches in Q2 2027, and the Yle app in Q3 2027. 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 shall enter into force upon signature by the contracting parties, and shall remain in force until the service has been provided in its entirety in an approved manner. Please see the material attached (appendixes) and enclosed in the call for tenders.

Interna identifikacijska oznaka: YLE20260050

5.1.1. Svrha

Priroda ugovora: Usluge

Glavna klasifikacija (cpv): 79000000 Poslovne usluge: pravo, marketing, savjetovanje, zapošljavanje, tiskanje i sigurnost

5.1.2. Mjesto izvršenja

Bilo gdje u Europskom gospodarskom prostoru

5.1.3. Očekivano trajanje

Datum početka: 01/01/2027

Trajanje: 12 Mjeseci

5.1.6. Opće informacije

Rezervirano sudjelovanje:

Sudjelovanje nije rezervirano.

Projekt javne nabave ne financira se sredstvima EU-a

Javna nabava obuhvaćena je Sporazumom o javnoj nabavi (GPA): da

Ova javna nabava prikladna je i za mala i srednja poduzeća (MSP-ovi): da

5.1.7. Strateška nabava

Socijalni cilj koji se promiče: Pravedni radni uvjeti

5.1.9. Kriteriji za odabir

Izvori kriterija odabira: Dokumentacija o nabavi

5.1.10. Kriteriji za dodjelu

Kriterij:

Vrsta: Cijena

Naziv: Hinta

Opis: Hinta 30 %

Kategorija kriterija za dodjelu težine: Ponder (točke, točan)

Broj kriterija za dodjelu: 30

Kriterij:

Vrsta: Kvaliteta

Naziv: Laatu

Opis: Laatu 70 %

Kategorija kriterija za dodjelu težine: Ponder (točke, točan)

Broj kriterija za dodjelu: 70

5.1.11. Dokumentacija o nabavi

Rok za podnošenje zahtjeva za dodatne informacije: 30/09/2026 09:00:00 (UTC+00:00) zapadnoeuropsko vrijeme, GMT

Adresa dokumentacije o nabavi: <https://tarjouspalvelu.fi/yleisradiooy?id=625088&tpk=7273e76c-d2eb-4d37-b767-c96af7f265b5>

5.1.12. Uvjeti nabave

Uvjeti podnošenja:

Elektroničko podnošenje: Obvezno

Adresa za podnošenje: <https://tarjouspalvelu.fi/yleisradiooy?id=625088&tpk=7273e76c-d2eb-4d37-b767-c96af7f265b5>

Jezici na kojima se mogu podnijeti ponude ili zahtjevi za sudjelovanje: engleski

Elektronički katalog: Nije dopušteno

Ponuditelji mogu podnijeti više od jedne ponude: Dopušteno

Rok za zaprimanje ponuda: 21/10/2026 09:00:00 (UTC+00:00) zapadnoeuropsko vrijeme, GMT

Razdoblje tijekom kojeg ponuda mora ostati valjana: 6 Mjeseci

Informacije o javnom otvaranju:

Datum otvaranja: 21/10/2026 09:15:00 (UTC+00:00) zapadnoeuropsko vrijeme, GMT

Uvjeti ugovora:

Ugovor se mora izvršiti u okviru programa zaštićenih radnih mjesta: Ne

Elektroničko izdavanje računa: Obvezno

Naručivanje će biti elektroničko: da

Plaćanje će biti elektroničko: da

5.1.15. Tehnike

Okvirni sporazum:

Nema okvirnog sporazuma

Informacije o dinamičkom sustavu nabave:

Nema dinamičkog sustava nabave

5.1.16. Dodatne informacije, posredovanje i pravna zaštita (preispitivanje)

Organizacija za preispitivanje (pravnu zaštitu): Markkinaoikeus

Informacije o rokovima za preispitivanje: Hankintalain mukaan.

8. Organizacije

8.1. ORG-0001

Službeno ime: Yleisradio Oy

Registracijski broj: 0215438-8

Poštanska adresa: Uutiskatu 5

Grad: Helsinki

Poštanski broj: 00240

Zemlja – podregija (NUTS): Helsinki-Uusimaa (FI1B1)

Zemlja: Finska

Kontaktna točka: Hankintapalvelut

E-pošta: tarjoukset.yle@yle.fi

Tel.: +358 914801

Internet: <http://www.yle.fi>

Uloge ove organizacije:

Kupac

8.1. ORG-0002

Službeno ime: Markkinaoikeus

Registracijski broj: 3006157-6

Poštanska adresa: Radanrakentajantie 5

Grad: Helsinki

Poštanski broj: 00520

Zemlja – podregija (NUTS): Helsinki-Uusimaa (FI1B1)

Zemlja: Finska

E-pošta: markkinaoikeus@oikeus.fi

Tel.: +358 295643300

Internet: <https://www.markkinaoikeus.fi>

Uloge ove organizacije:

Organizacija za preispitivanje (pravnu zaštitu)

8.1. ORG-0003

Službeno ime: Hansel Oy (Hilma)

Registracijski broj: FI09880841

Poštanska adresa: Mannerheiminaukio 1a
Grad: Helsinki
Poštanski broj: 00100
Zemlja – podregija (NUTS): Helsinki-Uusimaa (FI1B1)
Zemlja: Finska
Kontaktna točka: eSender
E-pošta: tekninen@hankintailmoitukset.fi
Tel.: 029 55 636 30
Internet: <http://hankintailmoitukset.fi>
Uloge ove organizacije:
TED eSender

Informacije o obavijesti

Identifikacijska oznaka / verzija obavijesti: 99b487ec-b471-418d-8811-3526b5c42558 - 01
Vrsta obrasca: Nadmetanje
Vrsta obavijesti: Obavijest o nadmetanju ili koncesiji – standardni režim
Podvrsta obavijesti: 16
Datum slanja obavijesti: 23/09/2026 10:01:05 (UTC+00:00) zapadnoeuropsko vrijeme, GMT
Datum e-pošiljateljeva slanja obavijesti: 23/09/2026 10:01:06 (UTC+00:00) zapadnoeuropsko vrijeme, GMT
Jezici na kojima je ova obavijest službeno dostupna: engleski
Broj objave obavijesti: 659284-2026
Broj izdanja SL S-a: 185/2026
Datum objave: 24/09/2026