

578363-2026 - Kompetizzjoni

Il-Finlandja – Pakkett ta' softwer għall-bejgħ, il-marketing u l-informazzjoni dwar in-negozju – Marketing and Social Media Data Integration Service

OJ S 161/2026 21/08/2026

Avviż tal-kuntratt jew tal-konċessjoni – reġim standard

Provvisti

1. Xerrej

1.1. Xerrej

Isem uffiċjali: Yleisradio Oy

Email: tarjoukset.yle@yle.fi

Tip legali tax-xerrej: Impriża pubblika

2. Proċedura

2.1. Proċedura

Titlu: Marketing and Social Media Data Integration Service

Deskrizzjoni: 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.

Identifikatur tal-proċedura: 5214e971-857a-47f1-baa5-54557d142f45

Identifikatur intern: YLE20260042

Tip ta' proċedura: Miftuħa

Elementi prinċipali tal-proċedura: 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. Għan

Natura tal-kuntratt: Provvisti

Klassifikazzjoni prinċipali (cpv): 48480000 Pakkett ta' softwer għall-bejgħ, il-markiting u l-informazzjoni dwar in-negozju

2.1.2. Post tal-prestazzjoni

Belt: Helsinki

Kodiċi postali: 00240

Sottodivizjoni tal-pajjiż (NUTS): Helsinki-Uusimaa (FI1B1)

Pajjiż: Il-Finlandja

2.1.4. Informazzjoni ġenerali

Bażi legali:

leġor

2.1.6. Raġunijiet għall-eskluzjoni

Sors tal-motivi għall-eżklussjoni: Dokument tal-Akkwist

5. Lott

5.1. Lott: LOT-0000

Titlu: Marketing and Social Media Data Integration Service

Deskrizzjoni: 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.

Identifikatur intern: YLE20260042

5.1.1. Għan

Natura tal-kuntratt: Provvisti

Klassifikazzjoni prinċipali (cpv): 48480000 Pakkett ta' softwer għall-bejgħ, il-markiting u l-informazzjoni dwar in-negozju

5.1.2. Post tal-prestazzjoni

Belt: Helsinki

Kodiċi postali: 00240

Sottodivizjoni tal-pajjiż (NUTS): Helsinki-Uusimaa (FI1B1)

Pajjiż: Il-Finlandja

5.1.3. Tul ta' żmien stmat

Tul ta' żmien: 48 Xhur

5.1.6. Informazzjoni ġenerali

Proġett ta' akkwist mhux iffinanzjat mill-Fondi tal-UE

Dan l-akkwist huwa adattat ukoll għall-intrapriżi żgħira u ta' daqs medju (SMEs): iva

5.1.7. Akkwist strateġiku

Għan soċjali promoss: Kundizzjonijiet tax-xogħol ġusti

5.1.9. Kriterji tal-għażla

Sors tal-kriterji ta' għażla: Dokument tal-Akkwist

5.1.10. Kriterji tal-għoti

Kriterju:

Tip: Prezz

Isem: Hinta

Deskrizzjoni: Hinta

Kategorija tal-kriterju tal-għoti piż: Fattur ta' ponderazzjoni (punti, eżatt)

Numru tal-kriterju għall-għoti: 90

Kriterju:

Tip: Kwalità

Isem: Laatu

Deskrizzjoni: Laatu

Kategorija tal-kriterju tal-għoti piż: Fattur ta' ponderazzjoni (punti, eżatt)

Numru tal-kriterju għall-għoti: 10

5.1.11. Dokumenti tal-akkwist

Skadenza biex tintalab informazzjoni addizzjonali: 27/08/2026 09:00:00 (UTC+00:00) Ħin tal-Ewropa tal-Punent, GMT

Indirizz tad-dokumenti tal-akkwist: <https://tarjouspalvelu.fi/yleisradiooy?id=624671&tpk=3f7403c6-e3b6-4228-8fb0-6195bcff97df>

5.1.12. Termini tal-akkwist

Termini tas-sottomissjoni:

Sottomissjoni elettronika: Meħtieġa

Indirizz għas-sottomissjoni: <https://tarjouspalvelu.fi/yleisradiooy?id=624671&tpk=3f7403c6-e3b6-4228-8fb0-6195bcff97df>

Lingwi li bihom jistgħu jiġu sottomessi offerti jew talbiet għall-partecipazzjoni: Ingliż

L-offerenti jistgħu jifgħu aktar minn offerta waħda: Permess

Skadenza biex jintlaqgħu l-offerti: 14/09/2026 09:00:00 (UTC+00:00) Ħin tal-Ewropa tal-Punent, GMT

Perjodu waqt li l-offerta għandha tibqa' valida: 6 Xhur

5.1.15. Tekniki

Ftehim qafas:

Ebda ftehim ta' qafas

Informazzjoni dwar is-sistema dinamika tax-xiri:

Ebda sistema dinamika ta' xiri

5.1.16. Aktar informazzjoni, medjazzjoni u rieżami

Organizzazzjoni tar-rieżami: Markkinaoikeus

8. Organizzazzjonijiet

8.1. ORG-0001

Isem uffiċjali: Markkinaoikeus
Numru tar-registrazzjoni: 3006157-6
Indirizz postali: Radanrakentajantie 5
Belt: Helsinki
Kodiċi postali: 00520
Sottodivizjoni tal-pajjiż (NUTS): Helsinki-Uusimaa (FI1B1)
Pajjiż: Il-Finlandja
Email: markkinaoikeus@oikeus.fi
Telefown: +358 295643300
Indirizz tal-internet: <https://www.markkinaoikeus.fi>
Rwoli ta' din l-organizzazzjoni:
Organizzazzjoni tar-rieżami

8.1. ORG-0002

Isem uffiċjali: Yleisradio Oy
Numru tar-registrazzjoni: 0215438-8
Indirizz postali: Uutiskatu 5
Belt: Helsinki
Kodiċi postali: 00240
Sottodivizjoni tal-pajjiż (NUTS): Helsinki-Uusimaa (FI1B1)
Pajjiż: Il-Finlandja
Email: tarjoukset.yle@yle.fi
Indirizz tal-internet: <http://www.yle.fi>
Rwoli ta' din l-organizzazzjoni:
Xerrej

8.1. ORG-0003

Isem uffiċjali: Hansel Oy (Hilma)
Numru tar-registrazzjoni: FI09880841
Indirizz postali: Mannerheiminaukio 1a
Belt: Helsinki
Kodiċi postali: 00100
Sottodivizjoni tal-pajjiż (NUTS): Helsinki-Uusimaa (FI1B1)
Pajjiż: Il-Finlandja
Punt ta' kuntatt: eSender
Email: tekninen@hankintailmoitukset.fi
Telefown: 029 55 636 30
Indirizz tal-internet: <http://hankintailmoitukset.fi>
Rwoli ta' din l-organizzazzjoni:
TED eSender

Informazzjoni dwar l-avviż

Identifikatur/verżjoni tal-avviż: 30ec82fb-1928-4eb5-b957-ddc75bd80936 - 01
Tip ta' formola: Kompetizzjoni
Tip ta' avviż: Avviż tal-kuntratt jew tal-konċessjoni – reġim standard
Sottotip tal-avviż: E3

Data ta' meta ntbagħat l-avviż: 20/08/2026 09:32:29 (UTC+00:00) Ħin tal-Ewropa tal-Punent, GMT

Data tad-dispaċċ tal-avviż (eSender): 20/08/2026 09:32:30 (UTC+00:00) Ħin tal-Ewropa tal-Punent, GMT

Lingwi li bihom dan l-avviż huwa disponibbli uffiċjalment: Ingliz

Numru tal-pubblikazzjoni tal-avviż: 578363-2026

Numru tal-ħarġa tal-ĠU S: 161/2026

Data tal-pubblikazzjoni: 21/08/2026