

Ireland: Sales, marketing and business intelligence software development services RTÉ Social Media Insights and Publishing Tool

Contract or concession notice – standard regime

1 Buyer

1.1 Buyer

Official name: Raidió Teilifís Éireann (RTÉ)

Legal type of the buyer: Body governed by public law

Activity of the contracting authority: Recreation, culture and religion

2 Procedure

2.1 Procedure

Title: RTÉ Social Media Insights and Publishing Tool

Description: RTÉ invites submissions, from suitably qualified Tenderers to provide a user-friendly social media analytics tool to track our activity across our key accounts and allow for effective reporting across our social media campaigns both paid and organic providing us with the insights that allow us to more effectively reach our target audiences and direct them back to our platforms.

Procedure identifier: b0c55197-abf2-4edf-ab36-5c5debd6d2b9

Type of procedure: Open

The procedure is accelerated: no

2.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 72212480 Sales, marketing and business intelligence software development services

Additional classification (cpv): 48461000 Analytical or scientific software package

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

Additional classification (cpv): 72212520 Multimedia software development services

Additional classification (cpv): 79342000 Marketing services

2.1.2 Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

2.1.3 Value

Estimated value excluding VAT: 120 000 Euro

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 technical ID: LOT-0001

Title: RTÉ Social Media Insights and Publishing Tool

Description: RTÉ invites submissions, from suitably qualified Tenderers to provide a user-friendly social media analytics tool to track our activity across our key accounts and allow for effective reporting across our social media campaigns both paid and organic providing us with the insights that allow us to more effectively reach our target audiences and direct them back to our platforms.

Internal identifier: 0

5.1.1 Purpose

Main nature of the contract: Services

Main classification (cpv): 72212480 Sales, marketing and business intelligence software development services

Additional classification (cpv): 48461000 Analytical or scientific software package

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

Additional classification (cpv): 72212520 Multimedia software development services

Additional classification (cpv): 79342000 Marketing services

5.1.2 Place of performance

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Additional information:

5.1.3 Estimated duration

Duration: 36 Month

5.1.5 Value

Estimated value excluding VAT: 120 000 Euro

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): yes

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

Languages in which the procurement documents are officially available: English

Languages in which the procurement documents (or their parts) are unofficially available: English

Deadline for requesting additional information: 17/11/2025 00:00 +00:00

Address of the procurement documents: <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=6958520>

5.1.12 Terms of procurement

Terms of submission:

Electronic submission: Required

Address for submission: <https://www.etenders.gov.ie/epps/cft/viewTenders.do?resourceId=6958520>

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

Electronic catalogue: Not allowed

Tenderers may submit more than one tender: Not allowed

Deadline for receipt of tenders: 10/12/2025 00:00 +00:00

Deadline until which the tender must remain valid: 12 Month

Information about public opening:

Opening date: 10/12/2025 00:30 +00:00

Place: <https://www.etenders.gov.ie/epps/cft/prepareViewCfTWS.do?resourceId=6958520>

Terms of contract:

The execution of the contract must be performed within the framework of sheltered employment programmes: Not yet known

Electronic invoicing: Required

Electronic ordering will be used: yes

Electronic payment will be used: yes

5.1.15 Techniques

Framework agreement:

No framework agreement

Information about the dynamic purchasing system:

No dynamic purchase system

5.1.16 Further information, mediation and review

Review organisation: The High Court of Ireland

Organisation providing offline access to the procurement documents: Raidió Teilifís Éireann (RTÉ)

Organisation providing more information on the review procedures: The High Court of Ireland

Organisation receiving requests to participate: Raidió Teilifís Éireann (RTÉ)

Organisation processing tenders: Raidió Teilifís Éireann (RTÉ)

8 Organisations

8.1 ORG-0001

Official name: Raidió Teilifís Éireann (RTÉ)

Registration number: IE8T50578M

Postal address: Donnybrook

Town: Dublin

Postcode: Dublin 4

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: purchasingdl@rte.ie

Telephone: 01208300

Buyer profile: <https://www.rte.ie>

Roles of this organisation:

Buyer

Organisation providing offline access to the procurement documents

Organisation receiving requests to participate

Organisation processing tenders

8.1 ORG-0002

Official name: The High Court of Ireland

Registration number: The High Court of Ireland

Department: The High Court of Ireland

Postal address: Four Courts, Inns Quay, Dublin 7

Town: Dublin
Postcode: D07 WDX8
Country subdivision (NUTS): Dublin (IE061)
Country: Ireland
Email: HighCourtCentralOffice@courts.ie
Telephone: +353 1 8886000
Roles of this organisation:
 Review organisation
 Organisation providing more information on the review procedures

8.1 ORG-0003

Official name: European Dynamics S.A.
Registration number: 002024901000
Department: European Dynamics S.A.
Town: Athens
Postcode: 15125
Country subdivision (NUTS): Βόρειος Τομέας Αθηνών (EL301)
Country: Greece
Email: eproc-esender@eurodyn.com
Telephone: +30 2108094500
Roles of this organisation:
 TED eSender

Notice information

Notice identifier/version: 8f8fe0f2-0dda-4586-9d51-5aeb4031e866 - 01
Form type: Competition
Notice type: Contract or concession notice – standard regime
Notice dispatch date: 10/11/2025 15:59 +00:00
Languages in which this notice is officially available: English