

# **Ireland: Market research services**

## **TG4 and RTE Raidió na Gaeltachta Survey of Irish Language Audience**

Contract or concession notice – standard regime

### **1 Buyer**

---

#### **1.1 Buyer**

*Official name:* TG4

*Legal type of the buyer:* Body governed by public law

*Activity of the contracting authority:* Recreation, culture and religion

#### **1.1 Buyer**

*Official name:* RTÉ (Raidió Teilifís Éireann)

*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:* TG4 and RTE Raidió na Gaeltachta Survey of Irish Language Audience

*Description:* Lot 1: Survey Of Irish Language Audience For TG4 And RTÉ Raidió Na Gaeltachta TG4 and RTÉ Raidió na Gaeltachta are inviting applicants to operate a viewer and listener panel. The overall aim of this research is to understand the viewing and listening habits, content needs, satisfaction levels and perceptions of TG4 and RTÉ Raidió na Gaeltachta among Irish language speakers on the island of Ireland. The panel will be run through the Irish language. This tender is coordinated by TG4 and RTÉ Raidió na Gaeltachta, who are responsible for gathering and analysing audience insights on behalf of their respective organisations The new panel must start to report no later than 1 January 2027. Lot 2: Survey of Cúla4 Audience for TG4 This lot is a requirement for TG4 and does not apply to RTÉ Raidió na Gaeltachta. This could be delivered as a standalone proposal or as an extension to lot 1 (including a children's panel or an extended panel of parents/guardians). We welcome tenderers suggestions regarding best practice in measurement of younger audiences.

*Procedure identifier:* 7896e197-e09f-47d0-a222-bda1b31f6448

*Type of procedure:* Open

*The procedure is accelerated:* no

##### **2.1.1 Purpose**

*Main nature of the contract:* Services

*Main classification (cpv):* 79310000 Market research services

*Additional classification (cpv):* 79311000 Survey services

*Additional classification (cpv):* 79311200 Survey conduction services

*Additional classification (cpv):* 79320000 Public-opinion polling services

*Additional classification (cpv):* 72316000 Data analysis services

*Additional classification (cpv):* 79311300 Survey analysis services

##### **2.1.2 Place of performance**

*Country subdivision (NUTS):* West (IE042)

*Country:* Ireland

##### **2.1.3 Value**

*Estimated value excluding VAT: 1 650 000 Euro*

#### **2.1.4 General information**

*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*

*The tenderer must submit tenders for all lots*

#### **2.1.6 Grounds for exclusion**

*Sources of grounds for exclusion: Procurement Document*

5 Lot

---

### **5.1 Lot: LOT-0001**

*Title: Survey Of Irish Language Audience For TG4 And RTÉ Raidió Na Gaeltachta*

*Description: TG4 and RTÉ Raidió na Gaeltachta are inviting applicants to operate a viewer and listener panel. The overall aim of this research is to understand the viewing and listening habits, content needs, satisfaction levels and perceptions of TG4 and RTÉ Raidió na Gaeltachta among Irish language speakers on the island of Ireland. The panel will be run through the Irish language. This tender is coordinated by TG4 and RTÉ Raidió na Gaeltachta, who are responsible for gathering and analysing audience insights on behalf of their respective organisations. The new panel must start to report no later than 1 January 2027.*

*Internal identifier: 1*

#### **5.1.1 Purpose**

*Main nature of the contract: Services*

*Main classification (cpv): 79310000 Market research services*

*Additional classification (cpv): 79311000 Survey services*

*Additional classification (cpv): 79311200 Survey conduction services*

*Additional classification (cpv): 79320000 Public-opinion polling services*

*Additional classification (cpv): 72316000 Data analysis services*

*Additional classification (cpv): 79311300 Survey analysis services*

#### **5.1.2 Place of performance**

*Country subdivision (NUTS): West (IE042)*

*Country: Ireland*

*Additional information:*

#### **5.1.3 Estimated duration**

*Duration: 5 Year*

#### **5.1.5 Value**

*Estimated value excluding VAT: 1 650 000 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:* 08/09/2026 17:00 +01:00

*Address of the procurement documents:* <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=8821420>

### **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=8821420>

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

*Electronic catalogue:* Not allowed

*Tenderers may submit more than one tender:* Allowed

*Deadline for receipt of tenders:* 16/09/2026 17:00 +01:00

*Duration during which the tender must remain valid:* 12 Month

*Information about public opening:*

*Opening date:* 16/09/2026 17:30 +01:00

*Place:* <https://www.etenders.gov.ie/epps/cft/prepareViewCfTWS.do?resourceId=8821420>

*Terms of contract:*

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

*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:* TG4

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

*Organisation receiving requests to participate:* TG4

*Organisation processing tenders:* TG4

### **5.1 Lot: LOT-0002**

*Title:* Survey of Cúla4 Audience for TG4

*Description:* This lot is a requirement for TG4 and does not apply to RTÉ Raidió na Gaeltachta. This could be delivered as a standalone proposal or as an extension to lot 1 (including a children's panel or an extended panel of parents/guardians). We welcome tenderers suggestions regarding best practice in measurement of younger audiences.

*Internal identifier:* 2

### **5.1.1 Purpose**

*Main nature of the contract:* Services

*Main classification (cpv):* 79310000 Market research services

*Additional classification (cpv):* 79311000 Survey services

*Additional classification (cpv):* 79311200 Survey conduction services

*Additional classification (cpv):* 79320000 Public-opinion polling services

*Additional classification (cpv):* 72316000 Data analysis services

*Additional classification (cpv):* 79311300 Survey analysis services

### **5.1.2 Place of performance**

*Country subdivision (NUTS):* West (IE042)

*Country:* Ireland

*Additional information:*

### **5.1.3 Estimated duration**

*Duration:* 5 Year

### **5.1.5 Value**

*Estimated value excluding VAT:* 1 650 000 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:* 08/09/2026 17:00 +01:00

*Address of the procurement documents:* <https://www.etenders.gov.ie/epps/cft/listContractDocuments.do?resourceId=8821420>

### **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=8821420>

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

*Electronic catalogue:* Not allowed

*Tenderers may submit more than one tender:* Allowed

*Deadline for receipt of tenders:* 16/09/2026 17:00 +01:00

*Duration during which the tender must remain valid:* 12 Month

*Information about public opening:*

*Opening date:* 16/09/2026 17:30 +01:00

*Place:* <https://www.etenders.gov.ie/epps/cft/prepareViewCfTWS.do?resourceId=8821420>

*Terms of contract:*

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

*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:* TG4

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

*Organisation receiving requests to participate:* TG4

*Organisation processing tenders:* TG4

## **8 Organisations**

---

### **8.1 ORG-0001**

*Official name:* TG4

*Registration number:* unknown

*Department:* TG4

*Postal address:* TG4, Baile na hAbhann

*Town:* Gaillimh

*Postcode:* H91 X4t0

*Country subdivision (NUTS):* West (IE042)

*Country:* Ireland

*Email:* [solathar@tg4.ie](mailto:solathar@tg4.ie)

*Telephone:* 091505050

*Internet address:* [www.tg4.ie](http://www.tg4.ie)

*Information exchange endpoint (URL):* [www.etenders.ie](http://www.etenders.ie)

*Buyer profile:* [www.tg4.ie](http://www.tg4.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](mailto: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](mailto:eproc-esender@eurodyn.com)

Telephone: +30 2108094500

Roles of this organisation:

TED eSender

#### 8.1 ORG-0004

Official name: RTÉ (Raidio Teilifís Éireann)

Registration number: unknown

Postal address: Donnybrook, Dublin 4

Town: Donnybrook, Dublin 4

Postcode: D04 H2K8

Country subdivision (NUTS): Dublin (IE061)

Country: Ireland

Email: [joe.lavelle@rte.ie](mailto:joe.lavelle@rte.ie)

Telephone: 012083111

Internet address: [www.rte.ie](http://www.rte.ie)

Buyer profile: [www.rte.ie](http://www.rte.ie)

Roles of this organisation:

Buyer

#### Notice information

---

Notice identifier/version: ffa5628f-f538-4ebe-9b95-fac639bf013f - 01

Form type: Competition

Notice type: Contract or concession notice – standard regime

Notice dispatch date: 11/08/2026 09:53 +01:00

Languages in which this notice is officially available: English Irish