Ireland: Advertising and marketing services
Media Initiative Platform

Contract or concession award notice – standard regime

1 *Buyer*

1.1 *Buyer*
Official name: University of Limerick_1124
Legal type of the buyer: Body governed by public law
Activity of the contracting authority: Education

2 *Procedure*

2.1 *Procedure*
Title: Media Initiative Platform
Description: Media Initiative Platform
Procedure identifier: 6b0d3dbf-ac9c-471a-a09e-465a5400328d
Type of procedure: Negotiated without prior call for competition

2.1.1 *Purpose*
Main nature of the contract: Services
Main classification (cpv): 79340000 Advertising and marketing services

2.1.2 *Place of performance*
Anywhere

2.1.3 *Value*
Estimated value excluding VAT: 28 000 *Euro*

2.1.4 *General information*
Legal basis:
Directive 2014/24/EU

5 *Lot*

5.1 *Lot technical ID*: LOT-0001
Title: Media Initiative Platform
Description: Media Initiative Platform
Internal identifier: 1

5.1.1 *Purpose*
Main nature of the contract: Services
Main classification (cpv): 79340000 Advertising and marketing services

5.1.2 *Place of performance*
Anywhere
Additional information:

5.1.5 *Value*

Estimated value excluding VAT: 28 000 *Euro*

5.1.6 *General information*

Procurement Project not financed with EU Funds.

The procurement is covered by the Government Procurement Agreement (GPA): *no*

5.1.7 *Strategic procurement*

Aim of strategic procurement: No strategic procurement

5.1.10 *Award criteria*

Criterion:

Type: Cost

Description: Price@100%

Category of award threshold criterion: Weight (percentage, exact)

Award criterion number: 100

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

6 *Results*

Value of all contracts awarded in this notice: 28 000 *Euro*

Direct award:

Justification for direct award: The contract can be provided only by a particular economic operator because of an absence of competition for technical reasons

Other justification: The contract can be provided only by a particular economic operator because of an absence of competition for technical reasons

6.1 *Result lot Identifier*: LOT-0001

At least one winner was chosen.

6.1.2 *Information about winners*

Winner:

Official name: RTE

Tender:

Tender identifier: PO 63047017

Identifier of lot or group of lots: LOT-0001

Value of the tender: 28 000 Euro

Subcontracting: No

Contract information:

Identifier of the contract: PO 63047017

6.1.4 *Statistical information*

Received tenders or requests to participate:
Type of received submissions: Tenders
Number of tenders or requests to participate received: 1

8 *Organisations*

8.1 ORG-0001
Official name: University of Limerick_1124
Registration number: 0032116A
Postal address: Castletroy, Limerick
Town: Limerick
Postcode: V94 T9PX
Country subdivision (NUTS): Mid-West (IE051)
Country: Ireland
Email: Majella.OGorman@ul.ie
Telephone: +35361213078
Internet address: https://www.ul.ie
Buyer profile: https://www.ul.ie
Roles of this organisation:
Buyer

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

8.1 ORG-0004

Official name: RTE
Size of the economic operator: *Micro, small, or medium*
Registration number: IE364909
Town: Donnybrook
Postcode: D04 P297
Country subdivision (NUTS): Dublin (IE061)
Country: Ireland
Roles of this organisation:
Tenderer
Winner of these lots: LOT-0001

Notice information

Notice identifier/version: dd88d8bf-e260-4b7a-a964-a676b2b25d4a - 01
Form type: Result
Notice type: Contract or concession award notice – standard regime
Notice dispatch date: 27/08/2025 11:18 +01:00
Languages in which this notice is officially available: English