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Planning

RFI - Casual Gaming for Daily Engagement

BBC (British Broadcasting Corporation)

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-009346

Procurement identifier (OCID): ocds-h6vhtk-06151e

Published 3 February 2026, 10:49am

Scope

Reference

PROC 2026 12 ML

Description

The BBC is exploring opportunities to expand its digital portfolio by introducing casual gaming offers for adults that encourage positive daily engagement. These games will offer quick, enjoyable, daily rituals, designed to fit seamlessly into everyday routines.

Our ambition is to provide a suite of daily puzzle and casual games that reflect BBC values, are culturally relevant, and foster inclusive, fair play. We want these experiences to be simple to learn yet rewarding, with the potential to evolve over time to include optional social features such as personal progress tracking, streaks, and leaderboards to deepen audience engagement and encourage repeat visits.

The BBC would welcome responses to this RFI in order to inform our development of specification and the approach to any potential procurement exercise.

Responding to this RFI will allow the BBC to build an understanding of:

- the marketplace, both;

supplier capabilities to create bespoke casual or puzzle-based games; and

White-Label casual or puzzle-based games

- indicative costs and timescales

- any barriers to implementation of the production/solution

- future readiness and roadmaps in this space

Contract dates (estimated)

- 2 September 2026 to 1 February 2030
- 3 years, 5 months

Main procurement category

Services

CPV classifications

- 92300000 - Entertainment services

Contract locations

- UK - United Kingdom
-

Engagement

Engagement deadline

24 February 2026

Engagement process description

Please refer to the documents. Submissions should be made via the BBC's Tendering Portal: <https://bbc.ukp.app.jaggaer.com/web/login.html>. Deadline for responses - 14:00 on 24/02/26

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Publication date of tender notice (estimated)

1 September 2026

Contracting authority

BBC (British Broadcasting Corporation)

- Public Procurement Organisation Number: PJRB-3233-GTQL

Broadcasting House, Portland Place

London

W1A 1AA

United Kingdom

Email: no_reply@bbc.co.uk

Website: <http://www.bbc.co.uk/supplying/>

Region: UKI32 - Westminster

Organisation type: Public authority - sub-central government