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Planning

Request for Information - Audience Interactive Social Media Toolkit

BBC (British Broadcasting Corporation)

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

Notice identifier: 2025/S 000-026091

Procurement identifier (OCID): ocds-h6vhtk-0521cd

Published 23 May 2025, 12:01pm

Scope

Reference

PROC/2025/48

Description

This Request for Information ('RFI') relates to an Audience Interactive Social Media Toolkit.

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The BBC currently relies on IMI Social to capture, route, and curate audience contributions from SMS, social media, and WhatsApp, integrating them into BBC production workflows. This enables various on-air applications, such as reading SMS messages on the radio, playing WhatsApp voice notes, and rendering audience data for on-screen graphics. The platform processes millions of messages each month across radio, podcasts, news, and TV.

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To ensure continuity, the BBC needs to procure a new web-based Social Audience Engagement Solution.

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You can find further information in the RFI document which can be downloaded from the BBC's eSourcing portal via <https://bbc.bravosolution.co.uk>. Instructions on how to register on the eSourcing portal can be found in the 'Engagement' section of this notice.

Contract dates (estimated)

- 6 October 2025 to 5 October 2028
- Possible extension to 5 October 2030
- 5 years

Main procurement category

Services

CPV classifications

- 32510000 - Wireless telecommunications system
- 32524000 - Telecommunications system
- 64212100 - Short Message Service (SMS) services
- 64212200 - Enhanced Messaging Service (EMS) services
- 64212300 - Multimedia Message Service (MMS) services

- 64216000 - Electronic message and information services
- 64216100 - Electronic message services

Contract locations

- UK - United Kingdom

Engagement

Engagement deadline

13 June 2025

Engagement process description

RFI response deadline 13/06/25 14:00 noon UK time.

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In order to take part in this RFI, please take the following steps:

1 - Register your company on the Jaggaer eSourcing portal (this is only required once):

1.1 Go to <https://bbc.bravosolution.co.uk>

1.2 - Click the link on the login page to register.

1.3 Accept the terms and conditions and click 'Continue'.

1.4 - Enter your correct business and user details.

1.5 - Note the username you chose and click 'Save' when complete.

1.6 - You will shortly receive an email with your temporary password.

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2 - Express an interest in the RFI:

2.1 - Login to the portal with the username/password.

2.2 - Click the 'PQQs Open to all Suppliers' link.

2.3 - Click on the relevant PQQ to access the content.

2.4 - Click the 'Express Interest' button at the top of the page. This will move the PQQ into your 'My PQQs page. (This is a secure area reserved for your projects only).

2.5 - You can now access any attachments by clicking 'Buyer Attachments' in the 'PQQ Details' box.

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3. Responding to the tender:

3.1 - Click 'My Response' under PQQ Details', you can choose to 'Create Response' or to 'Decline to Respond' (please give a reason if declining).

3.2 - All RFI documentation can be found within the eTendering portal.

3.3 - Note the deadline for completion, and then follow the onscreen instructions to complete the PQQ.

3.4 You must then submit your reply using the 'Submit Response' button at the top of the page. If you require any further assistance, please consult the online help, or contact the Jaggaer eSourcing help desk.

* * All questions relating to this RFI should be submitted via the BBC's eSourcing portal at <https://bbc.bravosolution.co.uk> * *

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Publication date of tender notice (estimated)

1 September 2025

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