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Planning

TV Licensing Digital Strategy Enablement

BBC (British Broadcasting Corporation)

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

Notice identifier: 2025/S 000-068242

Procurement identifier (OCID): ocds-h6vhtk-05d37f ([view related notices](#))

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Scope

Description

The BBC is seeking information from suppliers to inform its future digital transformation of TV Licensing, aiming to improve automation, data integration, and customer engagement. The strategy focuses on implementing advanced campaign management, analytics, and data warehousing solutions to support personalised, multi-channel communications and operational efficiency. Respondents are invited to provide insights on technology capabilities, implementation approaches, pricing models, and innovations, with submissions due via the Jaggaer portal by 21st November 2025. This RFI is exploratory and non-binding, intended to shape future procurement decisions without guaranteeing any contractual outcomes.

Contract dates (estimated)

- 1 December 2026 to 30 November 2031

- 5 years

Main procurement category

Services

CPV classifications

- 72212218 - License management software development services
- 48000000 - Software package and information systems

Engagement

Engagement deadline

21 November 2025

Engagement process description

Suppliers must sign an NDA before accessing the RFI documentation. The NDA can be found on the BBC's eTendering Portal Jaggaer at <https://bbc.bravosolution.co.uk/web/login.html>. This should be sent through the messaging portal with an email address of the signatory.

Participation

Particular suitability

- Small and medium-sized enterprises (SME)
- Voluntary, community and social enterprises (VCSE)

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