

310254-2026 - Състезателна процедура

Норвегия – Услуги по проучване на пазари – NRK 2026/327 Framework agreement Qualitative analyses

OJ S 87/2026 06/05/2026

Обявление за поръчка или концесия – стандартен режим

Услуги

1. Купувач

1.1. Купувач

Официално наименование: Norsk rikskringkasting AS

Електронна поща: eva.solberg@nrk.no

Правна категория на купувача: Публичноправна организация

Дейност на възлагащия орган: Отдых, култура и вероизповедания

2. Процедура

2.1. Процедура

Заглавие: NRK 2026/327 Framework agreement Qualitative analyses

Описание: The aim of the procurement is to establish a framework agreement for qualitative insight services, including everything from recruitment to carrying out analyses. The contract shall support NRK's editorial and strategic development through traditional and innovative methods that adapt to a constantly changing media market. The procurement will be made in accordance with the Public Procurement Act dated 17 June 2016 no. 73 (LOA) and the public procurement regulations dated 12 August 2016 no. 974 (FOA) parts I and part III, as well as the provisions in this tender documentation. The contract will be awarded in accordance with the procedure open tender competition. It is emphasised that negotiations will not be allowed. Tenderers must therefore submit their best tender by the tender deadline.

Идентификатор на процедурата: bbefda53-f059-47d1-ac31-0db6e9cee0b9

Вътрешен идентификатор: 2026/327

Вид процедура: Открита

Процедурата се ускорява: не

Основни характеристики на процедурата: NRK plans to enter into framework agreements with up to 4 tenderers divided between two defined categories/sub-contracts: Recruitment means retrieval of relevant participants for in-depth interviews, focus groups or other qualitative methods for talking to people. Content testing and strategic projects: Content testing means showing content NRK has created or develops to the target group for the content. This can be all possible types of content that shall be published on one of NRK's platforms, whether it is a TV series, audio content, news article or other type of content. Strategic projects means projects that deal with NRK's strategy, the brand of NRK or other specific sub-labels that NRK manages, or specific target groups NRK wants to reach or understand better. These projects have in common that they deal with more general problems, concepts or target groups - rather than specific content. Tenderers can submit tenders for one, or both categories. The selected category(s) shall be specified in Annex 1 - Tender Form. See Annex 1-5 Sub-Contract Recruitment and Annex 1-5 Sub-Contract Content Testing and Strategic Projects for further details on the assignment and the stated categories. The contract period is two years from when the contract is signed. The contracting authority has an option to extend the contract on verbatim terms for a further two years, one year at a time. The total

contract period can be up to four years. The estimated value of the framework agreement, excluding VAT per category, for a contract period of four years: Recruitment - NOK 1 million. Content testing and strategic projects - NOK 3 million The estimated value is based on historical data and the agreement has an upper framework of NOK 6 million. Both the estimate and the upper frame are a guideline and are without obligation for NRK as regards the actual call-off volume. See the tender documentation for complete information, 16 annexes.

2.1.1. Цел

Естество на поръчката: Услуги

Основна класификация (срв): 79310000 Услуги по проучване на пазари

Допълнителна класификация (срв): 79311000 Услуги, свързани с проучвания, 79311200

Услуги, свързани с провеждането на проучвания, 79311300 Услуги по анализ на

резултатите от анкетни проучвания, 79312000 Услуги по анализ на пазара, 79320000

Услуги по изследване на общественото мнение

2.1.2. Място на изпълнение

Държава: Норвегия

На всяко място в дадена държава

2.1.4. Обща информация

Правно основание:

Директива 2014/24/ЕС

Anskaffelsesforskriften - The procurement is in accordance with the public procurement regulations (FOR-2016-08-12-974) parts I and part III.

2.1.6. Основания за изключване

Източници на основанията за изключване: Единен европейски документ за обществени поръчки (ЕЕДОП), Документ за обществени поръчки, Уведомление

Корупция: Is the tenderer himself or a person, who is a member of the tenderer's administration, management or supervisory body or has the competence to represent or control or make decisions in such bodies, in the event a enforceable verdict has been convicted of corruption by a verdict handed down not more than five years ago, or a rejection period determined directly in the judgement that still applies? Corruption as defined in Article 3 of the Convention on Combating Corruption, Involving European Communities or European Union Member States (EUT C 195 of 25.6.1997, s. 1), and in Article 2, point 1, in the Council's framework decision 2003/568/RIA of 22 July 2003 on combating corruption in the private sector (EUT L 192 of 31.7.2003, p. 54). This rejection reason also includes corruption as defined in national law for the contracting authority or supplier.

Измами: Is the tenderer himself or a person, who is a member of the tenderer's administration, management or supervisory body or has the competence to represent or control or make decisions in such bodies, at the time a legally convicted of fraud has been convicted of fraud by a verdict handed down not more than five years ago, or a rejection period determined directly in the judgement that still applies? Fraud included in Article 1 of the Convention on protection of the Financial Interests of the European Communities (EFT C 316 of 27.11.1995, p. 48).

Изпиране на пари или финансиране на тероризма: Is the tenderer himself or a person, who is a member of the tenderer's administration, management or supervisory body or has the competence to represent or control or make decisions in such bodies, in the event a legal verdict has been convicted of money laundering or financing terrorism by a verdict handed down no more than five years ago, or a rejection period set out directly in the judgement that still applies? Money laundering or financing terrorism As defined in Article 1 of the European

Parliament and Council Directive 2005/60/EF of 26 October 2005 on preventive measures against the use of the financial system for money laundering and financing terrorism (EUT L 309 of 25.11.2005, p. 15).

Участие в престъпна организация: Is the tenderer himself or a person, who is a member of the tenderer's administration, management or supervisory body or has the competence to represent or control or make decisions in such bodies, at the time a legally convicted verdict of participation in a criminal organisation by a verdict handed down no more than five years ago, or a rejection period set out directly in the judgement that still applies? Participation in a criminal organisation as defined in Article 2 of the Council's framework decision 2008/841/RIA of 24 October 2008 on control of organised crime (EUT L 300 of 11.11.2008, p. 42)

Терористични престъпления или престъпления, които са свързани с терористични дейности: Is the tenderer himself or a person, who is a member of the tenderer's administration, management or supervisory body, or has the competence to represent or control or make decisions in such bodies, in the event a legal verdict has been convicted of acts of terrorism or criminal acts connected to terrorist activities by a verdict handed down no more than five years ago, or a rejection period set out directly in the judgement that still applies? Acts of terrorism or criminal acts relating to terrorist activity as defined in Article 1 and 3 of the Council's framework decision 2002/475/RIA of 13 June 2002 on combating terrorism (EFT L 164, of 22.6.2002, p. 3). This rejection reason also includes incitement to, participation or attempts to commit such actions as included in Article 4 in the mentioned framework decision.

Детски труд и други форми на трафик на хора: Is the tenderer himself or a person, who is a member of the tenderer's administration, management or supervisory body or has the competence to represent or control or make decisions in such bodies, in the event a legal verdict has been convicted of child labour and other forms of human trafficking by a verdict handed down no more than five years ago, or a rejection period determined directly in the judgement that still applies? Child labour and other forms of human trafficking as defined in Article 2 of the European Parliament and council directive 2011/36/EU of 5. 1 April 2011 on the prevention and control of human trafficking and the protection of its victims and for compensation of the Council's framework decision 2002/629/RIA (EUT L 101 of 15.4.2011, p. 1).

Нарушение на задължения в областта на екологичното право: Is the tenderer aware of breaches of environmental provisions as stated in national law, the relevant notice or procurement documents or Article 18 (2) of Directive 2014/24/EU.

Нарушение на задължения в областта на трудовото право: Is the tenderer aware of breaches of provisions on working conditions as stated in national law, the relevant notice or procurement documents or Article 18 (2) of Directive 2014/24/EU.

Нарушение на задължения в областта на социалното право: Is the tenderer aware of breaches of provisions on social conditions as stated in national law, the relevant notice or procurement documents or Article 18 (2) of Directive 2014/24/EU.

Споразумения с други икономически оператори за нарушаване на конкуренцията: Has the tenderer entered into agreement(s) with other tenderers with the intention of turning the competition?

Тежко професионално нарушение: Has the tenderer committed serious errors in professional practice? If relevant, see the definitions in national law, the relevant notice or procurement documents.

Неверни данни, укриване на информация, непредставяне на придружаващи документи или получаване на поверителна информация във връзка с процедурата: Have the tenderer: a) given grossly incorrect information when notifying the information required to verify that there is no basis for rejection, or of the qualification requirements being met, b) failed to

provide such information,c) subject to immediately submitting the supporting documents requested by the Contracting Authority, ord) improperly affecting the Contracting Authority's decision process to acquire confidential information that could give this an unlawful advantage in connection with competition, or negligently has given misleading information that can have a significant influence on decisions on rejection, selection or award?

Конфликт на интереси, свързан с участието в процедурата за възлагане на обществена поръчка: Are tenderers aware of a conflict of interest as stated in national law, the relevant notice or procurement documents?

Пряко или косвено участие в подготовката на процедурата за възлагане на обществена поръчка: Has the tenderer or an entity associated with the supplier advised the contracting authority or in another way been involved in the planning of the competition?

Предсрочно прекратяване на договор и налагане на обезщетения или други подобни санкции: Has the tenderer committed significant breaches of contract in connection with the fulfilment of a previous public contract, a previous contract with a public contracting authority or a previous concession contract, where the breach has led to the cancellation of the contract, compensation or other similar sanctions?

Неизпълнение на задълженията, установено на базата на специфични национални основания за изключване: The contracting authority shall state that in Norway there are national rejection reasons. These shall be described in the procurement documents.

Tenderers must respond to whether they are in one or more of the situations described in the national rejection reasons. Will the purely national rejection reasons, as stated in the relevant notice or in the procurement documents, apply?

Неизпълнение на задължение, свързано с плащането на социалноосигурителни вноски: Have tenderers failed to fulfil all their social security obligations in the country where they are established and in their member state, if this is a different country than what he is established in?

Неизпълнение на задължение, свързано с плащането на данъци: Has the tenderer not fulfilled his tax and duty obligations in the country in which he is established, and in the contracting authority's member state, if this is a different country than what he is established in?

Прекратена стопанска дейност: Specify why, under the mentioned circumstances, one is able to carry out the contract, considering the current national provisions and measures for continuing the business activities? It is not necessary to provide this information if rejection of tenderers made mandatory in accordance with the current national law without the possibility for exceptions.

Банкрут: Is the tenderer in a bankruptcy situation? Specify why, under the mentioned circumstances, one is able to carry out the contract, considering the current national provisions and measures for continuing the business activities? It is not necessary to provide this information if rejection of tenderers made mandatory in accordance with the current national law without the possibility for exceptions.

Споразумение с кредиторите: Is the supplier in a situation where he has been forced debt arrangement? Specify why, under the mentioned circumstances, one is able to carry out the contract, considering the current national provisions and measures for continuing the business activities? It is not necessary to provide this information if rejection of tenderers made mandatory in accordance with the current national law without the possibility for exceptions.

Неплатежоспособност: Is the tenderer in an insolvency situation? Specify why, under the mentioned circumstances, one is able to carry out the contract, considering the current national provisions and measures for continuing the business activities? It is not necessary to provide this information if rejection of tenderers made mandatory in accordance with the current national law without the possibility for exceptions.

Администриране на активите от ликвидатор: Specify why, under the mentioned circumstances, one is able to carry out the contract, considering the current national provisions and measures for continuing the business activities? It is not necessary to provide this information if rejection of tenderers made mandatory in accordance with the current national law without the possibility for exceptions.

Аналогична на несъстоятелност ситуация съгласно националното законодателство: Is the supplier in a situation where he has been forced debt arrangement? Specify why, under the mentioned circumstances, one is able to carry out the contract, considering the current national provisions and measures for continuing the business activities? It is not necessary to provide this information if rejection of tenderers made mandatory in accordance with the current national law without the possibility for exceptions.

5. Обособена позиция

5.1. Обособена позиция: LOT-0000

Заглавие: NRK 2026/327 Framework agreement Qualitative analyses

Описание: The aim of the procurement is to establish a framework agreement for qualitative insight services, including everything from recruitment to carrying out analyses. The contract shall support NRK's editorial and strategic development through traditional and innovative methods that adapt to a constantly changing media market. The procurement will be made in accordance with the Public Procurement Act dated 17 June 2016 no. 73 (LOA) and the public procurement regulations dated 12 August 2016 no. 974 (FOA) parts I and part III, as well as the provisions in this tender documentation. The contract will be awarded in accordance with the procedure open tender competition. It is emphasised that negotiations will not be allowed. Tenderers must therefore submit their best tender by the tender deadline.

Вътрешен идентификатор: 2026/327

5.1.1. Цел

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Услуги, свързани с провеждането на проучвания, 79311300 Услуги по анализ на

резултатите от анкетни проучвания, 79312000 Услуги по анализ на пазара, 79320000

Услуги по изследване на общественото мнение

5.1.2. Място на изпълнение

Държава: Норвегия

На всяко място в дадена държава

5.1.3. Очаквана продължителност

Срок: 48 Месеци

5.1.6. Обща информация

Запазено участие:

Участието не е запазено.

Проект за възлагане на обществена поръчка, който не е финансиран със средства от ЕС

Поръчката попада в приложното поле на Споразумението за държавните поръчки (СДП)

: не

Тази обществена поръчка е подходяща и за малки и средни предприятия (МСП): не

5.1.9. Критерии за подбор

Източници на критерии за избор: Документ за обществени поръчки

5.1.11. Документация за възлагане на обществена поръчка

Езици, на които документацията за обществената поръчка е официално достъпна: норвежки

Краен срок за искане на допълнителна информация: 01/06/2026 10:00:00 (UTC+00:00) западноевропейско време

Адрес на документацията за обществената поръчка: <https://permalink.mercell.com/280242115.aspx>

5.1.12. Условия за възлагане на обществена поръчка

Условия за подаване:

Електронно подаване: Задължително

Адрес за подаване: <https://permalink.mercell.com/280242115.aspx>

Езици, на които могат да се подават оферти или заявления за участие: норвежки

Електронен каталог: Забранено

Варианти: Забранено

Краен срок за получаване на оферти: 08/06/2026 10:00:00 (UTC+00:00) западноевропейско време

Продължителност, през която офертата трябва да остане валидна: 3 Месеци

Информация за обществената поръчка:

Дата на отваряне: 08/06/2026 10:00:00 (UTC+00:00) западноевропейско време

Условия на договора:

Изпълнението на договора трябва да се извършва в рамките на програми за създаване на защитени работни места: Не

Електронно фактуриране: Задължително

Ще се използва електронно поръчване: да

Ще се използва електронно плащане: да

5.1.15. Техники

Рамково споразумение:

Рамково споразумение без подновяване на състезателната процедура

Максимален брой участници: 4

Информация за динамичната система за покупки:

Няма динамична система за покупки

5.1.16. Допълнителна информация, медиация и преразглеждане (обжалване)

Организация, отговаряща за преразглеждането (обжалването): Oslo Tingrett

Информация за крайните срокове за преразглеждане: After the award decision, the contracting authority will maintain a waiting period of minimum 10 days before the contract is signed. Any appeals must be submitted by the end of the waiting period.

Организация, предоставяща повече информация за процедурите за преглед (обжалване): Norsk rikskringkasting AS

8. Организации

8.1. ORG-0001

Официално наименование: Norsk rikskringkasting AS

Регистрационен номер: 976390512

Пощенски адрес: Bjørnstjerne Bjørnsons plass 1

Град: OSLO

Пощенски код: 0340

Административно-териториална единица на държавата (NUTS): Oslo (NO081)

Държава: Норвегия

Звено за контакт: Konserninnkjøp - NRK AS

Електронна поща: eva.solberg@nrk.no

Телефон: +47 23047000

Факс: +47 23048958

Интернет адрес: <http://www.nrk.no/>

Роли на тази организация:

Купувач

Организация, предоставяща повече информация за процедурите за преглед (обжалване)

8.1. ORG-0002

Официално наименование: Oslo Tingrett

Регистрационен номер: 926 725 939

Град: Oslo

Пощенски код: 0125

Административно-териториална единица на държавата (NUTS): Oslo (NO081)

Държава: Норвегия

Роли на тази организация:

Организация, отговаряща за преразглеждането (обжалването)

Информация за обявлението

Идентификатор/версия на обявлението: bd941d46-5436-425b-805e-18bc8ba8cb7e - 01

Вид на формуляра: Състезателна процедура

Вид обявление: Обявление за поръчка или концесия – стандартен режим

Подвид на обявлението: 16

Дата на изпращане на известието: 04/05/2026 14:39:35 (UTC+00:00) западноевропейско време

Дата на изпращане на обявлението (електронен подател): 05/05/2026 05:41:11 (UTC+00:00) западноевропейско време

Езици, на които настоящото известие е официално достъпно: английски

Номер на публикуване на обявлението: 310254-2026

Номер на броя на ОВ S: 87/2026

Дата на публикуване: 06/05/2026