

310254-2026 - Zadávání

Norsko – Průzkum trhu – NRK 2026/327 Framework agreement Qualitative analyses

OJ S 87/2026 06/05/2026

Oznámení o zahájení zadávacího nebo koncesního řízení – standardní režim

Služby

1. Kupující

1.1. Kupující

Oficiální název: Norsk rikskringkasting AS

E-mail: eva.solberg@nrk.no

Právní forma kupujícího: Veřejnoprávní subjekt

Činnost veřejného zadavatele: Rekreační, kultura a náboženství

2. Řízení

2.1. Řízení

Název: NRK 2026/327 Framework agreement Qualitative analyses

Popis: 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.

Identifikátor řízení: bbefda53-f059-47d1-ac31-0db6e9cee0b9

Interní identifikátor: 2026/327

Typ řízení: Otevřené

Řízení se zrychlí: ne

Hlavní prvky řízení: 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. Účel

Charakter smlouvy: Služby

Hlavní klasifikace (cpv): 79310000 Průzkum trhu

Další klasifikace (cpv): 79311000 Průzkum služeb, 79311200 Realizace průzkumu, 79311300 Analýza průzkumu, 79312000 Testování trhu, 79320000 Průzkum veřejného mínění

2.1.2. Místo plnění

Země: Norsko

Kdekoli v dané zemi

2.1.4. Obecné informace

Právní základ:

Směrnice 2014/24/EU

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

2.1.6. Důvody pro vyloučení

Zdroje důvodů pro vyloučení: Jednotné evropské osvědčení pro veřejné zakázky (ESPD), Zadávací dokumentace, Oznámení

Korupce: 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.

Podvody: 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).

Praní peněz nebo financování terorismu: 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).

Účast na zločinném spolčení: 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)

Teroristické trestné činy nebo trestné činy spojené s teroristickými činnostmi: 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, af 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.

Dětská práce a jiné formy obchodování s lidmi: 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).

Porušení povinností vyplývajících z právních předpisů o ochraně životního prostředí: 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.

Porušení povinností vyplývajících z pracovněprávních předpisů: 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.

Porušení povinností vyplývajících ze sociálněprávních předpisů: 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.

Dohody s jinými hospodářskými subjekty, jejichž cílem je narušení hospodářské soutěže: Has the tenderer entered into agreement(s) with other tenderers with the intention of turning the competition?

Vážné profesní pochybení: Has the tenderer committed serious errors in professional practice? If relevant, see the definitions in national law, the relevant notice or procurement documents.

Zkreslení informací, zadržení informací, neschopnost poskytnout požadované podklady nebo získání důvěrných informací o tomto řízení: 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, or d) 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?

Střet zájmů související s účastí v zadávacím řízení: Are tenderers aware of a conflict of interest as stated in national law, the relevant notice or procurement documents?

Přímý nebo nepřímý podíl na přípravě tohoto zadávacího řízení: 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?

Předčasné ukončení, náhrada škody nebo jiné srovnatelné sankce: 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?

Porušení povinností stanovených v rámci čistě vnitrostátních důvodů pro vyloučení: 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?

Porušení povinností týkající se placení příspěvků na sociální zabezpečení: 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?

Porušení povinností týkající se placení daní: 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?

Obchodní činnost je pozastavena: 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.

Úpadek: 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.

Dohoda o vyrovnání s věřiteli: 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.

Platební neschopnost: 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.

Majetek spravuje likvidátor: 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.

Srovnatelná situace jako úpadek podle vnitrostátních právních předpisů: 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. Část

5.1. Část: LOT-0000

Název: NRK 2026/327 Framework agreement Qualitative analyses

Popis: 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.

Interní identifikátor: 2026/327

5.1.1. Účel

Charakter smlouvy: Služby

Hlavní klasifikace (cpv): 79310000 Průzkum trhu

Další klasifikace (cpv): 79311000 Průzkum služeb, 79311200 Realizace průzkumu, 79311300 Analýza průzkumu, 79312000 Testování trhu, 79320000 Průzkum veřejného mínění

5.1.2. Místo plnění

Země: Norsko

Kdekoli v dané zemi

5.1.3. Odhadovaná doba trvání

Doba trvání: 48 Měsíce

5.1.6. Obecné informace

Vyhrazená účast:

Účast není vyhrazena.

Projekt veřejných zakázek, který není financován z prostředků EU

Na zakázku se vztahuje Dohoda o vládních zakázkách: ne

Tato zakázka je vhodná i pro malé a střední podniky: ne

5.1.9. Kritéria pro výběr

Zdroje výběrových kritérií: Zadávací dokumentace

5.1.11. Zadávací dokumentace

Jazyky, v nichž je oficiálně k dispozici zadávací dokumentace: norština

Lhůta pro vyžádání dalších informací: 01/06/2026 10:00:00 (UTC+00:00) západoevropský čas

Adresa zadávací dokumentace: <https://permalink.mercell.com/280242115.aspx>

5.1.12. Podmínky zadávání zakázek

Podmínky podání:

Elektronické podání: Požadována

Adresa pro podání: <https://permalink.mercell.com/280242115.aspx>

Jazyky, v nichž lze podávat nabídky nebo žádosti o účast: norština

Elektronický katalog: Nepovolena

Varianty: Nepovolena

Lhůta pro doručení nabídek: 08/06/2026 10:00:00 (UTC+00:00) západoevropský čas

Doba, po kterou musí nabídka zůstat platná: 3 Měsíce

Informace o veřejném otvírání nabídek:

Datum otevření: 08/06/2026 10:00:00 (UTC+00:00) západoevropský čas

Smluvní podmínky:

Plnění zakázky musí být provedeno v rámci programů chráněného zaměstnání: Ne

Elektronická fakturace: Požadována

Bude použito elektronické objednávání: ano

Bude použita elektronická platba: ano

5.1.15. Techniky

Rámcová dohoda:

Rámcová dohoda bez obnovení soutěže

Maximální počet účastníků: 4

Informace o dynamickém nákupním systému:

Žádný dynamický nákupní systém

5.1.16. Další informace, mediace a přezkum

Organizace příslušná pro přezkum: Oslo Tingrett

Informace o lhůtách pro přezkum: 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.

Organizace poskytující další informace o podání návrhů na přezkum: Norsk rikskringkasting AS

8. Organizace

8.1. ORG-0001

Oficiální název: Norsk rikskringkasting AS

Registrační číslo: 976390512

Poštovní adresa: Bjørnstjerne Bjørnsons plass 1

Obec: OSLO

PSČ: 0340

Nižší územní jednotka země (NUTS): Oslo (NO081)

Země: Norsko

Kontaktní místo: Konsernininkjøp - NRK AS

E-mail: eva.solberg@nrk.no

Telefon: +47 23047000

Fax: +47 23048958

Internetová adresa: <http://www.nrk.no/>

Úlohy této organizace:

Kupující

Organizace poskytující další informace o podání návrhů na přezkum

8.1. ORG-0002

Oficiální název: Oslo Tingrett

Registrační číslo: 926 725 939

Obec: Oslo
PŠČ: 0125
Nižší územní jednotka země (NUTS): Oslo (NO081)
Země: Norsko
Úlohy této organizace:
Organizace příslušná pro přezkum

Oznámení - informace

Identifikátor oznámení/verze: bd941d46-5436-425b-805e-18bc8ba8cb7e - 01
Druh formuláře: Zadávání
Typ oznámení: Oznámení o zahájení zadávacího nebo koncesního řízení – standardní režim
Podtyp oznámení: 16
Datum odeslání oznámení: 04/05/2026 14:39:35 (UTC+00:00) západoevropský čas
Datum odeslání oznámení (eSender): 05/05/2026 05:41:11 (UTC+00:00) západoevropský čas
Jazyky, v nichž je toto oznámení oficiálně k dispozici: angličtina
Číslo zveřejnění oznámení: 310254-2026
Číslo vydání v řadě S Úř. věst.: 87/2026
Datum zveřejnění: 06/05/2026