

310254-2026 - Konkurrencevilkår

Norge – Markedsanalyse – NRK 2026/327 Framework agreement Qualitative analyses

OJ S 87/2026 06/05/2026

Udbuds- eller koncessionsbekendtgørelse – standardordningen

Tjenesteydelser

1. Køber

1.1. Køber

Officielt navn: Norsk rikskringkasting AS

E-mail: eva.solberg@nrk.no

Køberens retlige status: Offentligretligt organ

Den ordregivende myndigheds aktivitet: Fritid, kultur og religion

2. Procedure

2.1. Procedure

Titel: NRK 2026/327 Framework agreement Qualitative analyses

Beskrivelse: 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.

Identifikator for proceduren: bbefda53-f059-47d1-ac31-0db6e9cee0b9

Intern ID: 2026/327

Udbudsprocedure: Offentligt udbud

Proceduren er en hasteprocedure: nej

Hovedpunkterne i proceduren: 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. Formål

Kontraktens hovedformål: Tjenesteydelser

Primær klassifikation (cpv): 79310000 Markedsanalyse

Supplerende klassifikation (cpv): 79311000 Rundspørger, 79311200 Rundspørgetjenester, 79311300 Analyse af undersøgelse, 79312000 Afprøvning af markeder, 79320000 Offentlig meningsmåling

2.1.2. Udførelsessted

Land: Norge

Hvor som helst i det pågældende land

2.1.4. Generelle oplysninger

Retsgrundlag:

Direktiv 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. Udelukkelsesgrunde

Kilder til grundlag for udelukkelse: Fælles europæisk udbudsdokument (ESPD), Udbudsdokument, Bekendtgørelse

Korruption: 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.

Svig: 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).

Hvidvaskning af penge eller finansiering af terrorisme: 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).

Deltagelse i en kriminel organisation: 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)

Terrorhandler eller strafbare handler med forbindelse til terroraktivitet: 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.

Børnearbejde og andre former for menneskehandel: 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).

Tilsidesættelse af forpligtelser på miljølovgivningsområdet: 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.

Tilsidesættelse af forpligtelser på det arbejdsretlige område: 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.

Tilsidesættelse af forpligtelser på sociallovgivningsområdet: 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.

Aftaler med andre økonomiske aktører med henblik på konkurrencefordrejning: Has the tenderer entered into agreement(s) with other tenderers with the intention of turning the competition?

Alvorlige forsømmelser i forbindelse med udøvelsen af erhvervet: Has the tenderer committed serious errors in professional practice? If relevant, see the definitions in national law, the relevant notice or procurement documents.

Afgivelse af urigtige oplysninger, tilbageholdelse af oplysninger, ude af stand til at fremlægge de dokumenter, der anmodes om, eller indhentede fortrolige oplysninger i forbindelse med denne procedure: 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?

Interessekonflikt som følge af deltagelse i udbudsproceduren: Are tenderers aware of a conflict of interest as stated in national law, the relevant notice or procurement documents?

Direkte eller indirekte involvering i forberedelsen af denne udbudsprocedure: 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?

Ophævelse eller en lignende sanktion: 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?

Tilsidesættelse af forpligtelser i henhold til rent nationale udelukkelsesgrunde: 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?

Tilsidesættelse af forpligtelser vedrørende betaling af bidrag til sociale sikringsordninger: 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?

Tilsidesættelse af forpligtelser vedrørende betaling af skatter og afgifter: 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?

Erhvervsvirksomheden er indstillet: 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.

Konkurs: 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.

Tvangsakkord uden for konkurs: 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.

Insolvens: 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.

Aktiver, der administreres af en kurator: 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.

En situation, der svarer til konkurs i henhold til national ret: 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. Delkontrakt

5.1. Delkontrakt: LOT-0000

Titel: NRK 2026/327 Framework agreement Qualitative analyses

Beskrivelse: 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.

Intern ID: 2026/327

5.1.1. Formål

Kontraktens hovedformål: Tjenesteydelser

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5.1.2. Udførelsessted

Land: Norge

Hvor som helst i det pågældende land

5.1.3. Anslået varighed

Varighed: 48 Måneder

5.1.6. Generelle oplysninger

Reserveret deltagelse:

Deltagelse uden forbehold.

Indkøbsprojekt, der ikke finansieres med EU-midler

Udbuddet er omfattet af aftalen om offentlige udbud (GPA): nej

Dette udbud er også egnet for små og mellemstore virksomheder (SMV'er): nej

5.1.9. Udvalgelseskriterier

Kilder til udvalgelseskriterier: Udbudsdokument

5.1.11. Tilbudsdokumenter

Sprog, som udbudsdokumenterne er officielt tilgængelige på: norsk

Frist for anmodning om yderligere oplysninger: 01/06/2026 10:00:00 (UTC+00:00)

vesteuropæisk tid, GMT

Adresse på udbudsdokumenterne: <https://permalink.mercell.com/280242115.aspx>

5.1.12. Tilbudsvilkår

Vilkår for indgivelse:

Elektronisk indgivelse: Påkrævet

Indgivelsesadresse: <https://permalink.mercell.com/280242115.aspx>

Sprog, som tilbud og ansøgninger om deltagelse kan indgives på: norsk

Elektronisk katalog: Ikke tilladt

Alternative tilbud: Ikke tilladt

Frist for modtagelse af tilbud: 08/06/2026 10:00:00 (UTC+00:00) vesteuropæisk tid, GMT

Varighed, hvor tilbuddet skal forblive gyldigt: 3 Måneder

Oplysninger om offentlig iværksættelse:

Åbningsdato: 08/06/2026 10:00:00 (UTC+00:00) vesteuropæisk tid, GMT

Betingelser for kontraktens udførelse:

Udførelsen af kontrakten skal ske inden for rammerne af programmer for beskyttet beskæftigelse: Nej

Elektronisk fakturering: Påkrævet

Der vil blive anvendt elektronisk bestilling: ja

Der vil blive anvendt elektronisk betaling: ja

5.1.15. Teknikker

Rammeaftale:

Rammeaftale uden fornyet iværksættelse af konkurrence

Det maksimale antal deltagere: 4

Oplysninger om det dynamiske indkøbssystem:

Intet dynamisk indkøbssystem

5.1.16. Yderligere oplysninger, mægling og gennemgang

Organisation med ansvar for klager: Oslo Tingrett

Oplysninger om klagefrister: 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.

Organisation, der leverer yderligere oplysninger om klageprocedurerne: Norsk rikskringkasting AS

8. Organisationer

8.1. ORG-0001

Officielt navn: Norsk rikskringkasting AS

Registreringsnummer: 976390512

Postadresse: Bjørnstjerne Bjørnsons plass 1

By: OSLO

Postnummer: 0340

Landsdel (NUTS): Oslo (NO081)

Land: Norge

Enhed: Konserninnekjøp - NRK AS

E-mail: eva.solberg@nrk.no

Telefon: +47 23047000

Fax: +47 23048958

Internetadresse: <http://www.nrk.no/>

Denne organisations roller:

Køber

Organisation, der leverer yderligere oplysninger om klageprocedurerne

8.1. **ORG-0002**

Officielt navn: Oslo Tingrett

Registreringsnummer: 926 725 939

By: Oslo

Postnummer: 0125

Landsdel (NUTS): Oslo (NO081)

Land: Norge

Denne organisations roller:

Organisation med ansvar for klager

Oplysninger om bekendtgørelsen

Bekendtgørelsens ID: bd941d46-5436-425b-805e-18bc8ba8cb7e - 01

Formulartype: Konkurrencevilkår

Bekendtgørelsestype: Udbuds- eller koncessionsbekendtgørelse – standardordningen

Bekendtgørelsesundertype: 16

Afsendelsesdato for bekendtgørelsen: 04/05/2026 14:39:35 (UTC+00:00) vesteuropæisk tid, GMT

Dato for afsendelse af bekendtgørelsen (eSender): 05/05/2026 05:41:11 (UTC+00:00) vesteuropæisk tid, GMT

Bekendtgørelsens officielle sprog: engelsk

Bekendtgørelsesnummer: 310254-2026

EUT-S-nummer: 87/2026

Offentliggørelsesdato: 06/05/2026