

310254-2026 - Wettbewerb

Norwegen – Marktforschung – NRK 2026/327 Framework agreement Qualitative analyses

OJ S 87/2026 06/05/2026

Auftrags- oder Konzessionsbekanntmachung – Standardregelung

Dienstleistungen

1. Beschaffer

1.1. Beschaffer

Offizielle Bezeichnung: Norsk rikskringkasting AS

E-Mail: eva.solberg@nrk.no

Rechtsform des Erwerbers: Einrichtung des öffentlichen Rechts

Tätigkeit des öffentlichen Auftraggebers: Freizeit, Sport, Kultur und Religion

2. Verfahren

2.1. Verfahren

Titel: NRK 2026/327 Framework agreement Qualitative analyses

Beschreibung: 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.

Kennung des Verfahrens: bbefda53-f059-47d1-ac31-0db6e9cee0b9

Interne Kennung: 2026/327

Verfahrensart: Offenes Verfahren

Das Verfahren wird beschleunigt: nein

Zentrale Elemente des Verfahrens: 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. Zweck

Art des Auftrags: Dienstleistungen

Haupteinstufung (cpv): 79310000 Marktforschung

Zusätzliche Einstufung (cpv): 79311000 Umfragen, 79311200 Durchführung von Umfragen, 79311300 Umfragenanalyse, 79312000 Markttests, 79320000 Meinungsumfragen

2.1.2. Erfüllungsort

Land: Norwegen

Ort im betreffenden Land

2.1.4. Allgemeine Informationen

Rechtsgrundlage:

Richtlinie 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. Ausschlussgründe

Quellen der Ausschlussgründe: Einheitliche Europäische Eigenerklärung (EEE), Auftragsunterlagen, Bekanntmachung

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.

Betrug: 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).

Geldwäsche oder Terrorismusfinanzierung: 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).

Beteiligung an einer kriminellen Vereinigung: 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)

Terroristische Straftaten oder Straftaten im Zusammenhang mit terroristischen Aktivitäten: 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.

Kinderarbeit und andere Formen des Menschenhandels: 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).

Verstoß gegen umweltrechtliche Verpflichtungen: 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.

Verstoß gegen arbeitsrechtliche Verpflichtungen: 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.

Verstoß gegen sozialrechtliche Verpflichtungen: 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.

Vereinbarungen mit anderen Wirtschaftsteilnehmern zur Verzerrung des Wettbewerbs: Has the tenderer entered into agreement(s) with other tenderers with the intention of turning the competition?

Schwerwiegendes berufliches Fehlverhalten: Has the tenderer committed serious errors in professional practice? If relevant, see the definitions in national law, the relevant notice or procurement documents.

Täuschung, Zurückhaltung von Informationen, Unfähigkeit zur Vorlage erforderlicher

Unterlagen oder Erlangung vertraulicher Informationen zu dem Verfahren: 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?

Interessenkonflikt aufgrund seiner Teilnahme an dem Vergabeverfahren: Are tenderers aware of a conflict of interest as stated in national law, the relevant notice or procurement documents?

Direkte oder indirekte Beteiligung an der Vorbereitung des Vergabeverfahrens: 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?

Vorzeitige Beendigung, Schadensersatz oder andere vergleichbare Sanktionen: 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?

Verstoß gegen die in den rein innerstaatlichen Ausschlussgründen verankerten Verpflichtungen: 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?

Verstoß gegen die Verpflichtung zur Entrichtung von Sozialversicherungsbeiträgen: 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?

Verstoß gegen die Verpflichtung zur Entrichtung von Steuern: 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?

Einstellung der gewerblichen Tätigkeit: 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.

Vergleichsverfahren: 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.

Zahlungsunfähigkeit: 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.

Verwaltung der Vermögenswerte durch einen Insolvenzverwalter: 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.

Der Zahlungsunfähigkeit vergleichbare Lage gemäß nationaler Rechtsvorschriften: 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. Los

5.1. Los: LOT-0000

Titel: NRK 2026/327 Framework agreement Qualitative analyses

Beschreibung: 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.

Interne Kennung: 2026/327

5.1.1. Zweck

Art des Auftrags: Dienstleistungen

Haupteinstufung (cpv): 79310000 Marktforschung

Zusätzliche Einstufung (cpv): 79311000 Umfragen, 79311200 Durchführung von Umfragen, 79311300 Umfragenanalyse, 79312000 Markttests, 79320000 Meinungsumfragen

5.1.2. Erfüllungsort

Land: Norwegen

Ort im betreffenden Land

5.1.3. Geschätzte Dauer

Laufzeit: 48 Monate

5.1.6. Allgemeine Informationen

Vorbehaltene Teilnahme:

Teilnahme ist nicht vorbehalten.

Auftragsvergabeprojekt nicht aus EU-Mitteln finanziert

Die Beschaffung fällt unter das Übereinkommen über das öffentliche Beschaffungswesen: nein

Diese Auftragsvergabe ist auch für kleine und mittlere Unternehmen (KMU) geeignet: nein

5.1.9. Eignungskriterien

Quellen der Auswahlkriterien: Auftragsunterlagen

5.1.11. Auftragsunterlagen

Sprachen, in denen die Auftragsunterlagen offiziell verfügbar sind: Norwegisch

Frist für die Anforderung zusätzlicher Informationen: 01/06/2026 10:00:00 (UTC+00:00)

Westeuropäische Zeit, GMT

Internetadresse der Auftragsunterlagen: <https://permalink.mercell.com/280242115.aspx>

5.1.12. Bedingungen für die Auftragsvergabe

Bedingungen für die Einreichung:

Elektronische Einreichung: Erforderlich

Adresse für die Einreichung: <https://permalink.mercell.com/280242115.aspx>

Sprachen, in denen Angebote oder Teilnahmeanträge eingereicht werden können: Norwegisch

Elektronischer Katalog: Nicht zulässig

Varianten: Nicht zulässig

Frist für den Eingang der Angebote: 08/06/2026 10:00:00 (UTC+00:00) Westeuropäische Zeit, GMT

Dauer, während der das Angebot gültig bleiben muss: 3 Monate

Informationen über die öffentliche Angebotsöffnung:

Eröffnungstermin: 08/06/2026 10:00:00 (UTC+00:00) Westeuropäische Zeit, GMT

Auftragsbedingungen:

Die Auftragsausführung muss im Rahmen von Programmen für geschützte

Beschäftigungsverhältnisse erfolgen: Nein

Elektronische Rechnungsstellung: Erforderlich

Aufträge werden elektronisch erteilt: ja

Zahlungen werden elektronisch geleistet: ja

5.1.15. Techniken

Rahmenvereinbarung:

Rahmenvereinbarung ohne erneuten Aufruf zum Wettbewerb

Höchstzahl der Teilnehmer: 4

Informationen über das dynamische Beschaffungssystem:

Kein dynamisches Beschaffungssystem

5.1.16. Weitere Informationen, Schlichtung und Nachprüfung

Überprüfungsstelle: Oslo Tingrett

Informationen über die Überprüfungsfristen: 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, die weitere Informationen für die Nachprüfungsverfahren bereitstellt: Norsk rikskringkasting AS

8. Organisationen

8.1. ORG-0001

Offizielle Bezeichnung: Norsk rikskringkasting AS

Registrierungsnummer: 976390512

Postanschrift: Bjørnstjerne Bjørnsons plass 1

Stadt: OSLO

Postleitzahl: 0340

Land, Gliederung (NUTS): Oslo (NO081)

Land: Norwegen

Kontaktperson: Konserninnkjøp - NRK AS

E-Mail: eva.solberg@nrk.no

Telefon: +47 23047000

Fax: +47 23048958

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

Rollen dieser Organisation:

Beschaffer

Organisation, die weitere Informationen für die Nachprüfungsverfahren bereitstellt

8.1. ORG-0002

Offizielle Bezeichnung: Oslo Tingrett

Registrierungsnummer: 926 725 939

Stadt: Oslo

Postleitzahl: 0125

Land, Gliederung (NUTS): Oslo (NO081)

Land: Norwegen

Rollen dieser Organisation:

Überprüfungsstelle

Informationen zur Bekanntmachung

Kennung/Fassung der Bekanntmachung: bd941d46-5436-425b-805e-18bc8ba8cb7e - 01

Formulartyp: Wettbewerb

Art der Bekanntmachung: Auftrags- oder Konzessionsbekanntmachung – Standardregelung

Unterart der Bekanntmachung: 16

Datum der Übermittlung der Bekanntmachung: 04/05/2026 14:39:35 (UTC+00:00)

Westeuropäische Zeit, GMT

Bekanntmachung — eSender-Übermittlungsdatum: 05/05/2026 05:41:11 (UTC+00:00)

Westeuropäische Zeit, GMT

Sprachen, in denen diese Bekanntmachung offiziell verfügbar ist: Englisch

Veröffentlichungsnummer der Bekanntmachung: 310254-2026

ABl. S – Nummer der Ausgabe: 87/2026

Datum der Veröffentlichung: 06/05/2026