

**Norway-Oslo: Market research services**  
**OJ S 96/2020 18/05/2020**  
**Contract notice**  
**Services**

**Legal Basis:**

Directive 2014/24/EU

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**Section I: Contracting authority**

**I.1. Name and addresses**

Official name: Norsk Filminstitutt

National registration number: 892 211 442

Postal address: Filmens Hus Dronningens gate 16

Town: Oslo

NUTS code: NO011 Oslo

Postal code: 0152

Country: Norway

Contact person: Johannes Bennetzen

E-mail: [Johannes.Bennetzen@nfi.no](mailto:Johannes.Bennetzen@nfi.no)

Telephone: +47 40431980

**Internet address(es):**

Main address: <http://nfi.no>

Address of the buyer profile: <https://eu.eu-supply.com/ctm/Company/CompanyInformation/Index/400517>

**I.3. Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at: [http://eu.eu-supply.com/app/rfq/rwlenrance\\_s.asp?PID=270172&B=DFO](http://eu.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=270172&B=DFO)

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: [http://eu.eu-supply.com/app/rfq/rwlenrance\\_s.asp?PID=270172&B=DFO](http://eu.eu-supply.com/app/rfq/rwlenrance_s.asp?PID=270172&B=DFO)

Tenders or requests to participate must be submitted to the abovementioned address

**I.4. Type of the contracting authority**

Ministry or any other national or federal authority, including their regional or local subdivisions

**I.5. Main activity**

General public services

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**Section II: Object**

**II.1. Scope of the procurement**

**II.1.1. Title**

Public Survey

Reference number: 20/01134

**II.1.2. Main CPV code**

79310000 Market research services

### **II.1.3. Type of contract**

Services

### **II.1.4. Short description**

NFI will conduct a new public survey in 2020. The new survey will give representative knowledge on the public's:

- patterns of use and viewing habits regarding the platform (cinema, streaming, digital rent and linear TV), frequency, time and whether they watch films alone/with others;
- type of content the population is interested in/chooses to watch; connected to format (series, documents, films, local vs global content, duration/length, etc.);
- the population's experience of relevance and representativeness; whether a film is engaging, affects and entertains, contributes to recognition and a sense of belonging;
- spread, whether Norwegian films reach all parts of the population and to what degree Norwegian and foreign films are seen as relevant in the population.

### **II.1.5. Estimated total value**

### **II.1.6. Information about lots**

This contract is divided into lots: no

## **II.2. Description**

### **II.2.2. Additional CPV code(s)**

72316000 Data analysis services, 79300000 Market and economic research; polling and statistics, 79311200 Survey conduction services, 79320000 Public-opinion polling services, 79342310 Customer survey services

### **II.2.3. Place of performance**

NUTS code: NO Norge

### **II.2.4. Description of the procurement**

Norsk film policy must be based on knowledge. NFI is the government's advisory body in the film sector and administers policies for development, production, launching and communication. So that NFI can carry out this role in a good way, we need increased insight into the public's pattern of use and viewing habits, as well as their experience of films' relevance and representativity. This knowledge is important for NFI's own management and for the advice that is given to the Ministry of Culture, the industry and other decision makers. NFI will, thus, conduct a new public survey in 2020. The new survey will give representative knowledge on the public's:

- patterns of use and viewing habits regarding the platform (cinema, streaming, digital rent and linear TV), frequency, time and whether they watch films alone/with others;
- type of content the population is interested in/chooses to watch; connected to format (series, documents, films, local vs global content, duration/length, etc.);
- the population's experience of relevance and representativeness; whether a film is engaging, affects and entertains, contributes to recognition and a sense of belonging;
- spread, whether Norwegian films reach all parts of the population and to what degree Norwegian and foreign films are seen as relevant in the population.

### **II.2.5. Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.6. Estimated value**

### **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Start: 03/08/2020 End: 31/12/2020

This contract is subject to renewal: yes

Description of renewals:

The contracting authority will have an option for an annual contract extension for 3 years after 31 December 20, so that the contractual relationship will end at the latest 31 December 2023.

### **II.2.10. Information about variants**

Variants will be accepted: no

### **II.2.11. Information about options**

Options: yes

Description of options:

The contracting authority will have an option for an annual contract extension for three years after 31 December 20, so that the contractual relationship will end at the latest 31 December 2023.

### **II.2.13. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
no

### **II.2.14. Additional information**

## **Section III: Legal, economic, financial and technical information**

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### **III.1. Conditions for participation**

#### **III.1.1. Suitability to pursue the professional activity, including requirements relating to enrolment on professional or trade registers**

List and brief description of conditions:

See the tender documentation.

#### **III.1.2. Economic and financial standing**

List and brief description of selection criteria:

Tenderers must be registered in a company register, professional register or a trade register in the country where the tenderer is established.

#### **III.1.3. Technical and professional ability**

List and brief description of selection criteria:

See the tender documentation.

### **III.2. Conditions related to the contract**

#### **III.2.3. Information about staff responsible for the performance of the contract**

Obligation to indicate the names and professional qualifications of the staff assigned to performing the contract

## **Section IV: Procedure**

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### **IV.1. Description**

#### **IV.1.1. Type of procedure**

Open procedure

**IV.1.3. Information about a framework agreement or a dynamic purchasing system**

**IV.1.8. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: yes

**IV.2. Administrative information**

**IV.2.2. Time limit for receipt of tenders or requests to participate**

Date: 10/06/2020 Local time: 23:59

**IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

**IV.2.4. Languages in which tenders or requests to participate may be submitted**

Norwegian

**IV.2.6. Minimum time frame during which the tenderer must maintain the tender**

Tender must be valid until: 03/08/2020

**IV.2.7. Conditions for opening of tenders**

Date: 11/06/2020 Local time: 12:00

**Section VI: Complementary information**

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**VI.1. Information about recurrence**

This is a recurrent procurement: no

**VI.2. Information about electronic workflows**

Electronic invoicing will be accepted

**VI.3. Additional information**

**VI.4. Procedures for review**

**VI.4.1. Review body**

Official name: Oslo Tingrett

Town: Oslo

Postal code: 0164

Country: Norway

**VI.5. Date of dispatch of this notice**

14/05/2020