

Norway-Oslo: Market research services
OJ S 131/2020 09/07/2020
Contract award notice
Services

Legal Basis:

Directive 2014/24/EU

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

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.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

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.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 870 000,00 NOK

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

Quality criterion - Name: Experience / Weighting: 30

Quality criterion - Name: Quality / Weighting: 40

Price - Weighting: 30

II.2.11. Information about options

Options: yes

Description of options:

The contracting authority will have an option for an annual contract extension for 3 years after 31 December 2020, 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 IV: Procedure

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.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2020/S 096-230622](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

The contracting authority will not award any further contracts based on the above prior information notice

Section V: Award of contract

Contract No: 1

Title:

Public Survey

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

03/07/2020

V.2.2. Information about tenders

Number of tenders received: 7

Number of tenders received by electronic means: 7

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Kantar

National registration number: 924 319 623

Postal address: Kirkegata 20

Town: Oslo

NUTS code: NO011 Oslo

Postal code: 0103

Country: Norway

E-mail: roar.hind@kantar.com

Telephone: +47 91111600

Internet address: <http://www.tns-gallup.no/>

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Total value of the contract/lot: 870 000,00 NOK

V.2.5. Information about subcontracting

Section VI: Complementary information

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

06/07/2020