

310254-2026 - Hange

Norra – Turu-uuringu teenused – NRK 2026/327 Framework agreement Qualitative analyses

OJ S 87/2026 06/05/2026

Hanketeade või kontsessiooniteade – üldkord

Teenused

1. Hankija

1.1. Hankija

Ametlik nimi: Norsk rikskringkasting AS

E-posti aadress: eva.solberg@nrk.no

Hankija õiguslik vorm: Avalik-õiguslik isik

Hankija tegevus: Vaba aeg, kultuur ja religioon

2. Menetlus

2.1. Menetlus

Pealkiri: NRK 2026/327 Framework agreement Qualitative analyses

Kirjeldus: 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.

Menetluse tunnus: bbefda53-f059-47d1-ac31-0db6e9cee0b9

Sisemine tunnus: 2026/327

Menetluse liik: Avatud

Kiirendatud menetlus: ei

Menetluskorra kirjeldus: 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. Eesmärk

Lepingu olemus: Teenused

Peamine liigitus (cpv): 79310000 Turu-uuringu teenused

Täiendav liigitus (cpv): 79311000 Turu-uuringud, 79311200 Uuringute läbiviimise teenused, 79311300 Uuringu analüüsiteenused, 79312000 Turutestimisteenused, 79320000 Avaliku arvamuse uuringud

2.1.2. Lepingu täitmise koht

Riik: Norra

Kõikjal asjaomases riigis

2.1.4. Üldine teave

Õiguslik alus:

Direktiiv 2014/24/EL

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

2.1.6. Kõrvaldamise alused

Väljajätmise aluste allikad: Euroopa ühtne hankedokument (ESPD), Hankedokument, Teade
Korrupsioon: 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.

Pettus: 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).

Rahapesu või terrorismi rahastamine: 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).

Kuritegelikus ühenduses osalemine: 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)

Terroriakti toimepanek või terroristliku tegevusega seotud õigusrikkumised: 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.

Laste tööjõu kasutamine ja muud inimkaubanduse vormid: 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).

Keskkonnaõiguse valdkonnas kohaldatavate kohustuste täitmata jätmine: 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.

Tööõiguse valdkonnas kohaldatavate kohustuste täitmata jätmine: 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.

Sotsiaalõiguse valdkonnas kohaldatavate kohustuste täitmata jätmine: 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.

Konkurentsi moonutamise eesmärgil teiste ettevõtjatega sõlmitud kokkulepped: Has the tenderer entered into agreement(s) with other tenderers with the intention of turning the competition?

Tõsine ametialane rikkumine: Has the tenderer committed serious errors in professional practice? If relevant, see the definitions in national law, the relevant notice or procurement documents.

Valeandmete esitamine, teabe esitamata jätmine, suutmatuse nõutud dokumente esitada või selle menetluse kohta konfidentsiaalse teabe saamine: 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?

Hankemenetluses osalemisega kaasnev huvide konflikt: Are tenderers aware of a conflict of interest as stated in national law, the relevant notice or procurement documents?

Otsene või kaude osalemine käesoleva hankemenetluse ettevalmistamisel: 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?

Ennetähtaegne lõpetamine, kahjutasu või võrreldavad sanktsioonid: 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?

Ainult siseriiklikest kõrvalejätmise alustest tulenevate kohustuste rikkumine: 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?

Sotsiaalkindlustusmaksete tasumise kohustuse rikkumine: 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?

Maksude tasumise kohustuse rikkumine: 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?

Äritegevus on peatatud: 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.

Pankrot: 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.

Kokkulepe võlausaldajatega: 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.

Maksejõuetus: 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.

Vara haldab likvideerija: 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.

Siseriikliku õiguse kohane samalaadne olukord, näiteks pankrot: 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. Osa

5.1. Osa: LOT-0000

Pealkiri: NRK 2026/327 Framework agreement Qualitative analyses

Kirjeldus: 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.

Sisemine tunnus: 2026/327

5.1.1. Eesmärk

Lepingu olemus: Teenused

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5.1.2. Lepingu täitmise koht

Riik: Norra

Kõikjal asjaomases riigis

5.1.3. Eeldatav kestus

Kestus: 48 Kuud

5.1.6. Üldine teave

Reserveeritud osalemine:

Osalemine ei ole reserveeritud.

Hankeprojekt, mida ei rahastata ELi vahenditest

Hanke suhtes kohaldatakse riigihankelepingut (GPA): ei

See hange sobib ka väikestele ja keskmise suurusega ettevõtjatele (VKEd): ei

5.1.9. Kvalifitseerimistingimused

Valikukriteeriumide allikad: Hankedokument

5.1.11. Hankedokumendid

Keeled, milles hankedokumendid on ametlikult kättesaadavad: norra keel

Lisateabe taotlemise tähtaeg: 01/06/2026 10:00:00 (UTC+00:00) Lääne-Euroopa aeg, Greenwichi aeg

Hankedokumentide aadress: <https://permalink.mercell.com/280242115.aspx>

5.1.12. Hanke tingimused

Esitamise tingimused:

Elektrooniline esitamine: Nõutav

Esitamise aadress: <https://permalink.mercell.com/280242115.aspx>

Keeled, milles võib pakkumusi või osalemistaotlusi esitada: norra keel

Elektrooniline kataloog: Ei ole lubatud

Variandid: Ei ole lubatud

Pakkumuste esitamise tähtaeg: 08/06/2026 10:00:00 (UTC+00:00) Lääne-Euroopa aeg, Greenwichi aeg

Periood, mille jooksul pakkumus peab jääma kehtivaks: 3 Kuud

Teave avaliku avamise kohta:

Avamise kuupäev: 08/06/2026 10:00:00 (UTC+00:00) Lääne-Euroopa aeg, Greenwichi aeg

Lepingutingimused:

Lepingu täitmine peab toimuma kaitstud tööhõive programmide raames: Ei

E-arveldamine: Nõutav

Kasutatakse elektroonilisi tellimusi: jah

Kasutatakse elektroonilisi makseid: jah

5.1.15. Vahendid

Raamleping:

Raamleping ilmaminikonkursita

Osalejate maksimaalne arv: 4

Teave dunaamilise hankesüsteemi kohta:

Ei kohaldata dunaamilist hankesüsteemi

5.1.16. Lisateave, lepitus ja vaidlustus

Vaidlustusorgan: Oslo Tingrett

Teave vaidlustamise tähtaegade kohta: 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.

Organisatsioon, mis annab lisateavet vaidlustamise kohta: Norsk rikskringkasting AS

8. Organisatsioonid

8.1. ORG-0001

Ametlik nimi: Norsk rikskringkasting AS

Registreerimisnumber: 976390512

Postiaadress: Bjørnstjerne Bjørnsons plass 1

Linn: OSLO

Sihtnumber: 0340

Riik – jaotus (NUTS): Oslo (NO081)

Riik: Norra

Kontaktpunkt: Konserninnekjøp - NRK AS

E-posti aadress: eva.solberg@nrk.no

Telefon: +47 23047000

Faks: +47 23048958

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

Selle organisatsiooni rollid:

Hankija

Organisatsioon, mis annab lisateavet vaidlustamise kohta

8.1. ORG-0002

Ametlik nimi: Oslo Tingrett

Registreerimisnumber: 926 725 939

Linn: Oslo

Sihtnumber: 0125

Riik – jaotus (NUTS): Oslo (NO081)

Riik: Norra

Selle organisatsiooni rollid:

Vaidlustusorgan

Teave teate kohta

Teate tunnus/version: bd941d46-5436-425b-805e-18bc8ba8cb7e - 01

Vormi liik: Hange

Teate liik: Hanketeade või kontsessiooniteade – üldkord

Teate alaliik: 16

Teate saatmise kuupäev: 04/05/2026 14:39:35 (UTC+00:00) Lääne-Euroopa aeg, Greenwichi aeg

Teate saatmise kuupäev (eSender): 05/05/2026 05:41:11 (UTC+00:00) Lääne-Euroopa aeg, Greenwichi aeg

Keeled, milles käesolev teade on ametlikult kättesaadav: inglise keel

Teate avaldamise number: 310254-2026

ELT S väljaande number: 87/2026

Avaldamise kuupäev: 06/05/2026