

310254-2026 - Mise en concurrence

Norvège – Services d'études de marchés – NRK 2026/327 Framework agreement Qualitative analyses

OJ S 87/2026 06/05/2026

Avis de marché ou de concession – régime ordinaire

Services

1. Acheteur

1.1. Acheteur

Nom officiel: Norsk rikskringkasting AS

Adresse électronique: eva.solberg@nrk.no

Forme juridique de l'acheteur: Organisme de droit public

Activité du pouvoir adjudicateur: Loisirs, culture et culte

2. Procédure

2.1. Procédure

Titre: NRK 2026/327 Framework agreement Qualitative analyses

Description: 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.

Identifiant de la procédure: bbefda53-f059-47d1-ac31-0db6e9cee0b9

Identifiant interne: 2026/327

Type de procédure: Ouverte

La procédure est accélérée: non

Principales caractéristiques de la procédure et informations sur l'endroit où obtenir les règles complètes applicables à la procédure: 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. Objet

Nature principale du marché: Services

Nomenclature principale (cpv): 79310000 Services d'études de marchés

Nomenclature complémentaire (cpv): 79311000 Services d'études, 79311200 Services de réalisation d'enquêtes, 79311300 Services d'analyses d'enquêtes, 79312000 Services de test de marché, 79320000 Services de sondages d'opinion

2.1.2. Lieu d'exécution

Pays: Norvège

N'importe où dans le pays donné

2.1.4. Informations générales

Base juridique:

Directive 2014/24/UE

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

2.1.6. Motifs d'exclusion

Sources des motifs d'exclusion: Document unique de marché européen (DUME), Document de marché, Avis

Corruption: 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.

Fraude: 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).

Blanchiment de capitaux ou financement du 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).

Participation à une organisation criminelle: 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)

Infractions terroristes ou infractions liées aux activités terroristes: 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.

Travail des enfants et autres formes de traite des êtres humains: 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).

Manquement aux obligations dans le domaine du droit environnemental: 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.

Manquement aux obligations dans le domaine du droit du travail: 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.

Manquement aux obligations dans le domaine du droit social: 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.

Accords avec d'autres opérateurs économiques en vue de fausser la concurrence: Has the tenderer entered into agreement(s) with other tenderers with the intention of turning the competition?

Faute professionnelle grave: Has the tenderer committed serious errors in professional practice? If relevant, see the definitions in national law, the relevant notice or procurement documents.

Fausse déclarations, dissimulation d'informations, incapacité de présenter les documents requis ou obtention d'informations confidentielles sur cette procédure: 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?

Conflit d'intérêt créé par sa participation à la procédure de passation de marché: Are tenderers aware of a conflict of interest as stated in national law, the relevant notice or procurement documents?

Association directe ou indirecte à la préparation de cette procédure de passation de marché: 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?

Résiliation, dommages et intérêts ou autres sanctions comparables: 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?

Manquement à des obligations liées à des motifs d'exclusion purement nationaux: 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?

Manquement à l'obligation relative au paiement de cotisations de sécurité sociale: 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?

Manquement à l'obligation relative au paiement d'impôts et taxes: 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?

État de cessation d'activités: 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.

Faillite: 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.

Concordat: 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.

Insolvabilité: 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.

Biens administrés par un liquidateur: 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.

Situation analogue à la faillite prévue dans la législation nationale: 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. Lot

5.1. Lot: LOT-0000

Titre: NRK 2026/327 Framework agreement Qualitative analyses

Description: 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.

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5.1.1. Objet

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5.1.2. Lieu d'exécution

Pays: Norvège

N'importe où dans le pays donné

5.1.3. Durée estimée

Durée: 48 Mois

5.1.6. Informations générales

Participation réservée:

La participation n'est pas réservée.

Projet de passation de marché non financé par des fonds de l'UE

Le marché relève de l'accord sur les marchés publics (AMP): non

Le marché en question convient aussi aux petites et moyennes entreprises (PME): non

5.1.9. Critères de sélection

Sources des critères de sélection: Document de marché

5.1.11. Documents de marché

Langues dans lesquelles les documents de marché sont officiellement disponibles: norvégien
Date limite de demande d'informations complémentaires: 01/06/2026 10:00:00 (UTC+00:00)
Heure de l'Europe occidentale, GMT
Adresse des documents de marché: <https://permalink.mercell.com/280242115.aspx>

5.1.12. Conditions du marché public

Conditions de soumission:

Soumission par voie électronique: Requise

Adresse de soumission: <https://permalink.mercell.com/280242115.aspx>

Langues dans lesquelles les offres ou demandes de participation/candidatures peuvent être présentées: norvégien

Catalogue électronique: Non autorisée

Variantes: Non autorisée

Date limite de réception des offres: 08/06/2026 10:00:00 (UTC+00:00) Heure de l'Europe occidentale, GMT

Durée de validité des offres: 3 Mois

Informations relatives à l'ouverture publique:

Date d'ouverture: 08/06/2026 10:00:00 (UTC+00:00) Heure de l'Europe occidentale, GMT

Conditions du marché:

Le contrat doit être exécuté dans le cadre de programmes d'emplois protégés: Non

Facturation électronique: Requise

La commande en ligne sera utilisée: oui

Le paiement électronique sera utilisé: oui

5.1.15. Techniques

Accord-cadre:

Accord-cadre, sans remise en concurrence

Nombre maximal de candidats: 4

Informations sur le système d'acquisition dynamique:

Pas de système d'acquisition dynamique

5.1.16. Informations complémentaires, médiation et recours

Organisation chargée des procédures de recours: Oslo Tingrett

Description des délais d'introduction des procédures de recours: 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 qui fournit des précisions concernant l'introduction des recours: Norsk rikskringkasting AS

8. Organisations

8.1. ORG-0001

Nom officiel: Norsk rikskringkasting AS

Numéro d'enregistrement: 976390512

Adresse postale: Bjørnstjerne Bjørnsons plass 1

Ville: OSLO

Code postal: 0340

Subdivision pays (NUTS): Oslo (NO081)

Pays: Norvège

Point de contact: Konserninnekjøp - NRK AS

Adresse électronique: eva.solberg@nrk.no

Téléphone: +47 23047000
Télécopieur: +47 23048958
Adresse internet: <http://www.nrk.no/>

Rôles de cette organisation:

Acheteur

Organisation qui fournit des précisions concernant l'introduction des recours

8.1. ORG-0002

Nom officiel: Oslo Tingrett

Numéro d'enregistrement: 926 725 939

Ville: Oslo

Code postal: 0125

Subdivision pays (NUTS): Oslo (NO081)

Pays: Norvège

Rôles de cette organisation:

Organisation chargée des procédures de recours

Informations relatives à l'avis

Identifiant/version de l'avis: bd941d46-5436-425b-805e-18bc8ba8cb7e - 01

Type de formulaire: Mise en concurrence

Type d'avis: Avis de marché ou de concession – régime ordinaire

Sous-type d'avis: 16

Date d'envoi de l'avis: 04/05/2026 14:39:35 (UTC+00:00) Heure de l'Europe occidentale, GMT

Date et heure de transmission de l'avis (eSender): 05/05/2026 05:41:11 (UTC+00:00) Heure de l'Europe occidentale, GMT

Langues dans lesquelles l'avis en question est officiellement disponible: anglais

Numéro de publication de l'avis: 310254-2026

Numéro de publication au JO S: 87/2026

Date de publication: 06/05/2026