

310254-2026 - Gara

Norvegia – Servizi di ricerche di mercato – NRK 2026/327 Framework agreement Qualitative analyses

OJ S 87/2026 06/05/2026

Bando di gara o di concessione – regime ordinario

Servizi

1. Committente

1.1. Committente

Nome ufficiale: Norsk rikskringkasting AS

E-mail: eva.solberg@nrk.no

Forma giuridica del committente: Organismo di diritto pubblico

Attività dell'amministrazione aggiudicatrice: Servizi ricreativi, cultura e religione

2. Procedura

2.1. Procedura

Titolo: NRK 2026/327 Framework agreement Qualitative analyses

Descrizione: 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.

Identificativo della procedura: bbefda53-f059-47d1-ac31-0db6e9cee0b9

Identificativo interno: 2026/327

Tipo di procedura: Aperta

La procedura è accelerata: no

Caratteristiche principali della procedura: 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. Finalità

Natura dell'appalto: Servizi

Classificazione principale (cpv): 79310000 Servizi di ricerche di mercato

Classificazione aggiuntiva (cpv): 79311000 Servizi di indagine, 79311200 Servizi di esecuzione di indagini, 79311300 Servizi di analisi di indagini, 79312000 Servizi di test di mercato, 79320000 Servizi di sondaggi di opinione

2.1.2. Luogo di esecuzione

Paese: Norvegia

Ovunque nel paese in questione

2.1.4. Informazioni generali

Base giuridica:

Direttiva 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. Motivi di esclusione

Fonti dei motivi di esclusione: Documento di gara unico europeo (DGUE), Documento di gara, Avviso

Corruzione: 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.

Frode: 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).

Riciclaggio di proventi di attività criminoso o finanziamento del terrorismo: 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).

Partecipazione a un'organizzazione criminale: 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)

Reati terroristici o reati connessi alle attività terroristiche: 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, of 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.

Lavoro minorile e altre forme di tratta di esseri umani: 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).

Violazione di obblighi in materia di diritto ambientale: 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.

Violazione degli obblighi in materia di diritto del lavoro: 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.

Violazione degli obblighi in materia di diritto sociale: 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.

Accordi con altri operatori economici intesi a falsare la concorrenza: Has the tenderer entered into agreement(s) with other tenderers with the intention of turning the competition?

Grave illecito professionale: Has the tenderer committed serious errors in professional practice? If relevant, see the definitions in national law, the relevant notice or procurement documents.

False dichiarazioni, omessa informazione, incapacità di fornire i documenti richiesti o acquisizione di informazioni confidenziali in merito alla procedura in questione: 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?

Conflitto di interessi legato alla partecipazione alla procedura di appalto: Are tenderers aware of a conflict of interest as stated in national law, the relevant notice or procurement documents?

Partecipazione diretta o indiretta alla preparazione della procedura di appalto: 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?

Cessazione anticipata, risarcimento danni o altre sanzioni comparabili: 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?

Violazione degli obblighi connessi a motivi di esclusione previsti esclusivamente dalla legislazione nazionale: 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?

Violazione dell'obbligo di pagamento dei contributi previdenziali: 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?

Violazione dell'obbligo di pagamento delle imposte: 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?

Cessazione di attività: 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.

Fallimento: 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.

Concordato preventivo con i creditori: 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.

Insolvenza: 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.

Amministrazione controllata: 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.

Situazione analoga al fallimento ai sensi della normativa nazionale: 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. Lotto

5.1. Lotto: LOT-0000

Titolo: NRK 2026/327 Framework agreement Qualitative analyses

Descrizione: 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.

Identificativo interno: 2026/327

5.1.1. Finalità

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5.1.2. Luogo di esecuzione

Paese: Norvegia

Ovunque nel paese in questione

5.1.3. Durata stimata

Durata: 48 Mesi

5.1.6. Informazioni generali

Partecipazione riservata:

La partecipazione non è riservata.

Progetto di appalto non finanziato con fondi UE

L'appalto è soggetto all'accordo sugli appalti pubblici (AAP): no

L'appalto si addice anche alle piccole e medie imprese (PMI): no

5.1.9. Criteri di selezione

Fonti dei criteri di selezione: Documento di gara

5.1.11. Documenti di gara

Lingue in cui i documenti di gara sono ufficialmente disponibili: norvegese

Termine per la richiesta di informazioni supplementari: 01/06/2026 10:00:00 (UTC+00:00) ora dell'Europa occidentale, GMT

Indirizzo dei documenti di gara: <https://permalink.mercell.com/280242115.aspx>

5.1.12. Condizioni di appalto

Modalità di presentazione:

Presentazione elettronica delle offerte: Obbligatoria

Indirizzo per la presentazione: <https://permalink.mercell.com/280242115.aspx>

Lingue in cui possono essere presentate le offerte o le domande di partecipazione: norvegese

Catalogo elettronico: Non consentita

Varianti: Non consentita

Termine per il ricevimento delle offerte: 08/06/2026 10:00:00 (UTC+00:00) ora dell'Europa occidentale, GMT

Durata durante la quale l'offerta deve rimanere valida: 3 Mesi

Informazioni sull'apertura pubblica delle offerte:

Data di apertura: 08/06/2026 10:00:00 (UTC+00:00) ora dell'Europa occidentale, GMT

Condizioni contrattuali:

L'esecuzione dell'appalto deve avvenire nel contesto di programmi di lavoro protetti: No

Fatturazione elettronica: Obbligatoria

Si farà ricorso all'ordinazione elettronica: sì

Sarà utilizzato il pagamento elettronico: sì

5.1.15. Tecniche

Accordo quadro:

Accordo quadro, senza riapertura della gara

Numero massimo di partecipanti: 4

Informazioni sul sistema dinamico di acquisizione:

Nessun sistema dinamico di acquisizione

5.1.16. Ulteriori informazioni, mediazione e ricorsi

Organizzazione competente per i ricorsi: Oslo Tingrett

Informazioni sui termini per il riesame: 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.

Organizzazione alla quale rivolgersi per informazioni complementari sulle procedure di ricorso: Norsk rikskringkasting AS

8. Organizzazioni

8.1. ORG-0001

Nome ufficiale: Norsk rikskringkasting AS

Numero di registrazione: 976390512

Indirizzo postale: Bjørnstjerne Bjørnsons plass 1

Località: OSLO

Codice postale: 0340

Suddivisione del paese (NUTS): Oslo (NO081)

Paese: Norvegia

Referente: Konserninnkjøp - NRK AS

E-mail: eva.solberg@nrk.no

Telefono: +47 23047000

Fax: +47 23048958

Indirizzo internet: <http://www.nrk.no/>

Ruoli di questa organizzazione:

Committente

Organizzazione alla quale rivolgersi per informazioni complementari sulle procedure di ricorso

8.1. ORG-0002

Nome ufficiale: Oslo Tingrett

Numero di registrazione: 926 725 939

Località: Oslo

Codice postale: 0125

Suddivisione del paese (NUTS): Oslo (NO081)

Paese: Norvegia

Ruoli di questa organizzazione:

Organizzazione competente per i ricorsi

Informazioni sull'avviso

Identificativo/versione dell'avviso: bd941d46-5436-425b-805e-18bc8ba8cb7e - 01

Tipo di formulario: Gara

Tipo di avviso: Bando di gara o di concessione – regime ordinario

Sottotipo di avviso: 16

Data di trasmissione dell'avviso: 04/05/2026 14:39:35 (UTC+00:00) ora dell'Europa occidentale, GMT

Data di trasmissione da parte dell'eSender dell'avviso o bando: 05/05/2026 05:41:11 (UTC+00:00) ora dell'Europa occidentale, GMT

Lingue in cui il presente avviso è ufficialmente disponibile: inglese

Numero di pubblicazione dell'avviso: 310254-2026

Numero dell'edizione della GU S: 87/2026

Data di pubblicazione: 06/05/2026