

310254-2026 - Konkursas

Norvegija – Rinkos tyrimų paslaugos – NRK 2026/327 Framework agreement Qualitative analyses
OJ S 87/2026 06/05/2026

Skelbimas apie pirkimą arba koncesiją. Įprasta tvarka
Paslaugos

1. Pirkėjas

1.1. Pirkėjas

Oficialus pavadinimas: Norsk rikskringkasting AS

E. paštas: eva.solberg@nrk.no

Pirkėjo teisinė forma: Viešosios teisės reglamentuojama įstaiga

Perkančiosios organizacijos veiklos sritis: Laisvalaikis, kultūra ir religija

2. Procedūra

2.1. Procedūra

Pavadinimas: NRK 2026/327 Framework agreement Qualitative analyses

Aprašymas: 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.

Procedūros identifikatorius: bbefda53-f059-47d1-ac31-0db6e9cee0b9

Vidaus identifikatorius: 2026/327

Pirkimo būdas: Atviras

Procedūra pagreitinta: ne

Pagrindiniai procedūros ypatumai: 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. Tikslas

Sutarties objektas: Paslaugos

Pagrindinis klasifikacijos kodas (cpv): 79310000 Rinkos tyrimų paslaugos

Kiti klasifikacijos kodai (cpv): 79311000 Apklausų paslaugos, 79311200 Tyrimų paslaugos, 79311300 Apklausų analizavimo paslaugos, 79312000 Rinkai tirti skirtos paslaugos, 79320000 Viešosios nuomonės tyrimų paslaugos

2.1.2. Sutarties vykdymo vieta

Šalis: Norvegija

Bet kurioje konkrečios šalies vietoje

2.1.4. Bendra informacija

Teisinis pagrindas:

Direktyva 2014/24/ES

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

2.1.6. Pašalinimo pagrindai

Pašalinimo pagrindų šaltiniai: Europos bendrasis viešųjų pirkimų dokumentas (EBVPD), Pirkimo dokumentas, Pranešimas

Korupcija: 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.

Sukčiavimas: 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).

Pinigų plovimas arba teroristų finansavimas: 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).

Dalyvavimas nusikalstamoje organizacijoje: 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)

Teroristiniai nusikaltimai arba su teroristine veikla susiję nusikaltimai: 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.

Vaikų darbas ir kitos prekybos žmonėmis formos: 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).

Pareigų aplinkos teisės srityje pažeidimas: 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.

Pareigų darbo teisės srityje pažeidimas: 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.

Pareigų socialinės teisės srityje pažeidimas: 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.

Su kitais ekonominės veiklos vykdytojais sudaryti susitarimai, kuriais siekta iškraipyti konkurenciją: Has the tenderer entered into agreement(s) with other tenderers with the intention of turning the competition?

Sunkus profesinis nusižengimas: Has the tenderer committed serious errors in professional practice? If relevant, see the definitions in national law, the relevant notice or procurement documents.

Faktų iškraipymas, nusišvaista informacija, negalėjimas pateikti reikalaujamų dokumentų ar su šia procedūra susijusios konfidencialios informacijos gavimas: 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?

Interesų konfliktas dėl dalyvavimo pirkimo procedūroje: Are tenderers aware of a conflict of interest as stated in national law, the relevant notice or procurement documents?

Tiesioginis arba netiesioginis dalyvavimas rengiant šią pirkimo procedūrą: 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?

Sutarties nutraukimas anksčiau laiko, žala ar kitos panašios sankcijos: 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?

Įsipareigojimų, nustatytų remiantis išimtinai nacionaliniais pašalinimo pagrindais, pažeidimas: 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?

Pareigos mokėti socialinio draudimo įmokas pažeidimas: 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?

Pareigos mokėti mokesčius pažeidimas: 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?

Sustabdyta verslo veikla: 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.

Bankrotas: 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.

Susitarimas su kreditoriais: 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.

Nemokumas: 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.

Likvidatoriaus administruojamas turtas: 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.

Bankrotui prilygstanti situacija pagal nacionalinius įstatymus: 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. Pirkimo dalis

5.1. Pirkimo dalis: LOT-0000

Pavadinimas: NRK 2026/327 Framework agreement Qualitative analyses

Aprašymas: 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.

Vidaus identifikatorius: 2026/327

5.1.1. Tikslas

Sutarties objektas: Paslaugos

Pagrindinis klasifikacijos kodas (cpv): 79310000 Rinkos tyrimų paslaugos

Kiti klasifikacijos kodai (cpv): 79311000 Apklausų paslaugos, 79311200 Tyrimų paslaugos, 79311300 Apklausų analizavimo paslaugos, 79312000 Rinkai tirti skirtos paslaugos, 79320000 Viešosios nuomonės tyrimų paslaugos

5.1.2. Sutarties vykdymo vieta

Šalis: Norvegija

Bet kurioje konkrečios šalies vietoje

5.1.3. Numatomas galiojimas

Galiojimas: 48 Mėnesiai

5.1.6. Bendra informacija

Rezervuota dalyvavimo teisė:

Dalyvavimas nerezervuotas.

Iš ES fondų nefinansuojamas pirkimo projektas

Pirkimui taikoma Sutartis dėl viešųjų pirkimų (SVP): ne

Šis viešasis pirkimas taip pat tinkamas mažosioms ir vidutinėms įmonėms (MVI): ne

5.1.9. Atrankos kriterijai

Pasirinkimo kriterijų šaltiniai: Pirkimo dokumentas

5.1.11. Pirkimo dokumentai

Kalbos, kuriomis oficialiai skelbiami pirkimo dokumentai: norvegų kalba

Papildomos informacijos prašymo terminas: 01/06/2026 10:00:00 (UTC+00:00) Vakarų Europos laikas, GMT

Pirkimo dokumentų adresas: <https://permalink.mercell.com/280242115.aspx>

5.1.12. Pirkimo sąlygos

Pateikimo sąlygos:

Pateikimas elektroninėmis priemonėmis: Privalomos

Pateikimo adresas: <https://permalink.mercell.com/280242115.aspx>

Kalbos, kuriomis galima pateikti pasiūlymus arba dalyvavimo prašymus: norvegų kalba

Elektroninis katalogas: Draudžiamos

Alternatyvūs pasiūlymai: Draudžiamos

Pasiūlymų priėmimo terminas: 08/06/2026 10:00:00 (UTC+00:00) Vakarų Europos laikas, GMT

Laikotarpis, per kurį pasiūlymas turi išlikti galiojantis: 3 Mėnesiai

Informacija apie viešą vokų atplėšimą:

Atidarymo data: 08/06/2026 10:00:00 (UTC+00:00) Vakarų Europos laikas, GMT

Sutarties sąlygos:

Sutartis turi būti vykdoma pagal globojamų darbo grupių užimtumo programas: Ne

Elektroninės sąskaitos faktūros: Privalomos

Bus naudojami elektroniniai užsakymai: taip

Bus naudojami elektroniniai mokėjimai: taip

5.1.15. Metodai

Preliminarioji sutartis:

Preliminarioji sutartis, neskelbiant naujo konkurso

Didžiausias dalyvių skaičius: 4

Informacija apie dinaminę pirkimo sistemą:

Dinaminės pirkimo sistemos nėra

5.1.16. Išsamesnė informacija, tarpininkavimas ir peržiūra

Peržiūros organizacija: Oslo Tingrett

Informacija apie peržiūros terminus: 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.

Organizacija, teikianti daugiau informacijos apie peržiūros procedūras: Norsk rikskringkasting AS

8. Organizacijos

8.1. ORG-0001

Oficialus pavadinimas: Norsk rikskringkasting AS

Registracijos numeris: 976390512

Pašto adresas: Bjørnstjerne Bjørnsons plass 1

Miestas: OSLO

Pašto kodas: 0340

Šalies administracinis vienetas (NUTS): Oslo (NO081)

Šalis: Norvegija

Ryšių centras: Konserninnkjøp - NRK AS

E. paštas: eva.solberg@nrk.no

Telefono numeris: +47 23047000

Fakso numeris: +47 23048958

Interneto adresas: <http://www.nrk.no/>

Šios organizacijos vaidmenys:

Pirkėjas

Organizacija, teikianti daugiau informacijos apie peržiūros procedūras

8.1. ORG-0002

Oficialus pavadinimas: Oslo Tingrett

Registracijos numeris: 926 725 939

Miestas: Oslo

Pašto kodas: 0125

Šalies administracinis vienetas (NUTS): Oslo (NO081)

Šalis: Norvegija

Šios organizacijos vaidmenys:

Peržiūros organizacija

Skelbimo informacija

Skelbimo identifikatorius / versija: bd941d46-5436-425b-805e-18bc8ba8cb7e - 01

Formos tipas: Konkursas

Skelbimo rūšis: Skelbimas apie pirkimą arba koncesiją. Įprasta tvarka

Skelbimo porūšis: 16

Skelbimo išsiuntimo data: 04/05/2026 14:39:35 (UTC+00:00) Vakarų Europos laikas, GMT

Skelbimas: išsiuntimo data (e. formų siuntėjas): 05/05/2026 05:41:11 (UTC+00:00) Vakarų Europos laikas, GMT

Kalbos, kuriomis šis skelbimas oficialiai skelbiamas: anglų kalba

Skelbimo paskelbimo numeris: 310254-2026

OL S numeris: 87/2026

Paskelbimo data: 06/05/2026