

616953-2026 - Kompetizzjoni

In-Norveġja – Servizzi tar-reklamar u l-marketing – 2026/695 - Framework agreement Branding, marketing, performance management and medievalg (Stage 1 - Qualification phase).

OJ S 173/2026 08/09/2026

Avviż tal-kuntratt jew tal-konċessjoni – reġim standard

Servizzi

1. Xerrej

1.1. Xerrej

Isem uffiċjali: Norsk rikskringkasting AS

Email: eva.solberg@nrk.no

Tip legali tax-xerrej: Korp irregolat bil-liġi pubblika

Attività tal-awtorità kontraenti: Rikreazzjoni, kultura u reliġjon

2. Proċedura

2.1. Proċedura

Titlu: 2026/695 - Framework agreement Branding, marketing, performance management and medievalg (Stage 1 - Qualification phase).

Deskrizzjoni: NRK would like to enter into a contract with a media agency with strategic competence and relevant experience within branding, marketing, performance management and medievalg. The competition will be held as a negotiated procedure, c.f. the Public Procurement Regulations/Public Procurement Regulations Part III. The competition will be held in two stages. The competition begins with a qualification phase (stage 1). Only tenderers who fulfil the qualification requirements and who have been invited to the tender phase (stage 2) will be able to submit a tender.

Identifikatur tal-proċedura: abae78ba-b319-4487-8fcf-d61667fedcd6

Identifikatur intern: 2026/695

Tip ta' proċedura: Innegożjta bil-pubblikazzjoni minn qabel ta' sejha għall-kompetizzjoni/għall-kompetizzjoni bin-negożjar

Il-proċedura hija aċċellerata: Ie

Elementi prinċipali tal-proċedura: The aim of the framework agreement is to establish a long-term cooperation with an agency that can assist NRK in strengthening its position in an increasingly fragmented media market. The contract shall ensure NRK access to expertise within branding, media planning, performance management and medievalg, and insight into the commercial market. A framework agreement shall be signed with one tenderer. Please see the attached tender documentation (12 annexes) for complete information on the competition.

2.1.1. Għan

Natura tal-kuntratt: Servizzi

Klassifikazzjoni prinċipali (cpv): 79340000 Servizzi tar-reklamar u l-marketing

Klassifikazzjoni addizzjonali (cpv): 79310000 Servizzi ta' riċerka tas-suq, 79313000 Servizzi tar-reviżjoni ta' l-imġieba, 79341200 Servizzi ta' l-amministrazzjoni tar-reklamar, 79341400

Servizzi ta' kampanji tar-reklamar, 79342000 Servizzi ta' marketing, 79400000 Servizzi ta' l-amministrazzjoni tan-negożju u dawk relatati magħhom, 79413000 Servizzi ta' konsulenza dwar amministrazzjoni tal-marketing

2.1.2. Post tal-prestazzjoni

2.1.4. Informazzjoni ġenerali

Baži legali:

Direttiva 2014/24/UE

Anskaffelsesforskriften - The aim of the framework agreement is to establish a long-term cooperation with an agency that can assist NRK in strengthening its position in an increasingly fragmented media market. The contract shall ensure NRK access to expertise within branding, media planning, performance management and mediaevalg, and insight into the commercial market.

2.1.6. Raġunijiet għall-eskluzjoni

Sors tal-motivi għall-eżklussjoni: Avviż

Il-korruzzjoni: 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, by enforceable judgement 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.

Frodi: 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).

Hasil tal-flus jew finanzjament tat-terroriżmu: 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).

Partecipazzjoni f'organizzazzjoni kriminali: 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 terroristiċi jew reati marbuta ma' attivitajiet terroristiċi: 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 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.

Thaddim tat-tfal u forom oħra ta' traffikar tal-bnedmin: 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).

Ksur tal-obbligi fl-oqsma tal-liġi ambjentali: 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.

Ksur tal-obbligi fl-oqsma tal-liġi tax-xogħol: 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.

Ksur tal-obbligi fl-oqsma tal-liġi soċjali: 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.

Ftehimiet ma' operaturi ekonomiċi oħrajn li għandhom l-għan li jikkawżaw distorsjoni tal-kompetizzjoni: Has the tenderer entered into agreement(s) with other tenderers with the intention of turning the competition?

Imġiba professjonali serjament ħażina: Has the tenderer committed serious errors in professional practice? If relevant, see the definitions in national law, the relevant notice or procurement documents.

Dikjarazzjoni falza, informazzjoni moħbija, ma setgħux jiġu pprovduti d-dokumenti meħtieġa jew inkisbet informazzjoni kunfidenzjali ta' din il-proċedura: 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?

Kunflitt ta' interess minħabba l-partecipazzjoni tiegħu fil-proċedura ta' akkwist: Are tenderers aware of a conflict of interest as stated in national law, the relevant notice or procurement documents?

Involvement dirett jew indirett fit-tnejjija ta' din il-proċedura ta' akkwist: 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?

Terminazzjoni bikrija, danni jew sanzjonijiet komparabbli oħra: 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? Ksur tal-obbligi stabbiliti skont raġunijiet ta' esklużjoni purament nazzjonali: 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?

Ksur tal-obbligu relatat mal-ħlas tal-kontribuzzjonijiet tas-sigurtà soċjali: 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?

Ksur tal-obbligu relatat mal-ħlas tat-taxxi: 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?

L-attivitajiet kummerċjali huma sospiżi: 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.

Falliment: 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.

Arrangament mal-kredituri: 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.

Assijiet amministrati minn likwidatur: 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.

Sitwazzjoni analoga bħal falliment skont il-liġi nazzjonali: 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. Lott

5.1. Lott: LOT-0000

Titlu: 2026/695 - Framework agreement Branding, marketing, performance management and mediealg (Stage 1 - Qualification phase).

Deskrizzjoni: NRK would like to enter into a contract with a media agency with strategic competence and relevant experience within branding, marketing, performance management and media buying. The competition will be held as a negotiated procedure, c.f. the Public Procurement Regulations/Public Procurement Regulations Part III. The competition will be held in two stages. The competition begins with a qualification phase (stage 1). Only tenderers who fulfil the qualification requirements and who have been invited to the tender phase (stage 2) will be able to submit a tender.

Identifikatur intern: 2026/695

5.1.1. Għan

Natura tal-kuntratt: Servizzi

Klassifikazzjoni prinċipali (cpv): 79340000 Servizzi tar-reklamar u l-marketing

Klassifikazzjoni addizzjonali (cpv): 79310000 Servizzi ta' riċerka tas-suq, 79313000 Servizzi tar-reviżjoni ta' l-imġieba, 79341200 Servizzi ta' l-amministrazzjoni tar-reklamar, 79341400 Servizzi ta' kampanji tar-reklamar, 79342000 Servizzi ta' marketing, 79400000 Servizzi ta' l-amministrazzjoni tan-negozju u dawk relatati magħhom, 79413000 Servizzi ta' konsulenza dwar amministrazzjoni tal-marketing

5.1.2. Post tal-prestazzjoni

Pajjiż: In-Norveġja

Lokun fejn ikun fil-pajjiż ikkonċernat

5.1.3. Tul ta' żmien stmat

Tul ta' żmien: 60 Xhur

5.1.6. Informazzjoni ġenerali

Parteċipazzjoni riżervata:

Il-parteċipazzjoni mhijiex riżervata.

Proġett ta' akkwist mhux iffinanzjat mill-Fondi tal-UE

L-akkwist huwa kopert mill-Ftehim dwar l-Akkwisti Pubbliċi (GPA): Ie

5.1.9. Kriterji tal-għażla

Sors tal-kriterji ta' għażla: Avviż

Kriterju: Tekniċi jew entitajiet tekniċi għall-kontroll tal-kwalità

Deskrizzjoni tal-kriterju ta' selezzjoni: Experience and competence. Description of the most important relevant deliveries in the last three years. Capacity and professional breadth.

Overview of the agency's capacity and relevant professional environments and a description of technical systems and tools that are relevant. See the competition description for complete information.

Il-kriterji se jintużaw biex jintgħażlu l-kandidati li għandhom jiġu mistiedna għat-tieni stadju tal-proċedura

Informazzjoni dwar it-tieni stadju ta' proċedura b'żewġ stadji:

Numru minimu ta' kandidati li għandhom jiġu mistiedna għat-tieni stadju tal-proċedura: 3

Numru massimu ta' kandidati li għandhom jiġu mistiedna għat-tieni stadju tal-proċedura: 3

Il-proċedura se ssir fi stadji suċċessivi. F'kull stadju, xi parteċipanti jistgħu jiġu eliminati

l-xerrej jirriżerva d-dritt li jagħti l-kuntratt abbażi tal-offerti inizjali mingħajr negozjar ulterjuri

5.1.11. Dokumenti tal-akkwist

Lingwi li bihom id-dokumenti tal-akkwist huma disponibbli uffiċjalment: Norveġiż

Indirizz tad-dokumenti tal-akkwist: <https://permalink.mercell.com/290374920.aspx>

5.1.12. Termini tal-akkwist

Termini tas-sottomissjoni:

Sottomissjoni elettronika: Meħtieġa

Indirizz għas-sottomissjoni: <https://permalink.mercell.com/290374920.aspx>

Lingwi li bihom jistgħu jiġu sottomessi offerti jew talbiet għall-parteċipazzjoni: Norveġiż

Katalogu elettroniku: Mhux permessa

Varjanti: Mhux permessa

Skadenza biex jintlaqgħu t-talbiet għall-parteċipazzjoni: 05/10/2026 10:00:00 (UTC+00:00) Hin tal-Ewropa tal-Punent, GMT

Termini tal-kuntratt:

L-eżekuzzjoni tal-kuntratt għandha titwettaq fil-qafas ta' programmi ta' impjegi protetti: Le

Fatturazzjoni elettronika: Meħtieġa

Se tintuża l-ordni elettronika: iva

Se jintuża l-pagament elettroniku: iva

5.1.15. Tekniki**Ftehim qafas:**

Ftehim qafas, mingħajr ma terġa' tinfetaħ il-kompetizzjoni

Numru massimu ta' parteċipanti: 1

Ġustifikazzjoni tat-tul ta' żmien tal-ftehim qafas: Complex procurement that requires deep social understanding, long-term competence transfer, technical integration with NRK's systems and measuring long-term reputational effects. See the procurement documents for a complete account.

Informazzjoni dwar is-sistema dinamika tax-xiri:

Ebda sistema dinamika ta' xiri

5.1.16. Aktar informazzjoni, medjazzjoni u rieżami

Organizzazzjoni tar-rieżami: Oslo Tingrett

Informazzjoni dwar l-iskadenzi tar-rieżami: A petition for a provisional injunction against the contracting authority's decision to reject a request for participation in the competition due to a lack of fulfilment of formal or qualification requirements, cf. point 6 "Qualification Requirements" and point 7 "Requirement for Requests to Participate in a Competition", or not to select a tenderer to submit a tender, cf. point 8 "Selection of Tenderers". shall be submitted at the latest 15 days from the day after the tenderer received the notification of rejection/non-selection. Waiting period: 10 days calculated from the day after notification of selection of supplier will be sent out

Organizzazzjoni li tipprovdi iktar informazzjoni dwar proċeduri tar-rieżami: Norsk rikskringkasting AS

8. Organizzazzjonijiet

8.1. ORG-0001

Isem uffiċjali: Norsk rikskringkasting AS

Numru tar-reġistrazzjoni: 976390512

Indirizz postali: Bjørnstjerne Bjørnsons plass 1

Belt: OSLO

Kodiċi postali: 0340

Sottodivizjoni tal-pajjiż (NUTS): Oslo (NO081)

Pajjiż: In-Norveġja

Punt ta' kuntatt: Konserninnkjøp - NRK AS

Email: eva.solberg@nrk.no

Telefown: +47 23047000

Fax: +47 23048958

Indirizz tal-internet: <http://www.nrk.no/>

Rwoli ta' din l-organizzazzjoni:

Xerrej

Organizzazzjoni li tipprovdi iktar informazzjoni dwar proċeduri tar-rieżami

8.1. ORG-0002

Isem uffiċjali: Oslo Tingrett

Numru tar-registrazzjoni: 984 195 796

Belt: Oslo

Kodiċi postali: 0174

Sottodivizjoni tal-pajjiż (NUTS): Oslo (NO081)

Pajjiż: In-Norveġja

Rwoli ta' din l-organizzazzjoni:

Organizzazzjoni tar-rieżami

Informazzjoni dwar l-avviż

Identifikatur/verżjoni tal-avviż: d9119870-5eb4-4b48-8585-f0b88f0b219b - 01

Tip ta' formola: Kompetizzjoni

Tip ta' avviż: Avviż tal-kuntratt jew tal-konċessjoni – reġim standard

Sottotip tal-avviż: 16

Data ta' meta ntbaġħat l-avviż: 04/09/2026 13:52:34 (UTC+00:00) Ħin tal-Ewropa tal-Punent, GMT

Data tad-dispaċċ tal-avviż (eSender): 04/09/2026 14:39:12 (UTC+00:00) Ħin tal-Ewropa tal-Punent, GMT

Lingwi li bihom dan l-avviż huwa disponibbli uffiċjalment: Ingliz

Numru tal-pubblikazzjoni tal-avviż: 616953-2026

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Data tal-pubblikazzjoni: 08/09/2026