

310254-2026 - Concurso

Noruega – Serviços de estudos de mercado – NRK 2026/327 Framework agreement Qualitative analyses

OJ S 87/2026 06/05/2026

Anúncio de concurso ou de concessão – regime normal

Serviços

1. Adquirente

1.1. Adquirente

Nome oficial: Norsk rikskringkasting AS

Correio eletrónico: eva.solberg@nrk.no

Forma jurídica do adquirente: Organismo de direito público

Atividade da autoridade adjudicante: Atividades recreativas, culturais e religiosas

2. Procedimento

2.1. Procedimento

Título: NRK 2026/327 Framework agreement Qualitative analyses

Descrição: 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.

Identificador do procedimento: bbefda53-f059-47d1-ac31-0db6e9cee0b9

Identificador interno: 2026/327

Tipo de procedimento: Aberto

O procedimento é acelerado: não

Principais características do processo: 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. Finalidade

Natureza do contrato: Serviços

Classificação principal (cpv): 79310000 Serviços de estudos de mercado

Classificação adicional (cpv): 79311000 Serviços relacionados com inquéritos, 79311200 Serviços de realização de inquéritos, 79311300 Serviços de análise de inquéritos, 79312000 Serviços de testes de mercado, 79320000 Serviços de sondagens de opinião

2.1.2. Local de execução

País: Noruega

Em qualquer lugar do país em causa

2.1.4. Informações gerais

Base jurídica:

Diretiva 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. Motivos de exclusão

Fontes dos motivos de exclusão: Documento europeu único de contratação pública (DEUCP), Documento do concurso, Anúncio

Corrupção: 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).

Branqueamento de capitais ou financiamento do 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).

Participação numa organização criminosa: 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)

Infrações terroristas ou infrações relacionadas com atividades terroristas: 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.

Trabalho infantil e outras formas de tráfico de seres humanos: 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).

Violação das obrigações no domínio da legislação ambiental: 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.

Violação das obrigações no domínio da legislação laboral: 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.

Violação das obrigações no domínio da legislação 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.

Acordos com outros operadores económicos com o objetivo de distorcer a concorrência: Has the tenderer entered into agreement(s) with other tenderers with the intention of turning the competition?

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

Falsas declarações, ocultação de informações, incapacidade de fornecer os documentos exigidos ou obtenção de informações confidenciais sobre o presente procedimento: 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?

Conflitos de interesses decorrentes da participação no procedimento de contratação: Are tenderers aware of a conflict of interest as stated in national law, the relevant notice or procurement documents?

Intervenção direta ou indireta na preparação do presente procedimento de contratação: 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?

Rescisão antecipada, indenizações ou outras sanções comparáveis: 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?

Incumprimento de obrigações determinadas por motivos de exclusão puramente nacionais: 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?

Incumprimento da obrigação de pagamento das contribuições para a segurança social: 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?

Incumprimento da obrigação de pagamento de impostos: 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?

Atividades suspensas: 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.

Falência: 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.

Acordo com os credores: 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.

Insolvência: 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.

Ativos sob gestão por um liquidatário: 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.

Situação análoga, como falência ao abrigo da legislação nacional: 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. Lote

5.1. Lote: LOT-0000

Título: NRK 2026/327 Framework agreement Qualitative analyses

Descrição: 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. Finalidade

Natureza do contrato: Serviços

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5.1.2. Local de execução

País: Noruega

Em qualquer lugar do país em causa

5.1.3. Duração estimada

Duração: 48 Meses

5.1.6. Informações gerais

Participação reservada:

A participação não está reservada.

Projeto de contratação pública não financiado por fundos da UE

O concurso é abrangido pelo Acordo sobre Contratos Públicos (ACP): não

Este concurso também é adequado para as pequenas e médias empresas (PME): não

5.1.9. Critérios de seleção

Fontes dos critérios de seleção: Documento do concurso

5.1.11. Documentos do concurso

Línguas em que os documentos do concurso estão oficialmente disponíveis: norueguês

Prazo para solicitar informações adicionais: 01/06/2026 10:00:00 (UTC+00:00) hora da Europa Ocidental, GMT

Endereço dos documentos do concurso: <https://permalink.mercell.com/280242115.aspx>

5.1.12. Condições do concurso

Condições de apresentação:

Apresentação por via eletrônica: Necessário

Endereço para apresentação: <https://permalink.mercell.com/280242115.aspx>

Línguas em que podem ser apresentadas as propostas ou pedidos de participação: norueguês

Catálogo eletrônico: Não autorizado

Variantes: Não autorizado

Prazo para a receção das propostas: 08/06/2026 10:00:00 (UTC+00:00) hora da Europa Ocidental, GMT

Duração durante a qual a proposta deve permanecer válida: 3 Meses

Informações sobre a abertura pública:

Data de abertura: 08/06/2026 10:00:00 (UTC+00:00) hora da Europa Ocidental, GMT

Condições do contrato:

A execução do contrato tem de ser efetuada no âmbito de programas de emprego protegido: Não

Faturação eletrônica: Necessário

Serão utilizadas encomendas eletrônicas: sim

Será utilizado o pagamento eletrônico: sim

5.1.15. Técnicas

Acordo-quadro:

Acordo-quadro, sem reabertura de concurso

Número máximo de participantes: 4

Informações sobre o sistema de aquisição dinâmico:

Inexistência de sistema de aquisição dinâmico

5.1.16. Informações adicionais, mediação e recurso

Instância de recurso: Oslo Tingrett

Informações sobre os prazos de recurso: 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.

Organização que fornece mais informações sobre os procedimentos de recurso: Norsk rikskringkasting AS

8. Organizações

8.1. ORG-0001

Nome oficial: Norsk rikskringkasting AS

Número de registo: 976390512

Endereço postal: Bjørnstjerne Bjørnsons plass 1

Cidade: OSLO

Código postal: 0340

Subdivisão do país (NUTS): Oslo (NO081)

País: Noruega

Ponto de contacto: Konserninnekjøp - NRK AS

Correio eletrónico: eva.solberg@nrk.no

Telefone: +47 23047000

Fax: +47 23048958

Endereço Internet: <http://www.nrk.no/>

Funções desta organização:

Adquirente

Organização que fornece mais informações sobre os procedimentos de recurso

8.1. ORG-0002

Nome oficial: Oslo Tingrett

Número de registo: 926 725 939

Cidade: Oslo

Código postal: 0125

Subdivisão do país (NUTS): Oslo (NO081)

País: Noruega

Funções desta organização:

Instância de recurso

Informações sobre o anúncio

Identificador/versão do anúncio: bd941d46-5436-425b-805e-18bc8ba8cb7e - 01

Tipo de formulário: Concurso

Tipo de anúncio: Anúncio de concurso ou de concessão – regime normal

Subtipo de anúncio: 16

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