

310254-2026 - Konkurrensutsättning

Norge – Marknadsundersökningar – NRK 2026/327 Framework agreement Qualitative analyses
OJ S 87/2026 06/05/2026
Meddelande om upphandling eller koncession – standardsystem
Tjänster

1. Upphandlare

1.1. Upphandlare

Officiellt namn: Norsk rikskringkasting AS

E-postadress: eva.solberg@nrk.no

Köparens rättsliga status: Offentligt styrt organ

Den upphandlande myndighetens verksamhet: Fritidsverksamhet, kultur och religion

2. Förfarande

2.1. Förfarande

Titel: NRK 2026/327 Framework agreement Qualitative analyses

Beskrivning: 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.

Förfarandets identifierare: bbefda53-f059-47d1-ac31-0db6e9cee0b9

Intern identifierare: 2026/327

Typ av förfarande: Öppet

Förfarandet är påskyndat: nej

Förfarandets viktigaste kännetecken: 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. Föremålet för upphandlingen

Kontraktets art: Tjänster

Huvudklassificering (cpv): 79310000 Marknadsundersökningar

Ytterligare klassificering (cpv): 79311000 Undersökningar, 79311200 Genomförande av undersökningar, 79311300 Undersökningsanalys, 79312000 Marknadstestning, 79320000 Opinionsundersökningar

2.1.2. Leveransplats

Land: Norge

Var som helst i det aktuella landet

2.1.4. Allmänna upplysningar

Rättslig grund:

Direktiv 2014/24/EU

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

2.1.6. Uteslutningsgrunder

Källor till uteslutningsgrunder: Europeiskt enhetligt upphandlingsdokument, Upphandlingsdokument, Meddelande

Korruption: 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.

Bedrägerier: 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).

Penningtvätt eller finansiering av terrorism: 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).

Deltagande i en kriminell organisation: 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)

Terroristbrott eller brott med anknytning till terroristverksamhet: 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.

Barnarbete och andra former av människohandel: 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).

Åsidosättande av skyldigheter enligt miljölagstiftningen: 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.

Åsidosättande av skyldigheter enligt arbetsrätten: 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.

Åsidosättande av skyldigheter enligt sociallagstiftningen: 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.

Avtal med andra ekonomiska aktörer med syfte att snedvrída konkurrensen: Has the tenderer entered into agreement(s) with other tenderers with the intention of turning the competition?

Allvarligt fel i yrkesutövningen: Has the tenderer committed serious errors in professional practice? If relevant, see the definitions in national law, the relevant notice or procurement documents.

Har lämnat oriktiga uppgifter, har undanhållit information, kan inte förete de handlingar som krävs eller har tillägnat sig konfidentiell information om förfarandet: 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?

Intressekonflikt på grund av deltagande i upphandlingsförfarandet: Are tenderers aware of a conflict of interest as stated in national law, the relevant notice or procurement documents?

Direkt eller indirekt deltagande i förberedelserna av detta upphandlingsförfarande: 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?

Förtida uppsägning, skadestånd eller andra jämförbara sanktioner: 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?

Åsidosättande av skyldigheter som fastställts enligt nationella uteslutningsgrunder: 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?

Åsidosättande av skyldigheten att betala sociala avgifter: 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?

Åsidosättande av skyldigheten att betala skatter: 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?

Avbruten näringsverksamhet: 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.

Konkurs: 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.

Ackordsuppgörelse med borgenärer: 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.

Insolvens: 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.

Tvångsförvaltning: 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 som enligt nationell lagstiftning motsvarar konkurs: 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. Del (anbudsområde)

5.1. Del (anbudsområde): LOT-0000

Titel: NRK 2026/327 Framework agreement Qualitative analyses

Beskrivning: 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.

Intern identifierare: 2026/327

5.1.1. Föremålet för upphandlingen

Kontraktets art: Tjänster

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5.1.2. Leveransplats

Land: Norge

Var som helst i det aktuella landet

5.1.3. Uppskattad löptid

Varaktighet: 48 Månader

5.1.6. Allmänna upplysningar

Reserverad upphandling:

Deltagande är inte reserverat.

Upphandlingsprojekt som inte finansieras med EU-medel

Upphandlingen omfattas av Världshandelsorganisationens avtal om offentlig upphandling, GPA : nej

Upphandlingen är också lämplig för små och medelstora företag: nej

5.1.9. Urvalskriterier

Källor till urvalskriterier: Upphandlingsdokument

5.1.11. Upphandlingsdokument

Språk som upphandlingsdokumenten är officiellt tillgängliga på: norska

Sista dag för att begära kompletterande information: 01/06/2026 10:00:00 (UTC+00:00)

Västeuropeisk tid

Adress till upphandlingsdokumenten: <https://permalink.mercell.com/280242115.aspx>

5.1.12. Upphandlingsvillkor

Villkor för inlämning:

Elektronisk inlämning: Krävs

Adress för inlämning: <https://permalink.mercell.com/280242115.aspx>

De språk som kan användas i anbud eller anbudsansökningarna: norska

Elektronisk katalog: Ej tillåten

Alternativa anbud: Ej tillåten

Tidsfrist för mottagande av anbud: 08/06/2026 10:00:00 (UTC+00:00) Västeuropeisk tid

Varaktighet under vilken anbudet måste förbli giltigt: 3 Månader

Information om offentlig anbudsöppning:

Öppningsdatum: 08/06/2026 10:00:00 (UTC+00:00) Västeuropeisk tid

Kontraktsvillkor:

Kontraktet måste genomföras inom ramen för program för skyddad anställning: Nej

Elektronisk fakturering: Krävs

Elektronisk beställning kommer att användas: ja

Elektronisk betalning kommer att användas: ja

5.1.15. Metoder

Ramavtal:

Ramavtal utan förnyad konkurrensutsättning

Högst antal deltagare: 4

Information om det dynamiska inköpssystemet:

Upphandlingen avser inte ett dynamiskt inköpssystem

5.1.16. Kompletterande information, medling och provning

Prövningsorganisation: Oslo Tingrett

Information om tidsfrist för provning: 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 som ger mer information om provningsförfaranden: Norsk rikskringkasting AS

8. Organisationer

8.1. ORG-0001

Officiellt namn: Norsk rikskringkasting AS

Registreringsnummer: 976390512

Postadress: Bjørnstjerne Bjørnsons plass 1

Ort: OSLO

Postnummer: 0340

Del av land (NUTS): Oslo (NO081)

Land: Norge

Kontaktpunkt: Konserninnekjøp - NRK AS

E-postadress: eva.solberg@nrk.no

Tfn: +47 23047000

Fax: +47 23048958

Webbadress: <http://www.nrk.no/>

Den här organisationens roller:

Upphandlare
Organisation som ger mer information om provningsförfaranden

8.1. **ORG-0002**

Officiellt namn: Oslo Tingrett
Registreringsnummer: 926 725 939
Ort: Oslo
Postnummer: 0125
Del av land (NUTS): Oslo (NO081)
Land: Norge
Den här organisationens roller:
Prövningsorganisation

Information om meddelandet

Identifierare/version för meddelandet: bd941d46-5436-425b-805e-18bc8ba8cb7e - 01
Formulärtyp: Konkurrensutsättning
Meddelandetyp: Meddelande om upphandling eller koncession – standardsystem
Meddelandets undertyp: 16
Avsändningsdatum för meddelandet: 04/05/2026 14:39:35 (UTC+00:00) Västeuropeisk tid
Datum för avsändning av meddelandet (eSender): 05/05/2026 05:41:11 (UTC+00:00)
Västeuropeisk tid
Språk som det här meddelandet finns officiellt tillgängligt på: engelska
Meddelandets publiceringsnummer: 310254-2026
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Publiceringsdatum: 06/05/2026