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Open Tender Procedure for:

**Deliver CATI Radio audience measurement in  
Norway from January 1<sup>st</sup> 2014**

**INVITATION TO TENDER**

**Reference no.: NRK MA2519/12E**

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# 1 INTRODUCTION – OVERALL OBJECTIVE

## 1.1 Tender Documents

The Tender documents consist of two parts:

- *Administrative information (this document)*
- *Tender form and general Contract Terms*

## 1.2 About the joint measurement of radio use in Norway

The Norwegian Broadcasting Corporation (NRK) Modern Times Group (MTG) and SBS Radio(SBS) (The Committee) are the owners of a joint measurement of radio use in Norway today (Radioundersøkelsen). The contract for Radioundersøkelsen ends on December 31<sup>st</sup> 2013.

Currently the Norwegian radio market is measured by a panel study using the TNS/Arbitron PPM technology. The panel size is 1000 persons in November 2011.

In addition a CATI study with 45 000 interviews is conducted in order to give local and regional stations listening data reported on daily reach only.

The Committee have issued three separate invitations to tender for different parts of Radioundersøkelsen at this time.

- 1) The Establishment survey and annual updates, for the initial design and annual maintenance of the panel part of the service. MA2542/12E
- 2) The Electronic panel measurement service, giving data with a granulation of 1 minute or less for radio usage for the largest stations. MA2541/12E
- 3) The CATI study giving daily reach for all stations. (In cooperation with Norsk Lokalradioforbund). MA2519/12E

## 1.3 The overall objective

The aim for this tender is to establish a contract according to the description in the Tender form.

The CATI (Computer Assisted Telephone Interviewing) radio audience measurement will measure radio use in Norway – including demographic data – at the average daily reach level. All forms of radio listening will be measured.

The Norwegian radio market has had CATI Measurement of radio by Day After Recall (DAR) since 1993 and PPM measurement of radio listening since April 2006. All channels distributed nationally, or in an area large enough to be able to make use of the panel data have joined the PPM service and the rest are using the CATI service as their currency.

The experience gained from the existing radio Services, contacts with other markets and knowledge of current developments in radio measurement systems, lead to the following expectations of the Supplier of the Service and set the requirements of the Service itself.

The purpose of the CATI study is to be able to report listening data for stations that are too small to be measured in the electronic panel study.

The CATI survey should give data for NRK's national and regional stations and all commercial national and local stations. The CATI survey should also include all broadcasting platforms, FM, DAB, Podcast and any other future digital broadcasting platform.

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## 2 Administrative provisions

### 2.1 Public announcement

The acquisition has been publicly announced April 17<sup>th</sup> 2012 at [www.mercell.no](http://www.mercell.no) (reference NRK-MA2519/12E), [www.doffin.no](http://www.doffin.no) and at TED ([www.ted.publications.eu.int/official](http://www.ted.publications.eu.int/official)).

### 2.2 Public Procurement Act

As a publicly controlled entity that serves the general public, NRK is subject to:

- The Norwegian Public Procurement Act of 16th July 1999 no.: 69 with pertaining regulations regarding public procurements.
- NRK is also comprised by the WTO / GPA regulations.

For this tender competition the following parts apply:

- Part III: Procurements over the EEA threshold value
- Type of procedure: Open tender procedure, fixed prices, no negotiations.

### 2.3 Tentative milestones

Milestones	Date	Time
Public announcement	April 17 <sup>th</sup> 2012	
Deadline for submitting questions concerning the tender documents	June 19 <sup>th</sup> 2012	12 am
Deadline for submitting tenders	June 29 <sup>th</sup> 2012	12 am
Notification of contract award	Week 44, 2012	
Signing of contract (min. 10 days after notification)	Week 47/48, 2012	

### 2.4 Communication

This tender process will be managed in the Mercell Pro portal. Through this portal the Vendors will be given access to documents and correspondence regarding this tender.

Questions regarding the use of the Mercell portal should be directed to Mercell Support, phone +47 21 01 88 61 / +47 21 01 88 00 or e-mail [support@mercell.com](mailto:support@mercell.com).

All documents, correspondence etc, should be marked with our reference number:

**"TENDER MA2519/12E"**

Deadline for submitting questions: See section 2.32.3 Tentative milestones.

Other queries may not be answered. Any attempt to acquire information or to influence employees of NRK involved in the procurement process will result in expulsion from the competitive tender.

Questions received will be reviewed and answered in a general way so as to ensure anonymity, and will be distributed to the contact persons of all Vendors simultaneously via the MSS portal.

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## **2.5 Confirmation of intent to participate**

Vendors are asked to confirm the successful download of all documents regarding this acquisition and inform NRK whether they intend to apply or not. This is communicated through the Mercell portal by using the "I want to submit an offer" button.

## **2.6 Supplemental Tender information**

NRK AS reserves the right to provide supplemental Tender information within 10 days of the deadline.

Substantial supplemental information given to an individual Vendor during the tender period will be sent in writing by NRK/Mercell to all who have received an Invitation to Tender.

If the Vendor should discover errors, deficiencies or lack of definitions in the Invitation to Tender that can have significance for pricing or the date of Acceptance of the system by NRK, the Vendor is obligated to notify NRK of this immediately.

## **2.7 Publication and confidentiality**

NRK would like to draw your attention to the Norwegian Act relating to: Transparency in documents in public enterprises dated 2006-05-19, valid from 2009-01-01.

This implies that when the choice of vendor has been made, the documents and evaluations may be claimed to be public. To avoid any harm to the vendor/tenderer, caused by irrelevant persons gaining access to information which is competition sensitive, NRK requests that the vendor/tenderer delivers an electronic version of his offer/tender, readily censored for trade secrets (prepared for publication).

Alternatively, the vendor/tenderer may give a justified statement that the entire tender/offer should be regarded as a trade secret. NRK will treat all information which the tenderer/vendor regards as trade secrets, confidentially, as far as it is allowed by the Norwegian law.

Accordingly, we suppose the vendor/tenderers to handle information received from NRK in connection with the tender competition confidentially. This also applies after the contract has been terminated.

Received hard copies of the tender/offer will not be returned, but will be filed or shredded in accordance with regulations.

## **2.8 Participation costs**

All Vendors will have to prepare and submit their tenders on their own risk and cost. NRK accepts no charges or responsibility for the Vendors' direct or indirect cost with regards to their preparation and submission of the tenders.

Submitted tenders will not be returned, but will be filed and/or destroyed in the appropriate way.

## **2.9 Cancellation of the competition and complete call off**

NRK reserve the right to cancel the competition if there are objective reasons for this.

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## 3 QUALIFICATION REQUIREMENTS

### 3.1 REQUIREMENTS THAT THE SUPPLIER MUST FULFIL

The awarding authority shall carry out a qualification of the suppliers before evaluating the tenders. This qualification of suppliers will be based on organisational, economic and financial capacity and technical and professional qualifications. Suppliers are required to have:

### 3.2 Personal situation of economic operators, including requirements relating to enrolment on professional or trade registers

Information and formalities necessary for evaluating if requirements are met:


Qualification requirement	Documentary requirement
A legally established company	<p><b>Appendix 1:</b> Evidence of enrolment on the professional or trade register, as required by national law, in the country where the company is established and confirmed statement (company register, trade register, etc.).</p> <p>Provide the names, addresses, telephones and e-mail addresses for contact persons for the delivery regarding (a) technical matters and (b) sales/mercantile matters.</p>

#### 3.2.1 Tax certificates

Qualification requirement	Documentary requirement
Legally imposed tax certificates (Applies only to: National manufacturers, distributor/dealers)	<p><b>Appendices 2 and 3:</b> Certificate(s) issued by the chief municipal treasurer and the tax collector in Norway, and the equivalent in the country where the tenderer is established, which confirm that the tenderer has fulfilled his obligations regarding the payment of taxes in accordance with the legal regulations. Both the tax collector and the chief municipal treasurer must issue certificates if they are not co-ordinated by the local tax authority. Suppliers must ensure that the issued tax certificate(s) are correct and that the certificate(s) include arrears at both the tax collector and the chief municipal treasurer. The certificate(s) must be available by the deadline for receipt of tenders and they shall not be older than 6 months. NOTE: The form must be obtained from two different authorities.</p>

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### 3.2.2 HSE self-declaration form

Qualification requirement	Documentary requirement
The Vendor shall confirm that it meets statutory requirements in Norway relating to health, safety and the environment (HSE)	<p><b>Appendix 4:</b> The contractor shall complete the attached self-declaration form concerning health, safety and the environment (HSE certificate).</p> <p> HMS.doc</p>

### 3.3 Economic and financial capacity

Information and formalities necessary for evaluating if requirements are met:

Qualification requirement	Documentary requirement
The Vendor shall document that the enterprise is in a healthy financial position that leaves no doubt that it will be a going concern during the contract period.	<p>The enterprise's financial position shall be documented by means of the following information:</p> <ul style="list-style-type: none"><li>➤ <b>Appendix 5:</b> Presentation of the company's annual accounts, or extracts thereof for the last three accounting years. The balance and profit and loss accounting with the auditor's report shall be enclosed. Newly established companies are to enclose the company's budget with the auditor's comments.</li></ul>

### 3.4 Technical capacity/Satisfactory experience

Information and formalities necessary for evaluating if requirements are met:

#### 3.4.1 Competence and professional capacity

Qualification requirement	Documentary requirement
<p><b>Professional capacity:</b></p> <p>The Vendor must be in possession of good professional and advisory expertise relating to the equipment and services offered in the tender.</p>	<p>List of the principal customers for which similar solutions have been implemented or products delivered as proposed in this tender of the last 3 – 5. Including names, addresses, the delivery's value and date, as well as contract parties and contact information.</p> <p>When completing table 1 below NRK will get an idea of the enterprises turnover relevant for this procurement the last three years.</p> <p>If a subcontractor (i.e.a distributor/dealer) is</p>

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Qualification requirement	Documentary requirement
	<p>partly responsible for the total delivery offered, the table must be completed for both the manufacturer and the distributor/dealer.</p> <p>If the Vendor is not the provider of the products, the Vendor shall also describe to what extend NRK can contact the provider of the products directly when needed.</p>

**The Vendors reply:**

	Overview over numbers of employees relevant for this procurement	2011	2010	2009
1	Average number of employees			
2	Average number of managers			
3	Turnover by employees (%)			
4	Turnover by managers (%)			

Table 1 – Number of employees

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## 4 Tender rules

### 4.1 Language

The tender and all written communication for this tender competition shall be written in Norwegian or English. Tender documents only exist in English.

### 4.2 The structure and the content of the tender

The tender documents should be placed in a (ring) binder and separated with separator sheets structured and numbered as indicated in the table below. Sheets should not be stapled.

Electronic document shall be named accordingly.

The tender should contain the following parts and documents:

	Description
1.	Signed application letter (scanned letter with signature), including <ol style="list-style-type: none"><li>Full name and address, and complete contact information for the vendor, including contact information for the person responsible for the application.</li><li>Brief description of the vendor and any subcontractors/partners; history, markets, products and services, organization, etc. Similarly for any main subcontractors.</li><li>The vendor's statement for their understanding of section 2.7 above.</li></ol>
2.	Description on how the qualification requirements in chapter 3 are fulfilled including relevant Certificates and attachments as described. The vendor must particularly ensure that the documentation requirements are sufficiently illuminated for NRK's ability to evaluate the vendor's qualifications.
3.	The tender document "Tender form" are to be submitted with the vendor's reply:

### 4.3 Alternative tenders

N/A

### 4.4 The vendor's reservation and/or exceptions and deviations

Any reservations or assumptions from the vendor regarding his tender must be described.

Any exceptions, deviations or reservations should be defined precisely and cost estimated.

Tenders that contain exceptions, deviations or reservations relating to fundamental elements in the tender documents, without explicit admissible deviations, will be rejected.

Fundamental exceptions, deviations or reservations are defined as those who will make it impossible or difficult to evaluate and compare the different tenders.

### 4.5 Tender submission and deadline for receipt of tenders

The tender must be prepared in Norwegian or English.

- One hardcopy version marked "original" of the vendor's total offering/tender should be packed in a neutral envelope / package, marked with our reference number.
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- An electronic version of the tender with all commercial appendices (prices, terms etc.) should, in addition, be uploaded in the Mercell Pro portal within the deadline for receipt of tenders, according to the description given on this portal.
  - An electronic version of the tender censored for trade secrets (prepared for publication) according to section 2.7 should, in addition, be uploaded in the Mercell Pro portal within the deadline for receipt of tenders, according to the description given on this portal.

The signed hardcopy must be received at the following address:

NRK AS  
Radioresespsjonen  
Attention: Thor Anders Mathisen / Gitte Østhus  
Bjørnstjerne Bjørnsons pl. 1  
N-0340 Oslo,  
Norway

Please allocate sufficient time for uploading documents at the Mercell Pro portal as this process will be closed immediately after the deadline.

In case of deviations between any electronic versions and the signed hardcopy – the latter should prevail.

#### **4.5.1 Deadline for receipt of tenders**

Your tender must be received by NRK and uploaded at the Mercell Pro portal no later than the deadline for submitting tenders, see section 2.3 Tentative milestones.

Any tender arriving after the deadline will be disqualified.

If NRK finds it necessary, it can postpone the deadline for the submission of tenders. All vendors will be notified of the new deadline.

The vendors shall not be allowed to be present at the tender opening.

#### **4.5.2 Bindings and Validity**

The Bid shall be binding and irrevocable for a period of 3 months after the closing date for submission of Bids.

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## 5 Evaluation

### 5.1 Rejection of tenders

A tender can be rejected if it does not contain all of the information necessary for NRK to evaluate the tender, or does not contain information requested in this document. A tender may be rejected if it does not follow the set-up described in this document.

A tender can be rejected if it contains reservations which are difficult to evaluate, or is so deficient that it is not possible to evaluate the performance or price without considerable clarifications from the Vendor.

NRK reserves the right to reject all received tenders, fully or partly, and initiate a new tender competition or enter into negotiations with one or more of the Vendors in case that there are no acceptable offers or solutions.

### 5.2 Award Criteria

NRK will award only one contractor.

The contract will be awarded to the supplier who provides the most economically advantages tender based on the evaluation criteria's listed below.

Criteria	Weight
Price	50 %
Solution	40 %
Maintenance, service and support	10 %

The vendor is requested to provide sufficient information for NRK's evaluation according to these criteria, even if this information is not specifically asked for at other places in the tender documents.

#### 5.2.1 Evaluation of Price

The evaluation under this criterion will be based on examination of the tender form section 1.3, which specifies prices offered.

#### 5.2.2 Evaluation of Solution

The evaluation under this criterion will be based on examination of the replies according to the tender form, section 1.2.

#### 5.2.3 Evaluation of Maintenance, service and support

The evaluation under this criterion will be based on examination of the replies according to the tender form, section 1.2.3.

### 5.3 Contract reservations

NRK will evaluate the extent and consequence of any proposed changes to the contract terms in the tender form, and any assumptions and requirements from the supplier. These will be considered on a discretionary basis under the criterion of "Price" if it is believed to have economic value, or under the other award criteria if they are believed to be important for these.

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