



NRK MA- 3161/18E

Request for Information
(RFI) – CMS

INVITATION TO PARTICIPATE IN A REQUEST FOR
INFORMATION

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1. ABOUT NRK

NRK is a state-owned limited company and Norway's leading broadcasting company, bearing overall responsibility for production and distribution of radio and television programs to the entire population. NRK also supplies an extensive range of services on the Internet, mobile and social media. With its approx.

3500 employees, NRK operates nationwide and is the biggest media corporation in Norway. NRK has close to 40 editorial units producing content for the web – ranging from articles on news, sports, lifestyle and culture, to information pages and press releases. NRK also publishes content for children and young adults.

For further information about NRK, please follow this link: <http://www.nrk.no/about/>

2. INTRODUCTION

Norwegian Broadcasting Corp. (NRK), hereby invite your company to participate in our Request for Information (RFI) regarding systems and technologies related to content production and publication. NRK is seeking to replace its current Content Management System (CMS) by combining products and services from one or more providers that offer solutions in this problem space. The aim is to tailor a product suite that solves the needs NRK has now and in the future regarding content creation and publication.

The current CMS solution is technically outdated and time consuming – both for CMS users and developers. The goals of the replacement solution are to:

Enhance the journalist workflow and free up time for quality journalism:

- Allow for better “flow” in the workflow
- Improve usability and enhance editorial collaboration
- Create content of high quality
- Bring audience insight closer to the content creation

Support innovation:

- Improve development speed
- Enable new – yet-to-be-imagined – ways to convey content to the public

3. BACKGROUND

NRK currently has several CMS's. The most pervasive is Polopoly which has been in operation for 14 years. It hosts about 1.7 million articles and nearly 4 million content entries spread across 40 different content types.

Alongside Polopoly a separate team is responsible for developing custom content types deployed as standalone applications. An example of this is [The Village That Said No](#). This tailored content can be embedded in Polopoly articles but is hosted separately from the main application.

Multimedia content like image, video, audio and map are edited and published in their own CMS'es. The content is imported into the Polopoly editor where it can be added to articles or other content.

The CMS content is published to the public on nrk.no, yr.no, help texts on tv.nrk.no and radio.nrk.no as well as to text-TV, external screens and apps. The rendering engine for the public sites is handled by a separate application that consumes data from the CMS API indirectly.

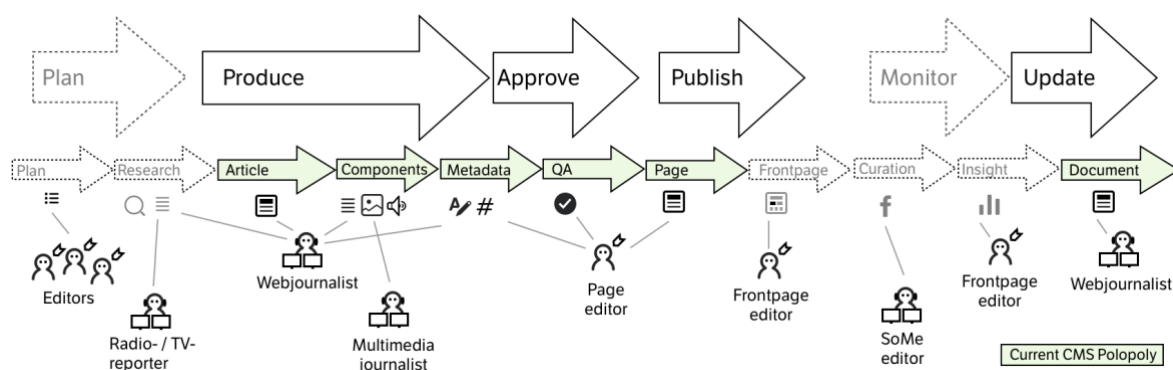
3.1. Location

The CMS users work at NRK headquarters in Oslo, one of the 48 regional offices located throughout Norway or as foreign correspondents across the world. Often this implies working outside the office, for instance when covering a live court case or other developing stories.

3.2. Users

During a given month, the CMS applications have about 1000 active users. Primarily these are journalists working on articles, but there are also many other users publishing content, editing one of nearly 400 frontpages, working with content lists to get an overview or producing shorter updates for the news streams. Secondary users are the editors who coordinate the daily news coverage across NRKs channels on Internet, TV and radio and approve the content.

3.3. Editorial workflow



3.5. Technical

Various components have been updated and replaced throughout the lifespan of the CMS applications. However, large parts are still based on an aging foundation making further maintenance and development hard if not impossible. Modern concepts like autosave and deployments without downtime are absent and the GUI makes user collaboration cumbersome.

Content preview, rendering, image storage and video playback are components NRK will handle using existing infrastructure – there is no need for system replacements for these parts at this time. Content produced by potentially new systems should fit into the existing pipeline by providing adequate hooks, events and APIs.

4. REQUIREMENTS AND REQUESTS

NRK is looking for information pertaining to one or more of the following topics:

- 4.1 CMS
- 4.2 Rich text editor

NRK will handle system integration of the individual parts.

4.1. CMS

See attached response sheet.

If your product has tools that can:

- improve workflows
- provide customizable journalist dashboards and alerts
- enable automatic content generation
- suggest related content
- suggest tags and other metadata
- allow for user defined A/B tests
- provide insight into content performance
- improve the day-to-day operations for journalists in other ways
- support user administration

Describe how your product can be used to solve some of these tasks.

4.2. Rich Text Editor

See attached response sheet.

4.3. General

Responses to any of these topics should at a minimum describe:

- Price model.
- How cooperation on new functionality will work.

Please provide test material or trials that can be tested by our editorial users or developers.

5. FURTHER PROCESS

We do not plan any meetings or further communication regarding this RFI but reserve the right to contact you if we need some more input.

NRK will use submitted RFI information for further planning of a potential procurement. The information given as a response to this RFI is not in any way binding for an upcoming procurement process.

If NRK should decide to publish an RFP, we anticipate that it will take place in Q1/Q2 2019.

5.1. Time schedule

The process is scheduled to be completed after the tentative and overall milestone schedule as given in the table below.

	Activity	Date
RFI	Prior notice publication distributed to Mancell	12 th of December 2018
	Deadline for submitting questions to the RFI document(s)	4 th of January 2018, 12 CET
	Deadline for submitting written RFI response	11 th of January 2018, 12 CET
	If NRK should decide to publish an RFP	
RFP	Invitation to participate in RFP (tentative)	Q1/Q2 in 2019
	Signing of contract (tentative)	Q3 in 2019
	Start of contract (tentative)	Q3 in 2019

Table 1 – Milestone schedule

6. RFI – INFORMATION ASKED FOR

Please respond by filling in the attached response sheet.

6.1. Announcement

This announcement has been published 12th of December 2018 at www.mancell.no (reference NRK MA3161/18E) and at www.doffin.no, as well as at TED (www.ted.publications.eu.int/official).

6.2. General

This process is managed via the www.mancell.no. In this portal, the vendors will be able to submit questions and written RFI response, and later on (If NRK should decide to publish a RFP) submit the qualification and tender documents. Other correspondences concerning this procurement are conducted on the same platform.

NRK is planning to use, but is not limited to, one or more of the Norwegian standard contracts (SSA) to manage the final scope. These standard agreements can be viewed at <https://www.anskaffelser.no/it/statens-standardavtaler/statens-standardavtaler-ssa>. More detailed information will be sent to the qualified and invited vendors in the RFP.

NRK is planning to use a negotiated procedure in the upcoming RFP process.

6.3. Confirmation of participation

Vendors are asked to confirm whether they intend to attend further activities described in chapter 3.1. This is done by sending an email in the Mercell communication module including name, position/function and company name for those who will participate in www.mercell.no and using the Mercell function "I want to respond".

Please note that NRK reserves the right to exercise discretion about how many participants from each company are given an opportunity to participate in the information meeting.

6.4. Questions, clarifications and communication

Any questions regarding the RFI/procurement process should be addressed through www.mercell.no. Inquiries should be marked with case number: NRK MA3161/18E

Incoming questions will be reviewed and answered in a general and anonymous manner and will be continuously distributed via www.mercell.no, where an email notification will be submitted to the registered contact persons.

The deadline for questions is stated in chapter 5.1.

Other inquiries cannot be expected to be answered. Attempts to acquire information or to influence NRK's employees involved in the procurement process may lead to rejection or a cancellation of the competition.

For questions on the use of Mercell refer to Mercell Support on telephone +47 21 01 88 60 / +47 21 01 88 00 or email: support@mercell.com.

6.5. Language

All communication in relation to this RFI will be either English or Norwegian.

6.6. Confidentiality

NRK will treat all information that the vendors regard as trade secrets confidential, as far as it is allowed by the Norwegian law.

Accordingly, NRK supposes the vendors to handle information received from NRK in connection with this procurement confidential.

6.7. Cost of participation

Vendors participate and prepare for the dialogue at their own expense and risk. NRK does not undertake any financial responsibility for the invested effort or other costs in relation to the RFI process. The same applies for the RFP process, if the outcome of this RFI ends up in an RFP.

6.8. Cancellation

NRK reserves the right to cancel any part of this process if there are any objective reasons for this.