



NRK MA2306/10E

Contract for web program player

BASIS FOR QUALIFICATION

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Attachments

Attachment 1 – Self declaration on wages and working conditions

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1. Introduction

1.1 Procurement purpose

Norwegian Broadcasting Corporation Ltd., (NRK), invites you to send a request to participate and qualify in a negotiated procedure for the delivery of a multi-platform on-demand service (web-player-) integrated with the NRK production infrastructure. With this service NRK want to offer our audience linear produced content on new media platforms, in a non-linear form (on demand). Subsequently this service is named “program player”.

This service is in essence an entertainment service on the web via different hardware platforms, with main focus on catch-up – i.e. the programs recently broadcasted on NRKs linear TV and radio channels. The service will also offer historic content from NRKs TV- and radio archives.

NRK want the program player to be a multi-platform service, offering the content on mainstream devices such as computers, TV, game consoles and mobile devices. The solution need to be “future-proof” with the ability to cost effectively adapt to new platforms and devices, new user habits and new ways to present this type of content.

The solution also needs to support content delivery (feeding) to special end-user solutions that are not using web technology (for example an iPhone application or special services for set-top-boxes).

A transcoding solution for on-demand, multi-platform playout may be included in the offer.

NRK already has a live-channel encoding setup (H264 for video, MP3/AAC for radio) and want to use these feeds in the solution.

Distribution (CDN, Content Distribution Network) is not part of this delivery, and will be handled by NRK.

NRK need to have control of the user-experience such as modes, navigation, layout, profile etc. We prefer a supplier with the ability to provide both interaction design and the technology behind (readymade modules and components).

The purpose of this acquisition is delivery of a complete solution, ranging from integration to NRKs content and metadata libraries production infrastructure and all the way to the end user experience. NRK is looking for a long-term partner, with:

- Full responsibility of creating and delivering a complete solution- integrated with NRK program planning and production infrastructure.
- experience and ability to reuse already created and tested modules and components

Operations, hosting, maintenance and support level of the delivery needs to be decided at a later stage.

NRK will require an option to include members of its own development team in to the development, integration and delivery process.

NRK will only accept application from suppliers that are qualified to; plan, install, test and deliver a complete solution, with all components and equipment.

1.2 General information about NRK

NRK is the public broadcasting corporation in Norway with main responsibility to produce and distribute radio or television programs for the entire Norwegian population. NRK also delivers a comprehensive portfolio of Internet, mobile and teletext content. Presently NRK employs approximately 3,500.

NRK has a nationwide activity, including 12 regional offices and is the country's largest media company.

NRK today broadcasts 3 television channels (NRK1 in HD, and NRK2 and NRK3/NRK-super in standard def), 11 + radio channels (FM, DAB and net channels) and 16 regional radio services.

Each week from linear channels NRK estimate 250 hours TV long-form content and 1100 hours radio. Historic content from NRKs TV- and radio archives will add to this.

For more information about the activities please visit www.nrk.no.

1.3 NRK current internet and content production structure

NRK's internet service, www.nrk.no is the number three site on Internet in Norway. Weekly up to 2,5 million unique users generate up to 65 million page hits and still growing.

NRK offers the end-users both live and on-demand content in varying formats.

In January 2010, up to 500 000 unique weekly users played about 1 500 000 programs on our on-demand service. In total there are about 80.000 clips in storage and we are producing 150-400 new clips per day.

The NRK streaming service is a very important part of the services NRK provides to the general public and is a part of NRKs main mission delivering radio, TV and internet services to the public (defined by national Broadcasting law and its detail regulations).

NRK recognizes the increasing demands from the public and needs new, future-proof solutions that will be able to handle this. The following sections describe important elements influencing this project.

1.3.1 Basis for program player structure

NRK has a fully filebased production infrastructure for television (-internally called "Program Bank") based on Omnibus OPUS media asset management. TV playout is controlled via Abit broadcast automation. Radio production and playout is handled by DAVID systems solutions.

Programme planning is done on Media Genix What'sON for both radio and television.

These systems will be the main origin of metadata and mediafiles for the program player, but there is also an uncovered need to add editorial publishing data .

NRK has established an internal ~~technical~~ project to streamline the flow of metadata from the existing production and planning systems, ~~related to new media-based on service oriented architecture (SOA).~~ The goal is to collect, process and deliver a complete set of data, including rights management ~~during 2010, needed~~ for the ~~new~~ program player.

NRK is currently using a canonical data schema for the flow of metadata, defined in <http://gluon.nrk.no/gluon2.xsd>

NRK is aiming at reducing the number of direct integrations between systems to a minimum, limited to time critical operations.

This means that NRK will be responsible ~~to deliver~~for the delivery of metadata ~~and high quality~~ media files. ~~The new program player service needs to receive, process and present this content and interfaces according to the end-user on different platforms specifications agreed upon with the program player vendor.~~

1.3.2 NRK net development department

To secure today's value chain, NRK has a competent development team consisting of approximately 30 Java, .net, Flash, HTML/CSS and PHP developers.

NRK will require an option to include members of this team to participate in the development and delivery process.

1.3.3 External CDN

NRK is considering moving the streaming of NRK TV and radio programs to an external CDN. This will be handled as a separate tender and not a part of this project. The contract for media distribution is expected to be awarded by a CDN during 2010.

1.4 Acquisition form and type of procedure

NRK is a Contracting Authority and is therefore obliged to respect and follow the European Directives for public procurement. This public procurement is conducted in accordance with the Norwegian Act on public procurement of 16. June 1999 and the Regulations on Public Procurement No. 402 of 7.4.2006 as a: Negotiated procedure, in accordance with section I and III - over the EU threshold values. Likewise, NRK has to follow one of the formalised procedures as described in these Directives.

In a Negotiated Procedure, interested suppliers may request the selection guideline documents (this document) in response to a public announcement by the Contracting Authority and subsequently submit an application to qualify for participation. After submission, the applications are subject to a selection and awarding process, from which a number of qualified suppliers are invited to submit a proposal "tender". After submission of the proposals, these are subject to a selection and awarding process. This procedure allows for short listing before and during negotiations. Negotiations between Contracting Authority and Contractor are allowed on every aspect of the proposal. By following the Norwegian Act on public procurement and the Directives, the Contracting Authority ensures that this process is carried out according to the main principles of the Directives of the European Union:

- a) Transparency: procurement should be effected by means of established procedures and the entire process should be clear to everyone. The contract must be disclosed to the entire European business community;
- b) Objectivity: all proposals must be evaluated on the basis of the criteria for selection and awarding.
- c) Non-discrimination: all applicants must have the same chances. No improper requirements may be imposed to exclude certain applicants.

Suppliers are expected to have the necessary knowledge of the public procurement regulations.

1.5 Announcement of the acquisition

The acquisition has been announced at www.mercell.no (reference NRK-MA2306/10E) and at www.doffin.no as well as at TED (www.ted.publications.eu.int/official).

1.6 Dates and time plan for the acquisition

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

Milestones	Date	Time
Phase 1, Prequalification of Contractors		
Notification of the procurement	03.03.2010	
Confirmation of submission a request for qualification (10 days)	12.03.2010	
Deadline for submitting questions concerning the document: "Basis of qualification"	24.03 19.04.2010	10 am
Deadline for submitting request for qualification (30 days)	06 26.04.2010	10 am
Phase 2, Qualification and selection of Contractor		
Invitation to submit a Proposal "tender" by sending out a descriptive document to qualified Contractors	16.04 20.05.2010	
Deadline for submitting questions concerning the descriptive document	06.05 13.08.2010	10 am
Deadline for submitting final offer (30 days)	18.05 25.08.2010	10 am
Awarding of contract	25.06 17.09.2010	
Contract attuning (if necessary)		
Signing of contract (after 10 days standstill)	09.07 01.10.2010	
Project execution		
Start realization	Medio August October 2010	
System in operation	December 2010March 2011	
End of approval period of 2 moths	March May 2011	

1.7 Time plan project

It is NRK's intention to release a first version of the new Program player within five months after signed contract.

Activity	Time
Start realization	0
Delivery of concept development with multiplatform user experience	+ 3 months
First launch, with web as priority	+ 5 months
Launch of multi-platform support	TBD

2. Qualification requirements

This section contains qualification requirements for the Vendor. They are regarded as minimum requirements that all must be met in order to participate in the competition.

2.1 Mandatory documentation requirements

Qualification requirements	Documentation requirements
The supplier should not have substantial tax remarks related to payment of taxes to the public.	<p>Company tax certificate.</p> <p>1. Documentation on the tax paid and the employers salaries from "kemnerkontor" (Norwegian tax form RF-1244 should be used). They must not be older than 6 months following the deadline for submission of application. If there are arrears, this must be explained.</p> <p>2. Certificate on the VAT paid from "skattefogdkontoret" (Norwegian tax form RF-1244 should be used). They must not be older than 6 months following the deadline for submission of application. If there are arrears, this must be explained.</p> <p>The requirement is only mandatory for Norwegian suppliers, but international suppliers are encouraged to submit similar documentation.</p>
The supplier shall confirm that the company meets the statutory requirements in Norway within health, safety and environment (HSE) for any work performed in Norway	<p>HSE personal statement that the vendor meet, at least at the time of the Contract awarding, statutory requirements in Norway within the HSE. Norwegian form for HSE personal statement can be retrieved at:</p> <p>http://www.regjeringen.no/upload/kilde/fad/red/2006/0032/ddd/andre/280340-hms-egenerklaering.rtf</p> <p>Foreign Suppliers may use the enclosed document "Self declaration on wages and working conditions"</p>

2.2 The supplier's organizational and legal position

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

Qualification requirements	Documentation requirements
The supplier shall be a legally registered business	Certificate or equivalent documentation showing that the supplier is registered in a public register in their home country.
The supplier shall comply with statutory wages and working conditions	Personal statement about the wages and working conditions, see Attachment 1.

2.3 Economic and financial capacity

Qualification requirements	Documentation requirements
The supplier shall have sufficient economic and financial capacity to fulfil his contractual obligations.	<p>Credit-/ solidity rating and prediction for bankruptcy from a recognized credit rating company shall be attached qualification application. The assessment must disclose (1) credit-/solidity rating and (2) degree of bankruptcy risk (prediction for bankruptcy).</p> <p>The assessment must not be older than one month from the deadline for application for qualification.</p> <p>NRK may, if the supplier asks for it and so states in the cover letter, undertake an assessment of the supplier's economic and financial situation through Experian.</p> <p>Please also enclose the two last year's annual reports and auditing notes.</p>

2.4 Technical and competence capacity

Qualification requirements	Documentation requirements
<p>References</p> <p>The supplier shall have conducted similar<u>relevant large scale</u> projects to similar customers- <u>including system integration</u>.</p> <p>NRK prefers vendors with combined competence from both broadcasting and new media.</p>	Documentation for relevant and comparable projects last three years. The documentation must provide for delivery scope, delivering projects and solutions, description of the nature and service provided, value and duration as well as customers' names and contact information.
<p>Capacity</p> <p>The supplier shall have the capacity to delivery and support the solution</p>	<p>Description of the supplier's delivery and support organization, including number of employees, their expertise – including CVs of those intended to be committed to this project in particular and description of the suppliers' general capacity for such deliveries.</p> <p>If the supplier relies on support from other company's capacity to meet the contractual obligations, the "Liability Statement" from the relevant subcontractors shall be presented, cf attachment 2. It should be clearly described which resources belong to the supplier and which that may belong to other companies.</p>

Qualification requirements	Documentation requirements
<p>Service and support The Contractor shall have an established support and service organisation that shall ensure all requirements regarding warranties, service and support. English or Norwegian speaking</p>	<p>List site of support (country, city) Describe service and support organisation. Describe service and support language. Describe processes and routines for support and service Describe number of people in support organisation as a total. Describe number of people in support organisation specific to the System. Describe support solutions and service levels and availability for the System. Describe requirements customer has to meet related to offered support – on location and remote. The description above shall also include subcontractors</p>

3. Requirements for the application

3.1 Language

The qualifying application for this competition shall be written in English, this will also apply for written communication described in section 5.1.

3.2 The structure and the content of the application

Below you will find detailed information about the documentation to be included in the application. The documents should be placed in a ring binder and separated with separator sheets numbered as indicated in the table below. Sheets should not be stapled.

Part	Description
1.	<p>Signed application letter, including</p> <ul style="list-style-type: none"> a) Full name and address, and complete contact information for the supplier, including contact information for the person responsible for the application. b) Brief description of the supplier; history, markets, products and services, organization, etc. Similarly, for any main subcontractors. c) The supplier's statement for their understanding of section 5.4 below.
2.	<p>Certificates and attachments as described in chapter 2</p> <ul style="list-style-type: none"> a) Certificate on the tax paid (section 2.2) b) Certificate on the VAT paid (section 2.2) c) HSE personal statement that the supplier meets statutory requirements in Norway (section. 2.2) d) Certificate or equivalent documentation showing that the supplier is registered in an public register in their home country (section 2.3) e) Personal statement on wages and working conditions (section 2.4) f) Credit-/ solidity rating and prediction for bankruptsy (section 2.4) g) Liability statement from the relevant subcontractors presented, if applicable (section 2.4)
3.	<p>Answering the requirements of the supplier's technical and professional qualifications shall follow the same outline as in section 2.4 above. In order to enable NRK to evaluate the supplier's qualifications, the supplier must particularly ensure that the documentation requirements are sufficiently illuminated.</p>

3.3 Number of copies

The application for participation should include:

- A hardcopy, complete paper version marked "ORIGINAL"
- An unbinded and unstapled hardcopy marked "COPY - READY FOR PUBLICATION", cf section 5.4 below.

It is emphasized that it is the supplier's responsibility to ensure that electronic documents are correctly named in accordance with the above templates and that the electronic and the paper-based copies provided are correct and coincide. If any deviations, it will be the signed paper version, which will be regarded as the binding version.

3.4 Packaging and marking

The Complete application with all documentation attached should be submitted in double and closed envelopes. The outer envelope must be labelled with the addressee and the "**NRK MA2306/10E Contract for web program player** - Application for participation. Opened only by the addressee". The inner envelope should only be marked with the sender's name and address.

The application must be packed in such a way that it is anonymous and that the application can be undisclosed until the opening.

3.5 Delivery deadline and place of delivery

The application shall be at NRK's possession no later than stated in section 1.6. The application shall be physically delivered to:

NRK AS
Attn: Kristen Erik Thorp / Thor Anders Mathisen
Kringkastingshuset, radioresepsjonen
Bjørnstjerne Bjørnsons plass 1
0340 OSLO
NORWAY

The application shall also be submitted electronically via the Mercell portal (www.mercell.no).

3.6 Amendments and recall

The application can be recalled or changed until the application deadline. Revocation shall be made in writing.

Changing the application is considered as a new application and shall be constructed in accordance with the requirements for the application that is stated above.

4. NRK's processing of the applications

Received applications will be processed in accordance with the provisions set out in section 4.1 to 4.3 below.

4.1 Opening

Opening of applications will be made in NRK's premises section 1.6 with at least two representatives from NRK present. Suppliers will not be allowed to be present at the opening.

4.2 Evaluation of the qualifications

If the application is properly submitted it will be evaluated whether the qualification requirements are met. Applications that do not meet the qualification requirements will be rejected in accordance with the procurement regulations' provisions.

Similarly, public procurement regulations, § 20-12 will be used as a basis for assessment of the relationship of the supplier in general.

4.3 Selection of suppliers

Among the qualified suppliers, NRK will select 3 - 5 suppliers who will be invited to participate in the negotiations and thus get an invitation to submit an initial offer as basis for negotiation.

Selection will take place based on an overall assessment of the suppliers as to those that to the greatest extent meet the qualification requirements in ~~section-chapter 22-2—2.4~~ above.

5. Other provisions

Below you will find a set of administrative rules for the qualification phase.

5.1 Communication regarding procurement

This procurement process is managed in the Mercell portal. The suppliers will gain access through the portal to download qualification and competition documents, as well as conduct other correspondence concerning the acquisition and provide an application for participation.

Any questions regarding the basis for qualification and other matters concerning the procurement process should only be addressed through www.mercell.no. Inquiries should be marked "Case number NRK MA2306/10E". The deadline for questions is stated in section 1.6.

Other inquiries cannot be expected to be answered. Attempts to acquire information or to influence NRK's employees involved in the procurement process will lead to rejection or that the competition is cancelled.

Incoming questions will be reviewed and answered in a general and anonymous manner, and will be continuously distributed via www.mercell.no, where e-mail notification will be submitted to the contact persons registered, not later than stated in section 1.6.

For questions about the use of the Mercell portal, please referred to Mercell Support on telephone +47 21 01 88 61 / +47 21 01 88 00 or e-mail: pro.norge@mercell.com

5.2 Confirmation of intent to participate

Suppliers are asked to confirm the download of the Basis for qualification, and inform whether they intend to apply for participation. This is communicated through the procurement portal www.mercell.no by using the "I want to submit an offer".

5.3 Corrections, addendums or change of the basis for qualification

If a supplier understands that the basis for qualification may contain errors, ambiguities or that submitted files cannot be read as expected, it is the supplier's obligation to contact NRK to get the error corrected or to clarify the possible confusion.

NRK reserves the right to make necessary changes in the document Basis for qualification. If needed, the deadline could be extended proportionately.

5.4 Publication and confidentiality

With reference to the regulation on public procurements (Foa) § 3-5 has new Act on the right to access to public services (Act 2006-05-19 nr 16) entered into force with effect from 1.1.2009. In pursuance to this, the public can after the Contract award, require access to, among other things, filed qualification applications and submitted tenders prepared for publication.

In order to be able to fulfil its duty of confidentiality in accordance with FOA Section 3-6, NRK will require the supplier to enclose a censored qualification application, which is a copy where any trade secrets or other matters that is competition sensitive, has been removed. The suppliers are asked to note that NRK has an independent responsibility to assess the extent of information that the supplier requests to be except publication.

If the supplier does not enclose a document specifically prepared for publication, NRK will consider the original qualification document ready for publication at its own discretion.

Paper-based qualification applications and tenders will not be returned, but filed or properly destroyed.

5.5 Cost of participation in the competition

Suppliers prepare and deliver an application for participation at their own expense and risk. NRK thus assumes no financial responsibility for the invested effort or other costs in connection with the preparation of an application for participation or the participation in the competition as such.

5.6 Cancellation of the competition and complete call off

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