



**Invitation to participate in a technical market dialogue
for
Radio Broadcasting On Air system**

NRK MA2630/13E

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1. Introduction

NRK invites you to participate in a technical market dialogue and subsequently to qualify for offering a system for radio production and broadcast. Norwegian Broadcasting Corporation Ltd., subsequently named NRK, is the public broadcasting corporation in Norway with main responsibility to produce and distribute radio and television programs for the entire Norwegian population. NRK also delivers a comprehensive portfolio of Internet, mobile and text-TV content. Presently NRK employs approximately 3,800.

NRK has a nationwide activity, including 13 regional offices and is the country's largest media company.

NRK radio has a market share of 60% of listeners. Distribution is on FM, DAB, Internet and apps for handheld devices.

NRK is one of Norway's largest web content providers with services such as nrk.no, yr.no and ut.no with estimated 2.800.000 unique users per week and 850 000 per day.

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

In a constant strive to use cost efficient delivery state-of –the-art solutions we want to engage in dialogue with potential suppliers who can provide the desired services. The outcome of this dialogue will be incorporated in a benchmark analysis of our current solution, which in turn will form a basis for the decision on whether we will engage in a partial or total renewal of our current system.

As a governmental body, NRK is required to comply with the Public Procurement Act and is therefore under obligation to follow the rules and regulations for public procurement. NRK wants with this Prior Information Notice to initiate a technical market dialogue on the Radio production and broadcast system and further on, a possible tender process.

2. Some of our requirements

We believe the basis for a future system to be its ability to handle ingest, edit and On-air of audio for radio, as well as reporting and other metadata operations. In addition there are some integration needs to other systems. If you only cover parts of this, please inform us.

NRK needs a tool for their journalists and engineers to handle the operations identified with radio broadcast. In this dialogue this does not include a newsroom system, or a full planning system beyond what is needed for the On-air part to work, but integration to our existing solutions is of interest.

Radio production in NRK is considered to be a mix of pre-recorded audio and live audio. It is also a mix of manually controlled, and semi or fully automated On-air services. The main user is a journalist, but engineers do operate some services.

Audio files needs to be ingested, edited, marked with metadata, played out and finally reported. In addition metadata is needed for live text services. Other media files for enhanced radio experience is also of interest, like still pictures synced to audio playout. Audio files is exchanged internally between studios throughout the entire network, and also externally.

The metadata on each audio file needs to be in conformity with our reporting standards. Import of metadata with an audio file from the archives must be supported.

Playout from main and regional sites and even standalone units must be provided. The system must support playout even without access to NRKs network. Playout into the same program stream from different regional sites must be supported. NRK currently uses a switching matrix.

The vendor must be able to provide technical support but not necessarily end user support. NRK

would also like to know the policy of updates and upgrades, both in technical and financial terms. NRK would also like to know if the support is divided in certain levels of response times and defined areas that the support covers.

3. Technical market dialogue

3.1 Purpose

We want to engage in dialogue with potential suppliers who can provide input on desired services and solutions.

The purpose of such dialogue would be to give NRK a better understanding of the current market situation and state-of-the-art services available related to challenges related to radio production, and on this basis receive input from the supplier market.

Primarily NRK wants to talk with existing suppliers with relevant experience related to media services as described in chapter 2, who are willing to share their knowledge and experience on the matter.

3.2 Areas of particular interest

NRK acknowledge that the systems covering this market may have different approaches, and may solve the challenges differently. These are the main areas of interest and where we would like to improve our understanding of the market situation.

- **Technical challenges**
 - Choice of operating system server/client
 - Network
 - Technologies supported
 - Type of support – Service desk and response levels offered
 - Support of handheld devices
 - Monitoring of service
- **Functional challenges**
 - Newsroom integration
 - Simplified user operation
 - More effective workflow
 - Automatic reporting
 - Enhanced serviced like still picture sync to audio playout
- **Commercial challenges**
 - Price models – What structure and variations can NRK expect?
 - Commitments and minimum obligations
 - Scalability and price consequences

3.3 Scope and theme

It is our intention that this technical market dialogue will provide NRK with new information about how the need for our future system for radio production best can be accomplished.

The dialogue will not include discussion of eligibility requirements, selection criteria and award criteria nor will we include discussions of factors that may distort or otherwise affect competition for deliveries.

Accordingly, the dialogue will not include discussions of detailed / specific price, beyond general conditions such as to identify cost-driving elements.

3.4 Execution of the dialogue

NRK will carry out technical market dialogue as follows:

1. NRK will set up a public information meeting with suppliers.
In this meeting we will present our needs and challenges. The suppliers are expected to give a short "power" presentation of their existing offerings and typical solutions and technologies seen as relevant. Subsequent to participate in a dialogue / Q & A session and to improve the understanding of our challenges and your offerings.
2. Individual meetings with the suppliers who request it, with the possibility of deepening and further clarification of suppliers' suggestions for possible solutions. NRK will use their own discretion in limiting the number of suppliers for such meetings in order to give us increased and new knowledge.

With the implementation of this technical market dialogue, NRK will strive to fulfil basic requirements of equal treatment set out in the rules and regulations of public procurement, so that it sought not to give any supplier a competitive advantage by:

- Influenced the design of requirements specification
- Influenced the design of the tender documents
- Achieve greater insight about the actual conditions
- Achieve a greater understanding of the client's wishes

Summing up, NRK will not seek to provide information or use the information received in a manner that provides a competitive advantage. Information advantages can be offset by giving the same information to other suppliers and give them sufficient time to submit a tender based on the information.

Suppliers should therefore be able to participate in this market dialogue in assurance that the principle of equal treatment will apply and that they, by participating in this dialogue, should not be prevented from participating in following competitions due to information received by or communicated to NRK.

4. Administrative provisions

Below you will find the administrative provisions for the suppliers.

4.1 Announcement

This prior announcement has been published 08 May 2013 at www.mercell.no (reference NRK-MA2630/13E) and at www.doffin.no as well as at TED (www.ted.publications.eu.int/official)

4.2 Time plan

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

There are three possible days in choice for the dialogue meeting. Please return a prioritised choice of dates within 21st of May 2013. We will respond on the most selected one shortly after the deadline. In connection with this meeting there will be a possibility to have bi-lateral meeting.

Activity	Date
Announcement of this notice	08 May 2013
Public information meeting with the registered suppliers (ref. section 3.4) <i>Please return a prioritised choice of dates within 22 of May 2013 in communication module of the Mercell portal.</i>	Choice A 17 th June 2013, 10:30 am
	Choice B 20 th June 2013, 10:00 am
	Choice C 21 th June 2013, 10:00 am
Possible bi-lateral meeting with selected relevant potential suppliers	18 th (C1), 21 th (C2), 20 th (C3)
Scheduled announcement of Tender notice	TBA

4.3 Communication regarding the dialogue

NRK manages its procurement processes and market dialogues in Mercell Pro Portal (www.mercell.no).

This will include the announcement, which this document is attached, the suppliers' registration to participate in the dialogue, following the dispatch of information and documentation, and submission of any documentation from the suppliers.

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 .

4.4 Your required response to the RFI

Suppliers are asked to confirm the download of the invitation, and inform if they intend to participate. This is communicated through the Mercell portal by using the button "I want to respond" preferably in less than 10 days after reading this.

You are also required to use the communication module to send us a message with names and position of the persons attending. Please observe that NRK would like to have the discretion of limiting the number of persons attending from each supplier.

Explicitly; you are not required to upload any documents in this stage of the process, even if the portal may generally indicate such.

4.5 Cost of participation

Suppliers participate and prepare presentations 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.