



**Invitation to participate in a technical market dialogue
for
Media Asset Management system (MAM)**

NRK MA2650-13E

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1. Introduction

Norwegian Broadcasting Corporation Ltd, subsequently named NRK, has initiated a procurement process with the goal to replace our current system for Media Asset Management.

As an initial part of this process we will start a technical market dialogue in order to map out existing and new technologies which could be used in the new solution. Apart from the mandatory functionality, NRK will focus on standardization, integration, user friendliness and modularity.

1.1 General

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 has approximately 3,800 employees.

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

NRK TV has a market share of over 40%, distributed over three channels. NRK1 is Norway's largest channel with a daily market share of 32%.

NRK radio has a market share of over 60% of national 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 an estimated 5 000 000 unique net users per week and 879 000 per day, while reaching over 1 400 000 users with mobile content each week. Daily users for mobile and web combined is over 1 000 000.

In total NRK reaches 88% of the population in Norway each day.

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

1.2 Technical market dialogue overview

In a constant strive to use efficient, state-of-the-art solutions, NRK wants to replace our current Media Asset Management (MAM) system with the goal of establishing a more streamlined and flexible management of our media content.

In order to acquire the necessary market overview and understanding of available systems, a technical market dialogue is initiated where we will engage with potential suppliers of such systems and/or related functionality.

As a governmental body governed by public law, NRK is required to comply with the Public Procurement Act and is therefore under obligation to follow the rules and regulations for public procurement.

A technical market dialogue is initiated in order to acquire the necessary market information to develop a specification for the subsequent public procurement process for a system to replace current MAM system.

Primarily NRK wants to open a dialogue with suppliers with relevant experience related to media services as described in the following chapters, and that would be interested in taking part in the subsequent qualification and procurement process and thus being willing to share their knowledge and experience on this matter.

2. Current MAM System

The MAM system NRK wants to replace is the central hub in the entire production chain for video content. The system controls almost all production, publishing and archiving of video in NRK - either with tools inside the system or through third party tools, controlled by the central MAM.

The system is geographically spread across 15 sites. All sites can see, search and browse the other sites. The MAM in each site is however, a stand-alone system and is functional fully independent from the systems in other sites.

Important concepts in our current system is sharing of material (raw, in production and finished programs), availability of assets (via proxies), common handling of technical resources like transcoders and video servers, and a data model describing the content in a uniform manner enabling simple integration etc..

The MAM system handles all the metadata records for our video assets and delivers this out in different forms. MAM also handles searching, collecting and moving of the content. This is done either by users through the MAM UI, by automatic business rules defined in the MAM or by third party systems that can start processes in MAM.

It also controls the main archive servers for video assets, and is the tool used by journalists use to access our historical video archive.

MAM is the main tool for annotating and maintaining video metadata, both for production purposes (marking live feeds Sports for editing), publishing workflows (timeline data in NRK Program Player) as well as for archiving purposes.

The system also controls video servers and routers for scheduled and manually initiated ingest. It handles transfer of material between various production servers, and acts as an information hub.

The system handles queue management for workflows, and controls resources like transcoders, QC systems and transfer lines between regions.

MAM also acts as an integration hub for our video production. The system is integrated with planning systems (both our main channel/web planning system and our newsroom system), playout systems, metadata/archive systems and other systems like editors, ingest and web publishing systems. Third party systems can access the asset database via standard protocols and may start, process and monitor workflows within the MAM.

3. Technical Market dialogue

3.1 High level requirements

- A new system should as a minimum be able to provide, but not be limited to, all functionality provided by the current system. We will however, be open to suggestions on new ways of accomplishing required functionality.
- A new system should be Modular, Flexible, User friendly and it should support standard Interfaces
- A new system may be provided as a complete system from one supplier or as a set of tools integrated to a complete system through standard interfaces. The solution may be delivered from one supplier or from a constellation of suppliers, preferably fronted by one company.
- A new system should handle all file types (media files and documents), not limited to video files only. It should thus also be easy to define and integrate support for new media formats in the system.

The new MAM will be used by almost all our production personnel, from engineers to journalists.

We need to be able to store, annotate, process and transfer all content in an easy and user friendly way as most of our end users are non-technical personnel. User Interfaces should resemble common consumer market user interfaces, enabling commonly experienced look and feel. This includes use of hot keys, search mechanisms, “drag-and-drop” and other user philosophies commonly used in Microsoft Windows, Apple, Google and other environments. The goal is an intuitive User Interface enabling easy recognition of methods throughout the system.

All workflows defined and handled in the current MAM system must be handled in the new system.

This may be obtained through one system handling all functionality or through a system consisting of several integrated applications. Examples on typical workflows will be presented in the RFI meetings.

Any suggested solution must, as far as possible and practical, have a modular architecture and be based on standard interfaces enabling easy integration of new functionality and later extensions.

As the media industry is rapidly changing, our next generation MAM must be very flexible. We need to be able to easily redefine workflows to meet new requirements. A good workflow engine and easy management of resources, is vital functionality in achieving this. It is a strategic aim for NRK to be first out with news content on all platforms, so our systems need to handle quick turnaround of our content. As Integration with other systems is also important, open standards on all external interfaces are preferred.

The new system must provide instant preview access to content for all personnel connected to the NRK network. This includes legacy proxy files, but should not be limited to proxy technology.

The new system should also be able to handle a myriad of different file types and formats, not limited to video content. NRK would like to enable use of any media formats without being restricted by the system. This includes formats, size and or content type.

3.2 Areas of particular interest

NRK acknowledge and appreciate that the systems covering this market may have different approaches and may solve the functional challenges in different ways. We also understand that the best approach to solving our workflows might be a mix of different systems in a modular and integrated system.

The following list defines areas we would like to have specific focus on and where we would like to improve our understanding of possible solutions and the market situation:

- Technical challenges
 - Choice of operating system server/client
 - Integration methods and potential limitations
 - Scalability and availability
 - Data models
 - Support for file formats
 - Genealogy and relationships
 - Support for third party systems
 - Modularity in the solutions
 - Migration from the old system
- Functional challenges
 - Ease of use through intuitive and uniform user interfaces
 - Possibilities for simplified user operation

- Ability for adapting and changing workflows
- Content sharing
- Commercial challenges
 - Price models – What structure and variations can NRK expect?
 - Model for commitments with regards to complete system responsibility and related minimum obligations
 - Scalability and price consequences
 - Support models
- References
 - Examples on reference customers that are comparable to NRK that have whole- or part of solutions that might be interesting for NRK to evaluate

3.3 Scope and theme

It is our intention that the technical market dialogue will provide NRK with information about technological solutions that are established in the market and developments in the near future.

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 nor commitments 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 the suppliers registered for participation.
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**. Subsequently suppliers are invited to participate in a dialogue/Q&A session with the goal to improve the understanding of NRK’s challenges and the suppliers’ offerings.
2. Individual meetings with the suppliers who request it, with the possibility of deepening and further clarification of both NRK’s needs and 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 fulfill basic requirements of equal treatment set out in the rules and regulations of public procurement, so that it is sought not to give any supplier a particular 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 seek not 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 the following competition due to information received by or communicated to NRK.

4. Administrative provisions

Bellow you will find the administrative provisions for the suppliers.

4.1 Announcement

This prior announcement has been published 10.02.2014 at www.mercell.no (reference NRK-MA2650-13E) and at www.doffin.no as well as at TED (www.ted.publications.eu.int/official)

The Procurement announcement will be conducted separately after the completion of technical marketing dialogue. The announcement will probably be made in Q3 2014.

4.2 Time plan

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

Activity	Date
Announcement of Prior notice	7. February 2014
Public information meeting with the registered suppliers (ref. section 3.4)	12. March 2014 09:30 am CET
Possible bi-lateral meeting with selected relevant potential suppliers	12. - 28. March 2014
Scheduled announcement of Tender notice	Q3 2014

Explicit time schedules for the acquisition will be announced in the qualification-/Tender documents.

4.3 Communication regarding the dialogue

NRK manages its procurement processes and market dialogues in Merccell 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 Merccell portal, please referred to Merccell 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 whether they intend to participate. This is communicated through the procurement portal www.mercell.no 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 form 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.