



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

**NRK MA2821-15E**

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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 started one year ago with a technical market dialogue in order to map the existing landscape of technologies, which could be used in the new solution. NRK has increased its knowledge during the past year, but will like to have a last feedback as well as share its findings and theories with the vendor market before entering into the procurement process. Apart from the mandatory functionality, NRK will continue our focus on user friendliness, standardization, integration, 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 3,500 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 and yr.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](http://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 called the Origo project.

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.

This is the final technical market dialogue in order to acquire the necessary market information to tune our specifications 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.

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## 2. Current MAM System

Our current MAM system 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, or 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.

This MAM system in its current form has reached EOL in its configuration and coding and needs to be replaced.

## 3. Technical Market dialogue

In the year since our last RFI, NRK has done some major design choices that affects the procurement.

These choices affects the procurement of our next generation MAM in that we are looking for a system that excels at solving our production workflows, geared towards the production and publishing parts of our content lifecycle, instead of procuring a total solution for the whole content lifecycle.

NRK has started developing user interfaces for our non-technical end users to make content production easier. These interfaces aggregate data from different source systems and deliver a sub-set of the most used tools, so that only skilled personnel in advanced workflows is required to use specific system UI's.

NRK has also started developing our own metadata layer, called the Metadata-bank, as part of the Origo-project. This layer will aggregate data from many sources, including the new MAM system, and will therefore be able to do our high-end metadata demands for publishing, research and deliver a solution for storing our content "story-wise" in a historic perspective.

The high level requirements are outlined in next chapters.

### 3.1 High level requirements

- A new system is not supposed to be a drop-in replacement for the old. Our focus is on solid asset handling, great integration capabilities and a flexible workflow engine.
- 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.
- A new system should have a modern approach to multi-site configurations and high availability.
- A new system should have a flexible metadata model to allow NRK to seamlessly integrate the system with our common metadata layer, the Metadatabank.

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. NRK wants to use this workflow solution not just for assets in the MAM but for our whole production chain and for all our archive content. It is therefore vital that the solution is accessible via APIs.

The new solution will need to interface with our new metadata layer, the Metadatabank, in a none-destructive way. This means that use of external authority records, storing of identifiers associated with metadata and having the ability to expose metadata in a standardized way like EBUCore will be required.

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.

NRK has designed its own user interface that covers the main tasks of most users and this UI will be extended to support the new MAM as well. We would still like the UI provided by the vendor to have a modern look and feel, and be easy to use, but this is not our most important criteria.

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.

### 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
  - Multi-site configuration
  - Integration methods and potential limitations
  - Scalability and availability

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- Data models
  - Support for file formats
  - Genealogy and relationships
  - Support for third party systems
  - Modularity in the solutions
  - Migration from the old system
  
  - 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 and Tender process

As you will find in the tentative time plan we are close to enter into the procurement process, but since this process have some variations from a standard process we will list the highlights here:

1. NRK will arrange a public information meeting with the suppliers registered for participation on the 2<sup>nd</sup> of June. In this meeting we will present our theories so far, needs and challenges.

The suppliers may also request a one-on-one meeting with NRK on either the 2<sup>nd</sup> or 3<sup>rd</sup> of June. Since there are limited time-slots available for these meetings, interested suppliers should send us a meeting request as soon as possible and no later than 26<sup>th</sup> of May. This request must include an explanation on why you would like a meeting at this stage.

2. Subsequently suppliers are invited to participate in Tender process for at contract on the new MAM system. Interested suppliers will have to submit an application to qualify for the Tender procedure. This will focus on choosing suitable vendors with sufficient financial strength to fulfil the contract as well as ability to prove suitable experience.
3. Four to seven qualified vendors will be invited to submit a pre-Tender design and concept proposal against a standard remuneration of NOK 75.000. NRK will own these proposals and use this to adjust the tender documents.
4. Three vendors will be chosen to submit a bid and negotiate for a contract of delivering the new MAM-system. This negotiation will include an on-site Proof of Concept.

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In summary, 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**

Below you will find the administrative provisions for the suppliers.

### **4.1 Announcement**

This prior announcement has been published 12 May 2015 at [www.mercell.no](http://www.mercell.no) (new reference NRK-MA2821-15E) and at [www.doffin.no](http://www.doffin.no) as well as at TED ([www.ted.publications.eu.int/official](http://www.ted.publications.eu.int/official))

**The announcement of the Procurement process will be conducted separately after the completion of technical marketing dialogue. The announcement will probably be made in June 2015.**

## 4.2 Schedule

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

Activity	Date
Announcement of Prior notice	12. May 2015
Public information meeting with the registered suppliers (ref. section 3.4)	2. June 2015 09:30 am CET
Scheduled announcement of Tender notice and invitation to qualify	End June/Early July
Confirmation of submission a request for qualification (preferably less than 10 days after reading)	
Deadline for submitting questions concerning the document: "Basis of qualification"	31. July 2015
Deadline for submitting request for qualification	7. August 2015
Anticipated announcement of the result of the qualification to the qualified suppliers	31. August 2015
Anticipated distribution of the invitation to submit pre-Bid proposal to the chosen suppliers	1. September 2015
Deadline for submitting written preliminary proposal/answer	18. September 2015
Bi-lateral meeting with pre-Bid suppliers	Week 39
Evaluation and shortlisting of the pre-bid suppliers	Week 40 to 41
Anticipated distribution of the invitation to submit Bid to the chosen suppliers	12. October 2015
Anticipated deadline for submitting questions concerning the tender document	23. October 2015
Anticipated deadline for submitting Bid	30. October 2015
Evaluation Bid 1	Week 45 to 46
Feedback to contractors	Week 47
Deadline for submitting revised tenders	27. November 2015
Proof of Concept	Week 49 to 51
Evaluation revised Bid 2	Week 49 to 1
Feedback to contractors	9 January 2016
Deadline for submitting final revised tenders	15. January 2016
Evaluation final bid – awarding of contract be announced	22. January 2016
Signing of contract	Week 4 and 5, 2016

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.merccell.no](http://www.merccell.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: [support@merccell.com](mailto:support@merccell.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](http://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 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

At this stage, 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.

As described in section 3.4 bullet 3, regarding the pre-Bid proposals, NRK will present the terms and conditions for this submission in the invitation to quality.