



NRK MA-2821/15E

ORIGO MAM

BASIS FOR QUALIFICATION –
NEGOTIATED PROCEDURE

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1. INTRODUCTION

1.1. Procurement purpose

Norwegian Broadcasting Corporation Ltd., subsequently named NRK, invites interested contenders to qualify for participation in a negotiated procedure for the delivery of a replacement of NRKs old MAM system, the Programme Bank. This procurement is part of NRK's Origo project.

The goal of the Origo project is twofold: First, NRK aims at a future oriented replacement for its current Media Asset Management solution from GV/Belden/Miranda/Omnibus (G3). Secondly, NRK aims to consolidate metadata from different systems and have a more structured approach to archiving and repurposing. Origo will consist of several core products, whereof some will be procured while other will be built internally.

Origo aims to provide NRK's production personnel with a solid structure for efficient media workflows. Origo will be the central media asset handling structure in NRK, communicating and facilitating workflows for our internal archive systems, production systems, automation systems and publishing systems. It stores and gives access to audio and video files, also storing other relevant files and metadata associated with our media. Origo will focus on non-linear media workflows.

1.1.1. Current MAM system

The 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 within 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 view, 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 journalists use to access our historical video archive.

MAM is the main tool for annotating and maintaining video metadata, both for production purposes, publishing workflows (timeline data in NRK web-player(s), 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 NLEs, 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 End Of Life in its form and coding and needs to be replaced.

1.1.2. High-level requirements

- A new solution 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 solution 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 solution should have a modern approach to multi-site configurations and high availability.
- A new solution should have a flexible metadata model to allow NRK to seamlessly integrate the solution with our common metadata layer, the Metadatabank.
- A new solution should have an extensive set of APIs. Ideally we do not want a distinction between the systems private and public API, but there should be a clear separation between front-end and back-end.
- The Contractor is expected to assist NRK in migrating data from the old MAM to the new system.

The new solution will need to interface with NRKs metadata layer, the Metadatabank, in a non-destructive way. This means that use of NRK authority records, storing of identifiers associated with metadata and having the ability to expose metadata in a standardized way like EBU-Core will be required.

The new solution should also be able to handle different file types and formats, not limited to video content. NRK would like to enable use of any media formats without restrictions 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 GUI will be extended to support the new MAM. We would still like the GUI provided by the Contractor 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.

NRK acknowledges and appreciates 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.

NRK expects to enter into a long-term contract, as the solution is expected to have a minimum lifespan of 7 – 10 years.

1.2. General information about NRK

NRK is the main 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 3,500 people.

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

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

It is estimated that NRK provides 250 hours from linear channels - TV long-form content - and 1100 hours radio each week. Historic content from NRK's TV- and radio archives will add to this.

For more information, please visit www.nrk.no.

1.3. Procurement procedure

This public procurement is conducted as a negotiated procedure 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 (FOA) section I and III - above the EU threshold values.

Between the Qualification stage and the negotiated procedure, qualified and selected Contenders will be invited to submit a preliminary-and high-level proposal ("concept proposal"). Upon NRK's evaluation of the concept proposals, NRK will select qualified Contenders for participation in the negotiated procedure, according to the selection criteria as set out in the concept proposal invitation. Please refer to section **Feil! Fant ikke referanseilden.** for further information.

NRK reserves the right to reduce the number of proposals to be subject to negotiation. A reduction might take place before the negotiations start, or after each of the negotiation stages. Contenders are expected to possess the necessary knowledge of the general public rules and regulations applicable to the public sector purchases in Norway and the EU. Any omission or mistake in any way whatsoever with reference to this does not give the contender any right to an additional claim.

1.4. Contract notice

The procurement is publicly announced at www.mercell.no (reference NRK-MA2821/15E), www.doffin.no and at TED (www.ted.publications.eu.int/official).

1.5. Time Schedule

The procurement is scheduled to be completed in accordance with the tentative and high-level time schedule as given in the table below.

Activity	Date
Announcement of Prior notice	12. May 2015
Public information meeting with the registered Contenders (ref. section 3.4)	2. June 2015 09:30 am CET
Announcement of Contract Notice and invitation to request for qualification	18. June 2015
Deadline for submitting questions concerning the document: "Basis for qualification"	30. July 2015
Closing date for submitting request for qualification	10. August 2015 at 12 noon CET
Notification of the result of the qualification and selection. Distribution of the invitation to submit Concept proposal to qualified and selected contenders	31. August 2015
Closing date for submitting written preliminary proposal	21. September 2015
Bi-lateral meeting with concept proposal contenders	Week 39
Evaluation of concept proposals	Week 40 to 41
Notification of the result of the concept proposal evaluation and distribution of Tender Documents to selected contenders	Week 42
Closing date for submitting questions concerning the tender document	Week 43
Closing date for submitting proposals	Week 44
initial evaluation	Week 45 - 46
Feedback to contenders/negotiations	Week 47
Closing date for submitting revised proposals	Week 48
Proof of Concept	Week 49 - 51
Evaluation of revised proposals	Week 49 - 1
Feedback to contenders/negotiations	Week 1/2016
Closing date for submitting final proposals	Week 2/2016
Evaluation of final	Week 3/2016
Contract award notification	Week 4/2016

The contract will be signed after the expiry of the standstill period following the contract award notification.

1.6. Concept proposal

Prior to the bidding phase, NRK will invite the qualified Contenders to submit a concept proposal. Upon submission, the Contractor will receive a flat remuneration of 50'000 NOK.

NRK has the right to use Concept proposal material compiled by the Contractor throughout the duration of the Origo MAM project. NRK is entitled to a paper- or electronic copy including related and stored material Contractor prepares under this engagement. NRK cannot demand a copy of software used by the counselor unless this software is made or designed specifically for the project.

Models and other demonstration objects are Contractor's property if it is paid for by NRK.

Unless otherwise agreed, the Contractor maintains all other rights to their ideas and the material he has prepared. The Contractor still cannot use this material in a way that is unreasonable in relation to the material specially prepared for NRK.

The parties will otherwise deal with project material in such a way that the author's rights are not violated.

1.7. Proof of Concept

As part of the procurement procedure, the Contractor's will be required to participate in a Proof of Concept. Details will be contained in the Tender Provisions.

2. QUALIFICATION REQUIREMENTS

This chapter contains qualification requirements. They are regarded as minimum requirements that all must be fulfilled in order to participate in the competition.

2.1. Mandatory documentation requirements

Qualification requirement	Documentation requirements
K01 The Contender should not have substantial tax remarks related to payment of taxes to the public.	<p>Company tax certificate. Documentation on the tax on the employers salaries and VAT paid from "kemnerkontor" (Norwegian form RF-1244 should be used). They must not be older than 6 months following the deadline for submission of application.</p> <p>Any arrears must be explained.</p> <p>The requirement is only mandatory for Norwegian Contenders, but international Contenders are encouraged to submit similar documentation.</p>

Qualification requirement	Documentation requirements
K02 The Contender shall meet the statutory requirements in Norway within health, safety and environment (HSE) for any work performed in Norway	HSE personal statement that the Contender 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: https://www.regjeringen.no/globalassets/upload/fad/vedlegg/konkurransepolitikk/anskaffelser/ansk_hms_egenerklaering.rtf Foreign Contenders may at this stage use the enclosed document “HSE_Self declaration”

2.2. Organizational and legal position

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

Qualification requirement	Documentation requirements
K03 The Contender shall be a legally registered business	Certificate or equivalent documentation showing that the Contender is registered in a public register in their home country.

2.3. Economic and financial situation

Qualification requirements	Documentation requirements
K04 The Contender shall have sufficient economic and financial capacity to fulfil his contractual obligations.	<ul style="list-style-type: none"> - 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). The assessment must not be older than two months from the deadline for application for qualification. - Annual report 2013 with belonging auditing notes. - Annual report 2014 with belonging auditing notes. NRK may, unless the Contender has stated otherwise in the tender letter, undertake an assessment of the Contenders economic and financial situation through Experian if possible.

2.4. Technical and professional capacity

Qualification requirement	Documentation requirements
<p>K05 Previous experience The Contender or the Contenders' subcontractor shall have provided similar supplies to comparable customers.</p>	<p>Documentation of the most important relevant deliveries. The documentation must provide for:</p> <ul style="list-style-type: none"> - customers' names and contact information - delivery scope and delivered solutions - value and duration of the delivery - statement of the delivery's relevance to this procurement. <p>It should be clearly stated who the reference is concerning – whether it is the applicant itself or from another enterprise's capacity on which he will rely.</p> <p>NRK reserves the right to make necessary investigations about the true relevance of the documented deliveries in order to get a complete picture of the Contenders capabilities.</p>
<p>K06 Capacity The Contender / manufacturer shall have the capacity to deliver and support the system.</p>	<p>Description of the Contenders capacity for such deliveries, support organization, their expertise and description of any subcontractors' and number of similar customers.</p> <p>It must be identified to which organisational/legal entity the resources belong/are employed</p> <p>If the contender relies on other enterprise's capacity in order to fulfil the qualification requirements, the enclosed "Liability Statement" from the relevant subcontractor(s) or co-operating enterprises shall be filled out and submitted, signed by a duly authorised representative from the actual third party/-ies.</p>
<p>K07 Development Methodology The Contender shall utilize modern approaches to software development and testing.</p>	<ol style="list-style-type: none"> 1. Documentation stating your development methodology 2. Documentation stating your strategy for testing your product(s). 3. Documentation stating your release strategy for your product(s). 4. Provide any certifications you have in this area.

3. REQUIREMENTS FOR THE APPLICATION

3.1. Language

The request for qualification shall be written in English.

3.2. The structure and the content of the application

Contenders are asked to note in particular that all descriptions must be as complete and as transparent as possible.

The contenders must ensure that the documentation requirements are sufficiently exhaustive for NRK's ability to evaluate the Contenders qualifications, though NRK encourage you to keep responses short and concise. Extensive use of references to *external* and general information where we have to search for necessary information may be a disadvantage for the scoring of the Contender during the assessment.

The application should contain the following parts and documents:

Part	Description
1.	Signed application letter (scanned letter with signature), including <ol style="list-style-type: none"> Full name and address, and complete contact information for the Contender, including contact information for the person responsible for the application. Brief description of the Contender and any subcontractors/partners; history, markets, products and services, organization, etc. Information of which parts of the delivery any subcontractors/partners are intended to be used The Contenders statement for their understanding of section 5.4.
2.	Certificates and attachments as described in chapter 2. <ol style="list-style-type: none"> Certificate on the taxes and VAT paid (c.f. section 2.1) HSE personal statement that the Contender meets statutory requirements in Norway (c.f. section. 2.1) Certificate or equivalent documentation showing that the Contender is registered in an public register in their home country (c.f. section 2.2) Financial statement with the annual report and auditor's report (c.f. section 2.3) Credit-/ solidity rating and prediction for bankruptcy (c.f. section 2.3) Liability statement from the relevant subcontractors presented, if applicable (c.f. section 2.4)
3.	Documentation on fulfilment of the requirements to the Contenders technical and professional capacity in the same outline as in Section 2.4 above.

All electronic application files/documents must be labelled as follows:

<MA-2821>_<name of document>_<Company name>

Example: **MA2821_Cover letter_Company-A**

3.3. Submission of request for qualification

The application shall be delivered electronically via the Merccell-web portal, no later than the closing date stated in section. 1.5 and must contain the following:

- One complete electronic version as described in section 3.2 (set of single files/documents)
- One "Complete application pdf-binder" as described below
- One censored version as described in chapter Feil! Fant ikke referansebildet.

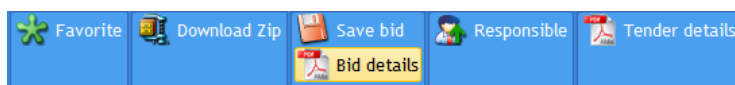
For avoidance of doubt and errors in the above-mentioned files and to help NRK to see the correct layout of the application in the way it was supposed to be presented, we also want to receive *one* single pdf-binder containing the complete set of documents in the right order.

Please note that the Merccell portal will close at delivery deadline.

The Norwegian public procurement regulation only accepts e-signatures issued in accordance with a national Requirement Specification by certification service providers registered with the

Norwegian Post and Telecommunications Authority. Non Nordic Contenders may not be able to use e-signatures. Please test your e-signature well in advance.

Contenders that do not have such an e-signature may use an alternative. Print and sign the “bid details”, then scan it and upload it along with the response submission.



NB: To enable electronic submission without the e-signature, please contact us well in advance before the deadline. For further assistance, please contact Mercell support at support@mercell.com / +47 21 01 88 60 / +47 21 01 88 00.

3.4. Amendments and recall

The request for qualification 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 compiled in accordance with the requirements for the application that is stated above.

4. NRK´S PROCESSING OF THE REQUESTS FOR QUALIFICATIONS

Received requests for qualification will be processed in accordance with the provisions set out in section 4.1– 4.3 below.

4.1. Opening

Opening of applications will be made in NRKs premises immediately after the submission deadline, by at least two representatives from NRK. Contenders will not be allowed to be present at the opening.

4.2. Evaluation of the qualifications

Properly submitted requests for qualification will be evaluated as to whether the qualification requirements are met. Contenders that do not meet the qualification requirements will be rejected in accordance with the provisions set out in the procurement regulations.

Similarly, public procurement regulations, FOA § 20-12 will be applied for assessment of the contender in general.

4.3. Selection criteria

Among the qualified contenders, NRK will select a minimum of four (4) to be invited to participate in the subsequent Concept proposal stage if a sufficient number of applications are submitted. If more than four Contenders qualify, NRK reserves the right to invite a larger number of qualified Contenders to participate.

The selection will be based on an overall assessment of the contenders documented economic and financial situation (cf. section 2.3) and technical and professional capacity (cf. section 2.4), of which the latter will be emphasised.

The selection will also take into consideration the need for good competitive dynamics. Thus, NRK may select Contenders with experience from different technologies and as well as large and small Contenders.

5. OTHER PROVISIONS

5.1. Communication regarding procurement

This procurement process is managed via the Merccell portal. The contenders will gain access to the portal in order to download qualification and competition documents, as well as conduct other correspondence concerning the acquisition and submit the application for participation.

Any questions regarding the basis for qualification and other matters concerning the procurement process should only be addressed through www.merccell.no. Inquiries should be marked "Case number NRK MA-2821/15E". The deadline for questions is stated in section 1.5.

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 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.merccell.no, where e-mail notification will be submitted to the contact persons registered, not later than the date stated in section 1.5.

5.2. Confirmation of intent to participate

Contenders are kindly asked to confirm the download of the basis for qualification, and inform whether they intend to apply for participation. This can be communicated through the procurement portal www.merccell.no by using the "I want to submit an offer" preferably within 10 days after reading.

5.3. Corrections, addendums or change of the basis for qualification

If a contender understands that the basis for qualification may contain errors, ambiguities or that submitted files cannot be read as expected, the contender is encouraged to contact NRK to get the error corrected or to get possible confusion clarified.

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

5.4. Confidentiality and freedom of information

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 accordance with the Norwegian Freedom of Information Act § 23 (3), the public can request access to information in requests for qualification as well as proposals after the contract is awarded. NRK may exempt information considered as trade secrets and other matters of competitive significance, ref. the Norwegian Public Administration Act § 13.

Hence, NRK will require the Contender to enclose a copy of the request for qualification where any trade secrets or other matters of competitive significance has been censored. The contenders should note that NRK has an independent responsibility to assess the extent of information that the Contender requests to be exempt from publication.

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

Qualification applications and tenders will not be returned, but filed or properly destroyed.

5.5. Cost of participation in the competition

Contenders prepare and deliver request for participation and participate in the subsequent Concept proposal stage and negotiated procedure at their own expense and risk. However, a remuneration for submitted Concept proposals will be granted, cf section 1.6.

NRK assumes no further financial responsibility for the invested effort or other costs in connection with the request 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.

5.7. Number of contracts

NRK will after the completion of the tender process award one contract.