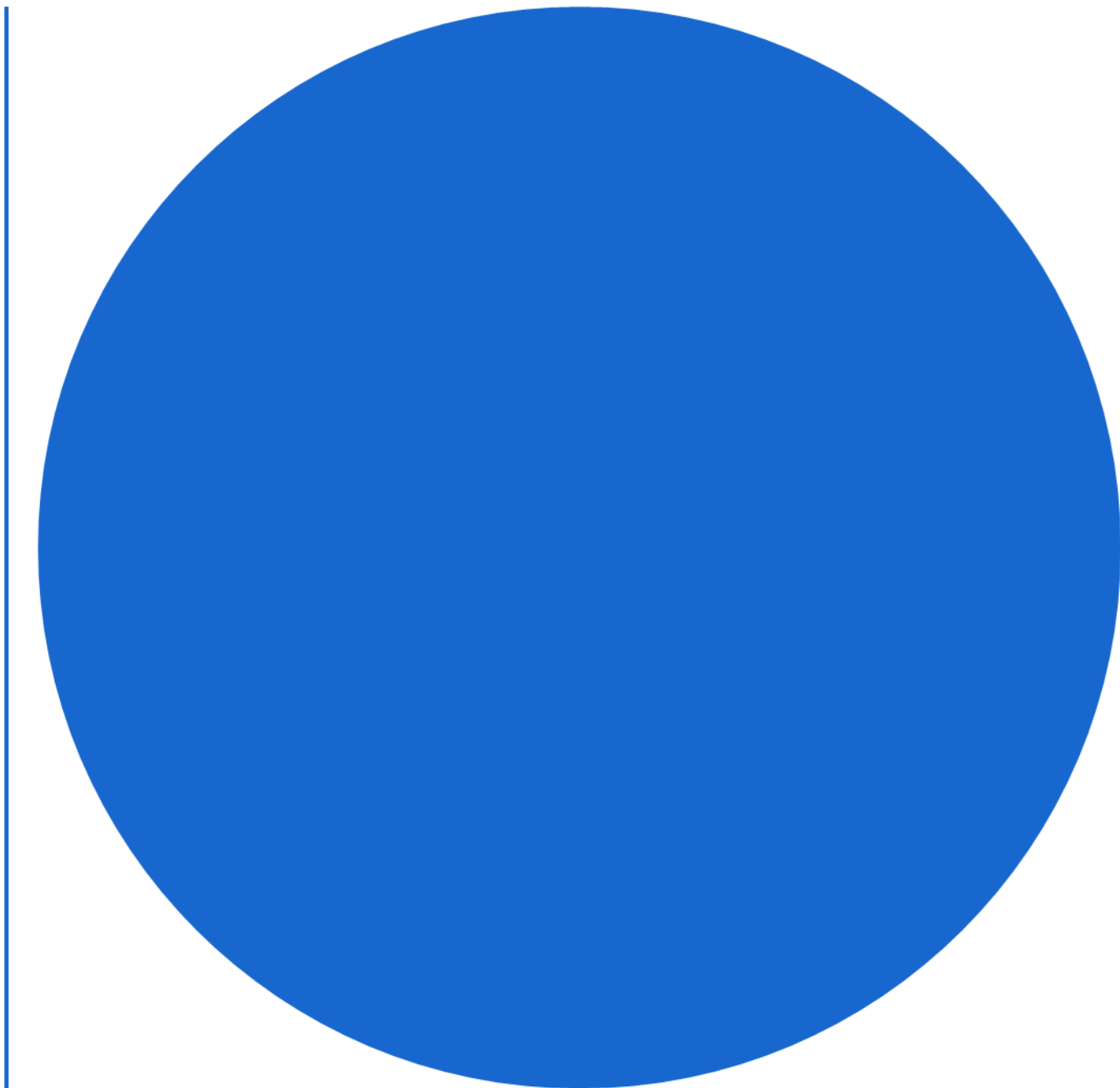




NRK 2026 - 376 RFI OB services

Market dialogue



Request for Information (RFI) – OB production, equipment, and services

1. Introduction and background

The Norwegian Broadcasting Corporation AS (NRK) is preparing an open tender competition above the EEA threshold for the conclusion of new framework agreements for the hiring of production resources for OB (Outside Broadcast) production.

The agreement will cover the hiring of production solutions (traditional OB and centralized production), the rental of separate equipment, and the hiring of associated personnel. The estimated annual value is expected to be between 5 and 20 MNOK. The value range is this broad because NRK is currently in a process of evaluating how to organize for the future regarding OB production, and because we do not yet fully know the benefits of relocating our headquarters.

Production methods and workflows for media production are changing rapidly, particularly with the desire for greener production and an accompanying focus on centralized production models. As a public broadcaster, NRK has a heightened responsibility to reduce our climate and environmental impact in accordance with new legal requirements.

Before finalizing the procurement documents, we hereby invite the supplier market to a technical and commercial market dialogue (RFI).

2. Purpose of the RFI

The purpose of this RFI is to gather market feedback on three key focus areas for the upcoming procurement:

- **Predictable total delivery and pricing:** A production changes from the day we place an order until the day we start execution. NRK seeks feedback on solutions that enable us to achieve a predictable final price, even with changes during the planning phase.
- **Climate, environment, and transport:** Map the market's maturity to offer low-emission transport, green energy on location, and tools for carbon reporting.
- **Certifications:** Gain an overview of the industry's prevalence of relevant quality and environmental certifications.

We seek open, honest, and constructive feedback that can help us design requirements and award criteria that challenge the industry, but are also realistic and proportionate.

3. Topics for the dialogue

Topic 1: Predictable total delivery and pricing

Historically, the pricing of OB services has often been unpredictable because it is not entirely clear at the time of ordering exactly what equipment is included in the unit and what is not. NRK therefore seeks feedback on how you handle deliveries of varying complexity, as well as deliveries that change during the planning phase. We produce

everything from simple transmissions to large HOST productions and national broadcasts where NRK will supplement productions with internal resources. We therefore seek feedback on how you can offer deliveries where we know roughly in advance what the final price of the production will be, while ensuring that changes do not drive the price sky-high. A description of how you equip the support vehicle and what is included there is also desired.

In addition, we wish to examine the market's capacity to deliver PTZ and EFP camera package solutions for the production of non-scripted reality:

- **PTZ and EFP camera package solutions:** Given NRK's diverse needs, we would like a description of a pricing model where the number of cameras triggers a discount.
- **Complete non-scripted production:** We also want a description of the market's capacity to provide a turnkey delivery within this genre.

Topic 2: Environment, sustainability, and transport

NRK has a strategic goal to reduce its directly influenceable emissions by at least 50% by 2030. Since a large proportion of NRK's carbon footprint is linked to the supply chain (Scope 3), we expect our partners to contribute with real emission cuts rather than climate compensation.

Transport of OB units, technical infrastructure, and power consumption on location represent a significant environmental impact. In the upcoming competition, NRK will, in accordance with the public procurement regulations, either weight climate and environmental considerations at a minimum of 30% as an award criterion, or set absolute minimum requirements if the market dialogue shows that this yields a better and more effective environmental benefit. To ensure our requirements are appropriately targeted, we need the market's insight.

Topic 3: Certifications

NRK is considering setting absolute qualification requirements for, or rewarding, suppliers who hold third-party certified environmental management systems (such as ISO 14001, EMAS, or Eco-Lighthouse). We wish to map how widespread this is, so that we do not unintentionally exclude competent but uncertified suppliers from the competition, but rather allow for equivalent documentation where appropriate.

4. Questions for the suppliers

We ask you to answer the following questions. We appreciate concise answers (preferably supplemented by a brief concept note if you have innovative proposals beyond the questions).

Predictable total delivery and pricing

- Can you provide examples of pricing for 2-3 types of productions that start at a given level but grow to include, for example, a few extra cameras, different lens configurations than originally agreed upon, more EVS channels, SHED boxes to simplify rigging, etc.?
- What challenges do you foresee in providing NRK with greater predictability in the final price from the outset? Are there any "hidden costs" that NRK should be aware of when designing the pricing schedules?
- How does the growing trend towards centralized production affect your capacity to deliver the requested productions, and how do you consider structuring the pricing to be able to deliver centralized solutions?
- Do you consider it to be the customer or yourselves who decides whether the production is a traditional OB production or a remote solution? To what extent are you comfortable advising NRK on this?
- NRK wishes to staff the productions ourselves to the greatest extent possible, including the centralized ones. Is this possible, how do you handle training in such a context, and how is this priced?
- Will access for our personnel to your premises be problematic when executing centralized productions?
- How much experience do you have with the use of SHED boxes and multiplexers to simplify rigging?

PTZ and EFP camera package solutions:

- **Commercial pricing model:** How should a volume and discount model for PTZ and EFP packages be structured (e.g., a tiered model based on the number of camera chains, or fixed packages of 10/20/30 cameras)? Which elements should be included in a "base price" for such a rig (e.g., central control room/gallery, cabling, switcher), and what should be priced as variable options?
- **Turnkey delivery:** How do you assess your own capacity to deliver a complete turnkey contract for non-scripted productions (including planning, rigging/dismantling on location, and technical operation during recording)? Which tasks do you believe NRK could/should advantageously handle itself?
- **Technological infrastructure and remote control:** Do your PTZ and EFP solutions support centralized remote production (REMI), where the control room/gallery itself is located at NRK (e.g., at Marienlyst) while only cameras and local infrastructure remain on location? What requirements does this potentially place on bandwidth and network lines?
- **Hidden costs and logistics:** Have you gained any experience regarding whether new IP technology presents challenges or advantages in terms of rigging and executing a production that NRK can benefit from; and is this something NRK should take particular account of in the pricing schedule for this type of production? This also applies to traditional OB productions.

Environment and sustainability:

- **Carbon accounting and emission measurement:** We rely on precise raw data to maintain accurate Scope 3 accounting. How do you measure and report emissions for individual productions today? Do you have experience with delivering activity data into industry tools such as the Green Producers Tool (used by NRK) or BAFTA Albert?
- **Transport and fossil-free operation on location:** How far have you progressed in the transition to zero-emission transport for heavy equipment? What technological solutions do you offer to ensure a fossil-free power supply on location (e.g., the use of mains power and mobile battery packs instead of diesel generators)?
- **Resource optimization and Remote Production:** In line with the A-S-I framework (Avoid – Shift – Improve), we are seeking workflows that can eliminate emissions at the source. To what extent can your solutions reduce the need for physical transport of equipment and personnel, for example through integrated solutions for remote production, cloud infrastructure, or extensive use of local crews?
- **Circular equipment management:** OB productions require large amounts of specialized hardware. How do you work systematically to ensure longevity, reparability, and responsible material recycling for the technical equipment included in the service?

Certifications:

- What corporate certifications does the company currently hold (e.g., ISO 9001, ISO 14001, ISO 27001, Eco-Lighthouse)?
- For the technology delivery specifically: Do you follow recognized standards for IP production (e.g., SMPTE ST 2110) and security?

5. Practical execution and project schedule

Responses to this RFI must be submitted via the communication module in Merccell by [Insert date and time]. Following a review of the written responses, NRK may invite a selection of suppliers to 1:1 dialogue meetings (via Teams/Google Meet or physically at Marienlyst) to elaborate on the feedback.

Tentative schedule:

- Issuance of RFI: 4.6.26
- Deadline for submission of written response: 17.6.26
- Potential 1:1 Dialogue meetings
- Publication of the tender competition (Stage 1): 10.8.26

Note: Participation in this RFI is voluntary and will not be remunerated. The responses will not bind the suppliers in the subsequent tender competition, and participation is not a prerequisite for being able to submit a tender at a later stage. NRK will treat all received information in accordance with the rules on the duty of confidentiality regarding trade secrets.