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**Germany-Frankfurt-on-Main: ECB - Provision of media monitoring and analysis services  
2013/S 170-294141**

**Contract notice**

**Services**

Directive 2004/18/EC

**Section I: Contracting authority**

**I.1) Name, addresses and contact point(s)**

European Central Bank  
Kaiserstraße 29  
For the attention of: Rosemary Cowlard  
60311 Frankfurt-on-Main  
GERMANY  
Telephone: +49 6913440  
E-mail: [procurement@ecb.europa.eu](mailto:procurement@ecb.europa.eu)  
Fax: +49 6913447110

**Internet address(es):**

General address of the contracting authority: <http://www.ecb.europa.eu>  
Electronic access to information: <https://www.ecb.europa.eu/secure/procurement/login.html>

**Further information can be obtained from:** The above mentioned contact point(s)

**Specifications and additional documents (including documents for competitive dialogue and a dynamic purchasing system) can be obtained from:** The above mentioned contact point(s)

**Tenders or requests to participate must be sent to:** The above mentioned contact point(s)

**I.2) Type of the contracting authority**

European institution/agency or international organisation

**I.3) Main activity**

Economic and financial affairs

**I.4) Contract award on behalf of other contracting authorities**

The contracting authority is purchasing on behalf of other contracting authorities: no

**Section II: Object of the contract**

**II.1) Description**

**II.1.1) Title attributed to the contract by the contracting authority:**

Provision of media monitoring and analysis services.

**II.1.2) Type of contract and location of works, place of delivery or of performance**

Services

Service category No 26: Recreational, cultural and sporting services  
NUTS code DE712

**II.1.3) Information about a public contract, a framework agreement or a dynamic purchasing system (DPS)**

The notice involves a public contract

**II.1.4) Information on framework agreement**

II.1.5) **Short description of the contract or purchase(s)**

Provision of media monitoring and analysis services to the ECB.

II.1.6) **Common procurement vocabulary (CPV)**

92400000, 92312211

II.1.7) **Information about Government Procurement Agreement (GPA)**

II.1.8) **Lots**

This contract is divided into lots: yes

Tenders may be submitted for one or more lots

II.1.9) **Information about variants**

Variants will be accepted: no

II.2) **Quantity or scope of the contract**

II.2.1) **Total quantity or scope:**

The main elements of the services include the following:

— daily media review (7 days a week),

— monitoring media from the 28 EU member countries, as well as Switzerland, United States and optionally the large Asian countries (China, India, Japan) and Russian, South American (Brazil and Mexico) as well as key Middle Eastern media,

— analysing media from the key EU member countries and selected key international sources,

— regular and ad hoc media analysis/evaluation to track the ECB's reputation and to detect issues at stake, the general climate and the main influencers,

— social media monitoring (5 days a week — Monday through Friday; in case of public holidays falling within that time, 5 days refer to the working days),

— English abstracts of all reports, in particular of all non-English media,

— provision of technical platform(s) for lots 1 and 2; for lot 3 the provision of the platform is optional. The platform(s) must be compatible and ideally integrated into 1 common platform, in particular for lot 1 and lot 2,

— complete and timely delivery of the content.

The procurement is divided into 3 lots:

1. lot 1: print media, online media and broadcast (TV and radio) monitoring;

2. lot 2: social media monitoring (Twitter, blogs, forums and other platforms);

3. lot 3: media analysis/reputation tracking.

II.2.2) **Information about options**

Options: no

II.2.3) **Information about renewals**

This contract is subject to renewal: yes

Number of possible renewals: 4

II.3) **Duration of the contract or time limit for completion**

Duration in months: 48 (from the award of the contract)

**Information about lots**

Lot No: 1

Lot title: Print media, online media and broadcast (TV and radio) monitoring

1) **Short description**

Print media, online media and broadcast (TV and radio) monitoring.

2) **Common procurement vocabulary (CPV)**

92400000, 92312211

3) **Quantity or scope**

The delivery of lot 1 shall include:

- a comprehensive daily review of all relevant online and printed articles, audio and video news as well as an 'executive summary' presenting the top cover stories of the 5 key countries (Germany, Spain, France, Italy, United Kingdom); the final list of key countries to be agreed by the ECB. The ECB has the right to expand this list by further countries, up to max. another 5 countries. The latter should be presented as 'Front page news'. Both services must be delivered on every working day at 7:00 and at 8:30 during weekends, on public and banking holidays,
- this review must be updated at 12:00, 15:00 and 18:00,
- constant delivery of real time alerts of online stories and other ECB-related articles. The real time alerts shall be delivered between 4:00 and 22:00. The alerts can be delivered in the original language,
- provision of technical platform(s) owned, hosted and maintained by the provider.

4) **Indication about different date for duration of contract or starting/completion**

Duration in months: 48 (from the award of the contract)

5) **Additional information about lots**

Lot No: 2

Lot title: Social media monitoring

1) **Short description**

Social media monitoring in blogs, on Twitter, YouTube, Facebook, LinkedIn, GooglePlus and/or equivalent and other relevant forums.

2) **Common procurement vocabulary (CPV)**

92400000, 92312211

3) **Quantity or scope**

Social media monitoring (5 days a week) Mo–Fri — in case of public or bank holidays this refers to working days. The tenderer shall provide the ECB with a quantitative monitoring of social media, presenting the ECB's mentions in blogs, on Twitter, YouTube, Facebook, LinkedIn, GooglePlus and other relevant forums. The selection of the relevant sites must be adjusted to reflect evolving industry trends and the tenderer shall regularly propose changes to the ECB. The list of social media channels and forums should be suggested by the tenderer and agreed by the ECB. The service must be provided at 7:00, with subsequent updates at 12:00 as well as at 15:00 and 18:00.

The provision of technical platform(s) owned, hosted and maintained by the provider.

4) **Indication about different date for duration of contract or starting/completion**

Duration in months: 48 (from the award of the contract)

5) **Additional information about lots**

Lot No: 3

Lot title: Media analysis

1) **Short description**

— Regular and ad hoc media analysis/evaluation to track the ECB's reputation and to detect issues at stake, the general climate and the main influencers.

2) **Common procurement vocabulary (CPV)**

92400000, 92312211

3) **Quantity or scope**

The tenderer shall provide regular qualitative analysis of how the ECB is perceived by the media and the social media as well as any third party or influencer. This analysis should not exclusively rely on automated technical analysis. The tenderer can use automated analysis but has in addition to provide judgement and recommendations of the ECB's reputation, the reporting climate and media tenor. The presentation of the findings should include graphs and other visual material and must:

- reflect the mood presented by the media regarding the ECB,
- track the ECB's reputation and image changes,
- highlight hot and sensitive topics including possible future ones,
- reflect the views of the media's main influencers/commentators,
- assess the messages of third parties,
- provide technical tools for quantitative and qualitative issues management,
- offer concrete proposals for strategic reputation management, i.e. how to deal with the main influencers,
- provide regular 1-page snapshots on 'Who speaks about what and how',
- offer a quick, next-day analysis of the ECB's monthly press conference,
- offer ad hoc analysis of key events to be determined by the ECB,
- provision of technical platform(s) owned, hosted and maintained by the provider is optional.

4) **Indication about different date for duration of contract or starting/completion**

Duration in months: 48 (from the award of the contract)

5) **Additional information about lots**

**Section III: Legal, economic, financial and technical information**

III.1) **Conditions relating to the contract**

III.1.1) **Deposits and guarantees required:**

III.1.2) **Main financing conditions and payment arrangements and/or reference to the relevant provisions governing them:**

III.1.3) **Legal form to be taken by the group of economic operators to whom the contract is to be awarded:**

The establishment of temporary groupings is allowed under the conditions laid down in the tender documentation. Candidates wishing to participate must download the tender documentation from the address specified in VI.3.

III.1.4) **Other particular conditions**

The performance of the contract is subject to particular conditions: no

III.2) **Conditions for participation**

III.2.1) **Personal situation of economic operators, including requirements relating to enrolment on professional or trade registers**

Information and formalities necessary for evaluating if the requirements are met: Please see the details in the tender documentation to be requested from the contact point indicated in Sections I.1 and VI.3.

III.2.2) **Economic and financial ability**

Information and formalities necessary for evaluating if the requirements are met: Please see the details in the tender documentation to be requested from the contact point indicated in Sections I.1 and VI.3.

Minimum level(s) of standards possibly required: Please see the details in the tender documentation to be requested from the contact point indicated in Sections I.1 and VI.3.

III.2.3) **Technical capacity**

Information and formalities necessary for evaluating if the requirements are met:

Please see the details in the tender documentation to be requested from the contact point indicated in Sections I.1 and VI.3.

Minimum level(s) of standards possibly required:

Please see the details for the evaluation process in the tender documentation to be requested to the contact point indicated in Sections I.1 and VI.3.

Candidates shall have the technical and professional capacity to perform the contract. Candidates shall meet all of the minimum requirements laid down under each lot below for each respective lot(s) they apply for. As proof, all candidates shall complete and submit a signed handwritten Annex 2 for each lot they apply for. Candidates who do not meet all minimum requirements laid down below for the respective lot(s) they apply for and/or fail to submit the completed Annex 2 for the respective lot(s) they apply for will not be admitted to the selection stage.

Among the candidates who fulfill the minimum requirements laid down below, the ECB shall invite to tender those who best meet the selection criteria laid down below.

Minimum requirements and capacity levels per lot:

Lot 1:

- a) provider has a Web-based platform (owned, hosted, maintained and managed by the provider), accessible 24 hours and with traffic of up to 2 500 users simultaneously and capable of interfacing with other platforms;
- b) filter and reorganising possibility: regardless of classifications set by default (and supervised and agreed by the ECB), the service provider shall have the possibility to (re)organise and group articles, audiovisual files and other media review items according to various specifications, such as country of publication or broadcasting, name of the media, outlet or topic;
- c) search function: the Web-based application has an advanced online search function that is highly precise and reliable. The feature delivers results on the basis of keywords, including author, broadcast programme, topic, date, etc.;
- d) mobile devices: all services shall be easily accessible and readable via BlackBerrys or equivalent smartphones and tablets;
- e) copyrights: the service provider ensures that all reports delivered are in line with international copyright law including the management of archiving;
- f) have the capability to provide the service's materials (articles, audio and video) from Monday through Friday at 7:00 CET and at 8:30 CET during the weekends, and public and bank holidays.

Lot 2:

- a) provider has a Web-based platform (owned, hosted, maintained and managed by the provider), accessible 24 hours and with traffic of up to 2 500 users simultaneously and capable of interfacing with other platforms;
- b) filter and reorganising possibility: regardless of classifications set by default (and supervised and agreed by the ECB), the service provider shall have the possibility to (re)organise and group articles, audiovisual files and other media review items according to various specifications, such as country of publication or broadcasting, name of the media, outlet or topic;
- c) search function: the Web-based application has an advanced online search function that is highly precise and reliable. The feature delivers results on the basis of keywords, including author, broadcast programme, topic, date, etc.;
- d) mobile devices: all services shall be easily accessible and readable via BlackBerrys or equivalent smartphones and tablets;
- e) copyrights: the service provider ensures that all reports delivered are in line with international copyright law including the management of archiving.

Lot 3:

a) mobile devices: all services shall be easily accessible and readable via BlackBerrys or equivalent smartphones and tablets;

b) copyrights: the service provider ensures that all reports delivered are in line with international copyright law including the management of archiving.

As proof, candidates shall complete and sign Annex 2 to the call for application.

Among the candidates who fulfil all minimum requirements set out above for the respective lot(s) they apply for, the ECB shall select those which best meet the selection criteria laid down below.

Selection criteria:

The following selection criteria are applicable for all 3 lots:

(a) the candidate's general capacity to provide the requested services in terms of human resources, composition and qualifications of staff (weighting of this criterion: 40 %); candidates shall complete the table 'Human resources' in Annex 1 to the call for application and provide an organisational chart;

(b) the candidate's general experience and expertise, assessed on the basis of the candidate's past experience and 2 reference contracts for each lot applied for and which are comparable in terms of scope, size and complexity with the contract tendered by the ECB (weighting of this criterion: 60 %). Candidates shall complete the table 'Experience' in Annex 1 to the call for applications. Candidates shall submit a separate and completed Annex 1 form to the call for applications for each lot they apply for.

III.2.4) **Information about reserved contracts**

III.3) **Conditions specific to services contracts**

III.3.1) **Information about a particular profession**

Execution of the service is reserved to a particular profession: no

III.3.2) **Staff responsible for the execution of the service**

Legal persons should indicate the names and professional qualifications of the staff responsible for the execution of the service: yes

**Section IV: Procedure**

IV.1) **Type of procedure**

IV.1.1) **Type of procedure**

Negotiated

Some candidates have already been selected (if appropriate under certain types of negotiated procedures)  
no

IV.1.2) **Limitations on the number of operators who will be invited to tender or to participate**

Envisaged minimum number 3: and maximum number 5

Objective criteria for choosing the limited number of candidates: If available, a minimum of 3 and a maximum of 5 candidates per lot will be invited to tender. There are 3 lots.

IV.1.3) **Reduction of the number of operators during the negotiation or dialogue**

IV.2) **Award criteria**

IV.2.1) **Award criteria**

The most economically advantageous tender in terms of the criteria stated in the specifications, in the invitation to tender or to negotiate or in the descriptive document

IV.2.2) **Information about electronic auction**

An electronic auction will be used: no

IV.3) **Administrative information**

IV.3.1) **File reference number attributed by the contracting authority:**

25954/C/PAI/2013.

**IV.3.2) Previous publication(s) concerning the same contract**

no

**IV.3.3) Conditions for obtaining specifications and additional documents or descriptive document**

Payable documents: no

**IV.3.4) Time limit for receipt of tenders or requests to participate**

30.9.2013 - 17:00

**IV.3.5) Date of dispatch of invitations to tender or to participate to selected candidates**

**IV.3.6) Language(s) in which tenders or requests to participate may be drawn up**

English.

**IV.3.7) Minimum time frame during which the tenderer must maintain the tender**

**IV.3.8) Conditions for opening of tenders**

**Section VI: Complementary information**

**VI.1) Information about recurrence**

This is a recurrent procurement: yes

Estimated timing for further notices to be published: 2021.

**VI.2) Information about European Union funds**

The contract is related to a project and/or programme financed by European Union funds: no

**VI.3) Additional information**

Service providers interested in taking part in this tender procedure are required to download the complete tender documentation from the following Internet site: <https://www.ecb.europa.eu/secure/procurement/login.html> using the 'User ID' and 'Password' indicated below:

User ID: 25954/C/PAI/2013

Password: 0730AB

Please note that you must register before downloading the tender documentation and that registration on the website is not synonymous with applying. After having registered an e-mail will be sent to you with a new user name and password. The Internet address will remain the same. Please use the new user name and password to download the tender documentation. Should you experience any problems in accessing the Internet platform for registration and/or downloading the tender documentation please do not hesitate to contact us under the following e-mail address: [procurement@ecb.europa.eu](mailto:procurement@ecb.europa.eu) quoting the procurement number and problem experienced.

Please note that the documentation will be made available only via the Internet platform.

The tender procedure shall be open on equal terms to all natural or legal persons resident or located in the European Union and to all natural and legal persons resident or located in a country which has ratified the World Trade Organisation Agreement on Government Procurement or has concluded with the European Union a bilateral agreement on procurement under the conditions laid down in the said agreements.

The ECB shall exclude tenderers that are in one of the situations described in Article 24(4) of Decision ECB/2007/5 (e.g. conviction for fraud or corruption) or put on a blacklist in accordance with Article 24(7) of Decision ECB/2007/5.

The minimum time-frame during which the tenderer must maintain the tender is 12 months from submission date as stipulated under IV.3.4.

**VI.4) Procedures for appeal**

**VI.4.1) Body responsible for appeal procedures**

Procurement Review Body of the European Central Bank, c/o Legal Advice Team  
Kaiserstraße 29  
60311 Frankfurt-on-Main  
GERMANY  
E-mail: [legaladviceteam@ecb.europa.eu](mailto:legaladviceteam@ecb.europa.eu)  
Internet address: <http://www.ecb.europa.eu>  
Fax: +49 691344-6886

**Body responsible for mediation procedures**

The European Ombudsman  
1 avenue du Président Robert Schuman  
CS 30403 Strasbourg  
FRANCE

VI.4.2) **Lodging of appeals**

Precise information on deadline(s) for lodging appeals: 15 days from the receipt of the information specified in Article 28(3) of the ECB procurement rules (see Section VI.3) or, if no information is requested, 15 days from the receipt of the notification to unsuccessful tenderers.

Further requirements are outlined in Article 33 of the ECB procurement rules (see Section VI.3).

VI.4.3) **Service from which information about the lodging of appeals may be obtained**

VI.5) **Date of dispatch of this notice:**

22.8.2013