

This notice in TED website: <http://ted.europa.eu/udl?uri=TED:NOTICE:77145-2015:TEXT:EN:HTML>

**Germany-Frankfurt-on-Main: ECB - Provision of media monitoring and media analysis services
2015/S 045-077145**

Contract award notice

Services

Directive 2004/18/EC

Section I: Contracting authority

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

European Central Bank
Sonnemannstraße 22
60314 Frankfurt-on-Main
GERMANY
E-mail: procurement@ecb.europa.eu
Fax: +49 6913447110

Internet address(es):

General address of the contracting authority: <http://www.ecb.europa.eu>

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

Provision of media monitoring and media 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 framework agreement or a dynamic purchasing system (DPS)

II.1.4) Short description of the contract or purchase(s)

Provision of media monitoring and media analysis services — social media monitoring (Twitter, blogs, forums and other platforms).

II.1.5) Common procurement vocabulary (CPV)

92400000, 92312211

II.1.6) Information about Government Procurement Agreement (GPA)

The contract is covered by the Government Procurement Agreement (GPA): no

II.2) Total final value of contract(s)

II.2.1) **Total final value of contract(s)**

Section IV: Procedure

IV.1) **Type of procedure**

IV.1.1) **Type of procedure**

Negotiated with a call for competition

IV.2) **Award criteria**

IV.2.1) **Award criteria**

The most economically advantageous tender in terms of

1. Price. Weighting 40
2. Quality. Weighting 55
3. Compliance with ECB contract. Weighting 5

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

An electronic auction has been 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**

Contract notice

Notice number in the OJEU: [2013/S 170-294141](#) of 3.9.2013

Section V: Award of contract

Lot No: 2 - Lot title: Social media monitoring (Twitter, blogs, forums and other platforms)

V.1) **Date of contract award decision:**

12.2.2015

V.2) **Information about offers**

V.3) **Name and address of economic operator in favour of whom the contract award decision has been taken**

Precise Media Monitoring Ltd
1 Broadgate
EC2M 2QS London
UNITED KINGDOM

V.4) **Information on value of contract**

V.5) **Information about subcontracting**

The contract is likely to be sub-contracted: no

Section VI: Complementary information

VI.1) **Information about European Union funds**

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

VI.2) **Additional information:**

VI.3) **Procedures for appeal**

VI.3.1) **Body responsible for appeal procedures**

VI.3.2) **Lodging of appeals**

VI.3.3) **Service from which information about the lodging of appeals may be obtained**

VI.4) **Date of dispatch of this notice:**

23.2.2015