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**Germany-Frankfurt am Main: Media Monitoring and Analysis Services (PRO-006252)
2022/S 137-390793**

Contract award notice

Results of the procurement procedure

Services

Legal Basis:

Directive 2014/24/EU

Section I: Contracting authority

- I.1) **Name and addresses**
Official name: European Central Bank
Postal address: Sonnemannstrasse 22
Town: Frankfurt am Main
NUTS code: DE712 Frankfurt am Main, Kreisfreie Stadt
Postal code: 60314
Country: Germany
Contact person: Giuseppe Bitti
E-mail: procurement@ecb.europa.eu
Telephone: +49 69/13440
Fax: +49 69/13447110
Internet address(es):
Main address: <http://www.ecb.europa.eu>

- I.4) **Type of the contracting authority**
European institution/agency or international organisation

- I.5) **Main activity**
Economic and financial affairs

Section II: Object

- II.1) **Scope of the procurement**
- II.1.1) **Title:**
Media Monitoring and Analysis Services (PRO-006252)
Reference number: PRO-006252
- II.1.2) **Main CPV code**
92400000 News-agency services
- II.1.3) **Type of contract**
Services
- II.1.4) **Short description:**
The ECB, via DG/C-GMR, awarded framework agreements in ranking for the provision of media monitoring and analysis services. The media monitoring and analysis services include monitoring of print and online

media (newspapers and magazines), social media and broadcast (radio and TV) from the European Union and international financial media, as well as media analysis.

Number of contracts awarded: 2.

II.1.6) **Information about lots**

This contract is divided into lots: no

II.1.7) **Total value of the procurement (excluding VAT)**

Value excluding VAT: 15 000 000.00 EUR

II.2) **Description**

II.2.2) **Additional CPV code(s)**

92312211 Writing agency services

II.2.3) **Place of performance**

NUTS code: DE712 Frankfurt am Main, Kreisfreie Stadt

Main site or place of performance:

The services to be provided mainly at the premises of the contractor.

II.2.4) **Description of the procurement:**

The ECB, via DG/C-GMR, awarded framework agreements in ranking for the provision of media monitoring and analysis services. The media monitoring and analysis services include monitoring of print and online media (newspapers and magazines), social media and broadcast (radio and TV) from the European Union and international financial media, as well as media analysis.

Number of contracts awarded: 2.

II.2.5) **Award criteria**

Quality criterion - Name: Quality of the technical offer / Weighting: 50

Price - Weighting: 50

II.2.11) **Information about options**

Options: no

II.2.13) **Information about European Union funds**

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

II.2.14) **Additional information**

Section IV: Procedure

IV.1) **Description**

IV.1.1) **Type of procedure**

Competitive procedure with negotiation

IV.1.3) **Information about a framework agreement or a dynamic purchasing system**

The procurement involves the establishment of a framework agreement

IV.1.8) **Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: no

IV.2) **Administrative information**

IV.2.1) **Previous publication concerning this procedure**

Notice number in the OJ S: [2021/S 158-417217](#)

IV.2.8) **Information about termination of dynamic purchasing system**

IV.2.9) **Information about termination of call for competition in the form of a prior information notice**

Section V: Award of contract

Contract No: 1

Title:

Rank 1

A contract/lot is awarded: yes

V.2) **Award of contract**

V.2.1) **Date of conclusion of the contract:**

25/06/2022

V.2.2) **Information about tenders**

Number of tenders received: 4

The contract has been awarded to a group of economic operators: yes

V.2.3) **Name and address of the contractor**

Official name: TG of LFMI Media Services Limited t/a Rue Point Media and Infomedia A/S (LFMI Media Services Limited t/a Rue Point Media)

Town: Dublin

NUTS code: IE061 Dublin

Country: Ireland

The contractor is an SME: no

V.2.3) **Name and address of the contractor**

Official name: TG of LFMI Media Services Limited t/a Rue Point Media and Infomedia A/S (Infomedia A/S)

Town: Copenhagen

NUTS code: DK012 Københavns omegn

Country: Denmark

The contractor is an SME: no

V.2.4) **Information on value of the contract/lot (excluding VAT)**

Total value of the contract/lot: 15 000 000.00 EUR

V.2.5) **Information about subcontracting**

Section V: Award of contract

Contract No: 2

Title:

Rank 2

A contract/lot is awarded: yes

V.2) **Award of contract**

V.2.1) **Date of conclusion of the contract:**

04/07/2022

V.2.2) **Information about tenders**

Number of tenders received: 4

The contract has been awarded to a group of economic operators: yes

V.2.3) **Name and address of the contractor**

Official name: TG of Precise Media Monitoring Ltd. t/a Kantar and Onclusive Inc. (Precise Media Monitoring Ltd. t/a Kantar)

Town: London

NUTS code: UKI London

Country: United Kingdom

The contractor is an SME: no

V.2.3) **Name and address of the contractor**

Official name: TG of Precise Media Monitoring Ltd. t/a Kantar and Onclusive Inc. (Onclusive Inc.)
Town: Burlingame
NUTS code: US United States
Country: United States
The contractor is an SME: no

V.2.4) **Information on value of the contract/lot (excluding VAT)**

Total value of the contract/lot: 15 000 000.00 EUR

V.2.5) **Information about subcontracting**

Section VI: Complementary information

VI.3) **Additional information:**

The procurement procedure has been conducted in accordance with Decision ECB/2016/2 of 9 February 2016 laying down the rules on procurement, OJ L 45, 20.2.2016, p. 15 (as amended) available on the ECB website: <http://www.ecb.europa.eu/ecb/jobsproc/tenders/html/index.en.html>.

The total values of the procurement and contracts indicated in Section II.1.7) and Sections V.2.4) are an indicative non-binding spending estimate at the time of contract award. The actual value of the contracts may differ and will be determined by actual business needs, up to the maximum value specified in Section II.1.7). The estimated value indicated per contract for multi-supplier framework agreements in each case represents the total value of the overall procurement as the value of orders awarded per contractor may not be determined upfront.

VI.4) **Procedures for review**

VI.4.1) **Review body**

Official name: Procurement Review Body of the European Central Bank, c/o Legal Advice Team
Postal address: Sonnemannstrasse 22
Town: Frankfurt am Main
Postal code: 60314
Country: Germany
Telephone: +49 6913440
Fax: +49 6913446886
Internet address: <http://www.ecb.europa.eu>

VI.4.2) **Body responsible for mediation procedures**

Official name: The European Ombudsman
Postal address: 1 avenue du Président Robert Schuman, CS 30403
Town: Strasbourg Cedex
Postal code: 67001
Country: France

VI.4.3) **Review procedure**

Precise information on deadline(s) for review procedures:

Within 10 days of receipt of the notification in accordance with Article 34(1) or the first sentence of Article 34(3) of Decision ECB/2016/2 laying down the Rules on Procurement, as amended. Further requirements are outlined in Article 39 of this Decision. A complaint to the European Ombudsman does not affect the deadline for lodging appeals.

VI.4.4) **Service from which information about the review procedure may be obtained**

Official name: Central Procurement Office of the European Central Bank c/o Legal Advice Team
Postal address: Sonnemannstrasse 22
Town: Frankfurt am Main
Postal code: 60314
Country: Germany
E-mail: procurement@ecb.europa.eu
Telephone: +49 6913440
Fax: +49 6913447110
Internet address: <http://www.ecb.europa.eu>

VI.5) **Date of dispatch of this notice:**
12/07/2022