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