

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](mailto: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