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**Germany-Frankfurt-on-Main: ECB - Provision of media monitoring and media analysis services  
2014/S 140-250458**

**Contract award 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  
E-mail: [procurement@ecb.europa.eu](mailto:procurement@ecb.europa.eu)  
Fax: +49 69134407110

**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 analysis services to the ECB.

**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 of the proposal for how the functional capabilities will be provided (as specified in Annex 1, paragraph 1.1 of the ITT). Weighting 5

3. Quality of the proposal for how the technical capabilities will be provided (as specified in Annex 1, paragraph 1.2 of the ITT). Weighting 5

4. Quality of the proposal for how the content management and user capabilities will be provided (as specified in Annex 1, paragraph 1.3 of the ITT). Weighting 5

5. Quality of the proposal for how the management and delivery of the media review will be provided (as specified in Annex 1, paragraph 1.4 of the ITT). Weighting 5

6. Quality of the proposal for the tenderer's proposed team (as specified in Annex 1, paragraph 1.5 of the ITT). Weighting 10

7. Processes in place to deliver a high quality service. Weighting 20

8. How the tenderer proposes to carry out its operations to provide the services in an environmentally conscious way. Weighting 5

9. Compliance with the 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: 1 - Lot title: Print media, online media and broadcast (TV and radio) monitoring

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

5.6.2014

**V.2) Information about offers**

Number of offers received: 4

**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:**

14.7.2014