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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

# 1.4) Type of the contracting authority

European institution/agency or international organisation

## 1.5) 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

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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

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# 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

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## 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

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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:

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