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Contract

## **Online experiment to measure attention to video content on a video sharing platform mock-up**

Ofcom

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2026/S 000-009415

Procurement identifier (OCID): ocds-h6vhtk-061545

Published 3 February 2026, 12:12pm

### **Scope**

### **Reference**

C20252582

### **Description**

This contract is for the provision of an online experiment and report which shows the impact that the prominence of a video, within the mock-up of a video sharing platform, has on users' attention to, engagement with and the ability to recall that content.

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## **Contract 1. Online experiment to measure attention to video content on a video sharing platform mock-up**

### **Supplier**

- Lumen Research Ltd

### **Contract value**

- £41,129 excluding VAT
- £49,354.80 including VAT

Below the relevant threshold

### **Date signed**

15 December 2025

### **Contract dates**

- 15 December 2025 to 31 March 2026
- 3 months, 17 days

### **Main procurement category**

Services

### **CPV classifications**

- 73110000 - Research services

## Contract locations

- UK - United Kingdom

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## Procedure

### Procedure type

Below threshold - limited competition

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## Supplier

### Lumen Research Ltd

Westgate House, 9 Holborn

London

EC1N 2LL

United Kingdom

Email: [hello@lumen-research.com](mailto:hello@lumen-research.com)

Region: UKI31 - Camden and City of London

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

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## **Contracting authority**

### **Ofcom**

- Public Procurement Organisation Number: PQQZ-1663-NWMN

Riverside House, 2a Southwark Bridge Road

London

SE1 9HA

United Kingdom

Email: [procurementnotice@ofcom.org.uk](mailto:procurementnotice@ofcom.org.uk)

Website: <http://www.ofcom.org.uk>

Region: UKI44 - Lewisham and Southwark

Organisation type: Public authority - sub-central government