



Definitions of terms for the internet facts study

AGOF Arbeitsgemeinschaft Online Forschung

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Advertising format:

Advertising formats are tools with which advertising messages are bundled and displayed. The internet facts study features performance data for ten different advertising formats that comply with the standards of the Universal Ad Package (UAP). Specifications for these advertising formats can also be viewed here: www.werbeformen.de.

nach oben

Affinity:

This is a criterion to evaluate the quality of exposure of an advertising medium. This value represents the result from dividing the share of a target group in the audience composition of an advertising medium by the share of this target group in the defined universe.

nach oben

Anchor variable:

In the fusion of two data sets the connection is established by means of anchor variables. Anchor variables of identical quality are contained in both data sets in (e.g. sociodemographics, media consumption behaviour, etc.) Subsequently, the remaining variables (non-anchor variables) from both source data sets will also be contained in the fused file.

nach oben

Average exposure:

Number of exposures to a medium (web site or booking unit) or a campaign that one user accounts for on average. Average exposure is expressed as the relation of -> gross audience to -> net coverage.

nach oben

Booking unit:

A booking unit is a unit of one or more advertising media to be allocated with advertisements. Booking units can be entire web sites, sections of web sites or a combination of several web sites or their sections. Each booking unit as defined and

Definitions of terms for the internet facts study

published by the marketers has to be separately allocatable and bookable.

[nach oben](#)

Category system:

The AGOF category system summarises individual components of a web site in topical units. For the first and second level of the category system the AGOF draws on the category system provided by IVW. Six categories are allocated to the first level and 36 sub categories are classified on level 2. The third level is the so-called "profiling level" and has been newly introduced by the AGOF. Here, the individual pages of a web site are classified to 354 profiling categories that have been assigned to (sub) categories. Finally, the fourth level, which is the smallest unit of the system, includes the so-called 'codes' that are used by each marketer to define the individual booking units of each web site.

[nach oben](#)

CATI survey:

As part of the "Computer Assisted Telephone Interviews" the respondent's data are instantly collected by means of a software program. The program controls the selection of the target person, the course of the interview and prompts questions. It instantly checks answers for validity with regard to the relevant question and assigns the answers to different categories.

[nach oben](#)

Combination:

If a -> booking unit contains components of several -> web sites it is called combination.

[nach oben](#)

Consumption profile:

The consumption profile is composed of information on viewed topics, consumption frequency and the course of consumption activities during the survey period. Such consumption profiles are created for each Unique Client and are added when calculating Unique Users.

[nach oben](#)

Cost per thousand exposures/ Cost per Mille (CPM):

The CPM allows for assessing the price performance ratio for an insertion on an advertising medium. The CPM states at which price 1,000 -> exposures could be achieved in the target group with an advertising medium.

Definitions of terms for the internet facts study

nach oben

Coverage:

Coverage (percentage) indicates the share of the target persons in the universe that is reached by an advertising medium or a combination of advertising media.

nach oben

CpG (Cost per GRP):

The cost per -> Gross Rating Point (GRP) sets the GRP in relation to the rate in the media plan.

nach oben

Data Mining:

Data mining is the systematic (usually automated or semiautomatic) identification and extraction of previously unknown, statistically correct and important relationships between different types of information from large data volumes. The data sets are checked for regularities, patterns and structures, deviations, relations of any kind and mutual impacts, such as significant frequencies.

nach oben

Data set I:

Data set I (DS 1) represents the information available by using data mining and profiling after merging the data collected by technical measurement and the onsite survey.

nach oben

Data set II:

Data set II (DS2) is equivalent to the final AGOF study data set and is obtained by merging and weighting data set I with the data collected from the CATI survey (-> Fusion).

nach oben

Definable target groups:

For the internet facts study, target groups can be created for all persons included in the data set, based on the descriptive characteristics such as demographics, group characteristics, consumer behaviour, media consumption, and buying habits.

nach oben

Definitions of terms for the internet facts study

Dynamic microclusters:

When analysing information on Internet users collected by technical measurement one has to take into account that new information is constantly collected which will affect the data mining and profiling process. The data mining and profiling results are no fixed clusters, but dynamic clusters on the micro level that undergo constant changes.

[nach oben](#)

Effective coverage:

The term describes the part of the entire -> coverage of an advertising medium that reaches the target group directly without any coverage waste. Coverage waste occurs if, for example, with an allocation persons will be reached that do not belong to the target group. The term is used to further qualify the traditional term "coverage", because it also considers response functions. Only those persons that will receive a minimum number of opportunities to see count as effectively reached.

[nach oben](#)

Exposure:

This term is used in media research and is understood as the actual exposure of a person to advertisements or spots (advertising exposure), or to a medium such as web sites, TV or print media (media exposure).

[nach oben](#)

Exposure classes:

Exposure classes are used to display the distribution of exposure quantities to users. For this purpose, the number of exposures in the survey period is classified into different "classes".

[nach oben](#)

FraBo tag:

The so-called 'FraBo tag' is an HTML fragment which is integrated in all AGOF web pages, apart from Homepages. This fragment contains a JavaScript call to a server. The server checks if the Unique Client visiting the page is part of the sample and should therefore

Definitions of terms for the internet facts study

receive a questionnaire.

nach oben

Fusion:

A fusion is a statistical procedure by which two data sets are merged via anchor variables.

nach oben

Gross audience:

This is the sum of all exposures of an advertising medium to the target persons which is expressed in absolute numbers. Gross audience also includes multiple exposures (-> gross coverage).

nach oben

Gross coverage:

This is the sum of all individual coverage data of several advertising media. The gross coverage figure also includes persons who have been counted several times due to audience duplication and who are not included in the net coverage figure. Hence, gross coverage will not give any information on how many persons have been reached how many times.

nach oben

GRP (Gross Rating Point):

GRP is the measure for gross coverage. It represents the added number of exposures, without considering audience duplication, and is expressed in percentage, that is share of target group (corresponds to gross coverage percentage). $GRP = \text{coverage (percentage)} \times \text{exposures per user (average exposure)}$.

nach oben

Ident:

Ident is the explicit labelling for clients in the AGOF system. Idents are used for assigning consumption activities individually collected by the SZM procedure to explicitly one client. The irreversible transfer from technical data to idents consciously eliminates any references between consumption activities and actual persons.

Definitions of terms for the internet facts study

nach oben

Index:

By calculating index values (indices) certain quantities can be combined in series. The average variation of this series can usually be compared in terms of time, but also in terms of space or object while referring to a mutual base quantity (100). In general, the index displayed for the internet facts study is the relation between the observed quantity and the base quantity 100.

nach oben

internet facts:

The internet facts study is published by AGOF four times a year and contains data on coverage and audience composition of the most important German online advertising media.

nach oben

Key figures:

Key figures are used for displaying media plans based on the internet facts study. These key figures serve to illustrate the performance potential of the displayed advertising media by means of comparison.

nach oben

Logfile:

Online data systems that provide the user with content and deliver advertisements usually log an extensive set of transaction data which allows for drawing conclusions about media consumption behaviour. Especially web servers that send multi media documents via the World Wide Web record viewed documents and user data in so-called 'log files'.

nach oben

Media plan:

Media plans are used to define the optimal combination of advertising media whilst

Definitions of terms for the internet facts study

considering target group objectives with regard to reach and budget objectives. The media plan will provide information on expectable performance-based parameters and the costs for an advertising campaign.

nach oben

Multi Client:

A multi client uses several computers parallel. Hence, a multi client is a person who accesses the Internet using different computers, e.g. at home, at work or on the move.

nach oben

Multi User:

A multi client uses several computers parallel. Hence, a multi client is a person who accesses the Internet using different computers, e.g. at home, at work or on the move.

nach oben

Net coverage:

Number of persons who have been exposed to the advertising medium at least once during the survey period. While the -> gross coverage figure (= the sum of all individual coverage data of several advertising media) also includes persons that were counted several times due to audience duplication, those will not be included in the net coverage figure. If you divide the -> gross coverage or -> gross audience by the net coverage or net audience the result will be the -> OTS value. Net coverage is shown as absolute values in millions or thousands and as a percentage in relation to the -> universe.

nach oben

Onsite survey:

This term stands for market research surveys that are conducted via an advertising medium by means of an online questionnaire. With regard to the internet facts study, all users that were selected from the pool of Unique Clients by random sample are shown an advertisement and are invited to take part in an online survey.

nach oben

Definitions of terms for the internet facts study

Page Impression:

Within the SZM -> («Skalierbares Zentrales Messver-fahren» = Scaleable Central Measurement System), a page impression is counted as a user-induced visit to an HTML page that includes a counting pixel.

[nach oben](#)

Potential:

In einem Plan werden unter Berücksichtigung von Vorgaben zur Zielgruppenerreichung und zur Budgetplanung die optimalen Kombinationen aus Werbeträgern definiert. Als Dokument gibt der Plan Aufschluss über die erwartbaren Leistungskennwerte und die anfallenden Kosten einer Werbekampagne.

[nach oben](#)

Potenzial:

Projected size of target group, based on the -> sample size (displayed in millions or thousands, with 2 decimal places).

[nach oben](#)

Profiling:

The term profiling summarises procedures that can generate user profiles. The procedures are based on a comparison of patterns and structures of existing profiles and their individual values which is performed by special automated algorithms. Based on patterns and corresponding relations, missing profile values will be substituted by forecasts, and thus complementing the profiles. These procedures are adaptive and independently react to changes in the data so that the forecasts are always up-to-date. Profiling procedures are used in various application areas and often supplement traditional statistical analysis techniques.

[nach oben](#)

p value:

p values indicate media consumption probabilities with which a Unique User could be reached within the reference period, with regard to a given share. p values are not filed in the data set, but are calculated depending on the share. Consumption probabilities displayed by p values lie between 0 and 1.

[nach oben](#)

Definitions of terms for the internet facts study

Ranking order:

Sequence of advertising media (-> booking units) ranked according to size and relevant selection criteria.

nach oben

Sample size:

This is the number of elements that is contained in the sample of the analysed data set. Percentages and projections in the analysis are calculated based on this case weight. Sample sizes are used to identify the data tolerance range that has to be considered when evaluating the results. Both unweighted and weighted cases should be displayed next to each other.

nach oben

Share (with regard to inventory allocations in media plans):

Share of allocated exposures in the total number of exposures available for a designated unit (-> booking unit).

nach oben

SZM - Scaleable Central Measuring Procedure («Skalierbares Zentrales Messverfahren»):

The SZM is conducted by INFOnline. Web sites that would like to participate in this measurement procedure need to be measured by the SZM in compliance with IVW's regulations. The SZM measures page views for participating web sites. Web sites measured by the SZM are required to integrate so-called "tags" on all pages. With each page view these tags generate exactly one call to one of the SZM boxes of the measurement system that has been assigned to this particular web site.

nach oben

Target Group:

This is a group of persons that is supposed to be approached with advertising measures, in order to achieve the advertising objective of a media campaign.

nach oben

Definitions of terms for the internet facts study

Total audience:

This is the number of persons who were exposed to the advertising medium at least once during the survey period (3 months).

nach oben

Unique Client:

Unique Client stands for each individual computer that is measured with regard to Internet use (accessing online advertising media) within the scope of technical measurements. Information is collected in the form of learned data, such as page impressions. As soon as the computer accesses a web site that is measured by the AGOF, technical measurement is performed by INFOnline's SZM system. The Unique Client provides the basis for deducing the Unique User. Those clients that appear on at least 2 calendar days at intervals of at least 12 hours and on 35 days at the most during the survey period will become Unique Clients.

nach oben

Unique User:

The Unique User, i.e. the 'individual user' forms the basis of the internet facts study. This unit expresses the number of persons that were exposed to the advertising medium or individual booking units in a certain period. The Unique User serves as the basis for calculating coverage and audience composition data of online advertising media as well as calculating key factors for media planning, such as weekly consumption, monthly consumption and contact establishment. Within the internet facts data set, each line represents one Unique User.

nach oben

Universe:

The universe of the internet facts study consists of the German resident population of 14+ years old. Universe stands for the total amount of empirical units that can generally be studied when conducting a survey.

nach oben

Web site:



Definitions of terms for the internet facts study

Web site stands for a unity of HTML pages that can be accessed using one common address (URL). Performance data are published for both booking units and with reference to web sites.

nach oben