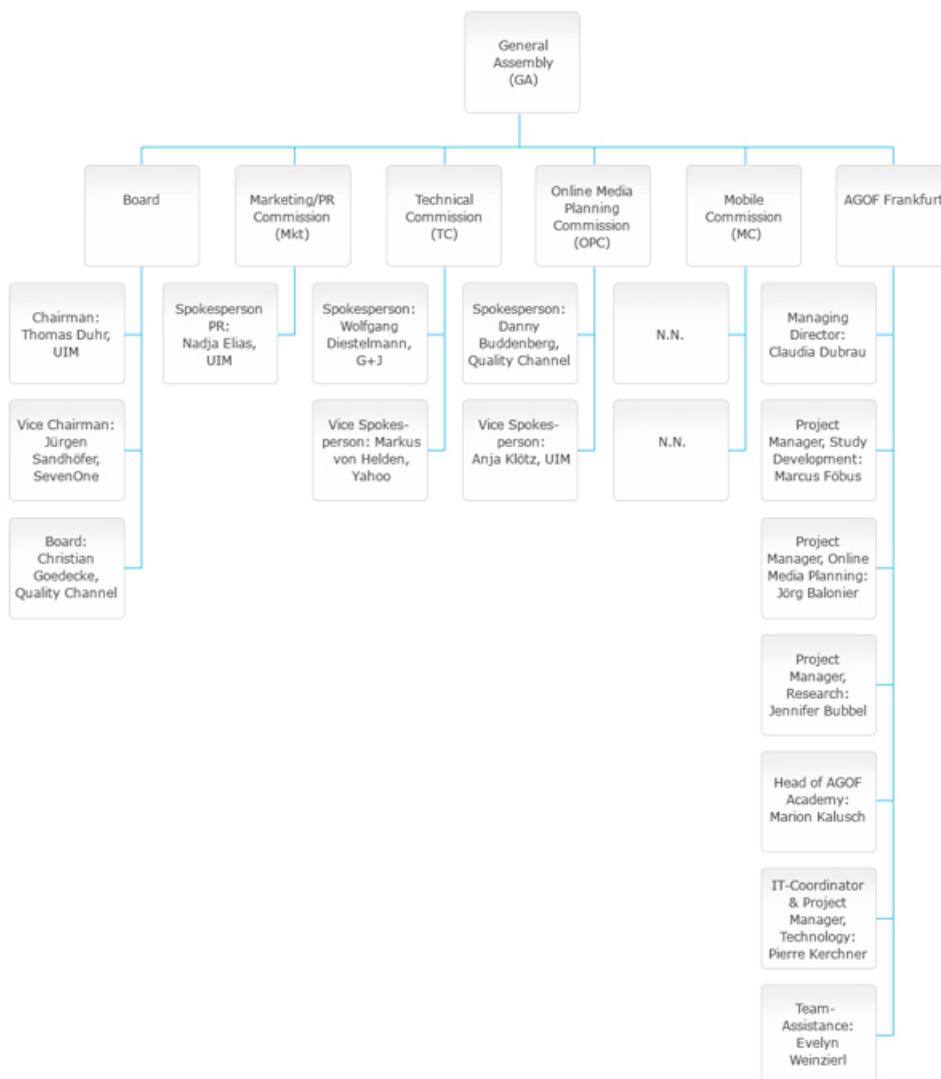


AGOF Overall Structure

How we are organised

As displayed in the organisational chart below, the structure of AGOF is made up of the General Assembly, the Board, Marketing/PR, Technical Commission, Online Media Planning Commission, Mobile Commission and AGOF Frankfurt.

Organisational Chart



AGOF Structure

General Assembly: The General Assembly is the decisive executive body of AGOF in all matters. It consists of all ordinary members, each of whom has one vote.

Board: The General Assembly elects the Board for a period of two financial years and re-election is possible. It comprises the Chairman, Vice Chairman and at least one other



AGOF Overall Structure

member. The Board represents AGOF in public.

Current members of the AGOF Board are:

Thomas Duhr, Chairman

Jürgen Sandhöfer, Vice Chairman and und

Christian Goedecke, Member of the Board

Marketing/PR: Marketing/PR is responsible for all of AGOF's marketing, press and public relation activities.

Technical Commission: The Technical Commission is the methodology committee of AGOF. It is responsible for the methodology used in AGOF's online research projects and consistently attends to the ongoing online research conducted by research companies and the data processing provided by the IT service providers.

Online Media Planning Commission: The Online Media Planning Commission is responsible for all topics relevant to online media planning. In particular, it deals with the expansion and development of the planning tool TOP 2.0, establishing a connection to the market, especially to media agencies.

Mobile Commission: The Mobile Commission is the committee that deals with the development and expansion of the AGOF internet facts study with regard to mobile topics. It focuses on developing a study for measuring mobile coverage in co-operation with the operators in Germany, which aims at setting the standards for mobile Internet consumption.

AGOF Frankfurt: AGOF Frankfurt is responsible for the operative implementation of the current commercial transactions. Claudia Dubrau is the Managing Director of AGOF. She heads the AGOF and is responsible, in particular, for consolidating interests and ensuring internal communications between AGOF members, as well as for representing the interests of AGOF in dialogues with other market partners.

More Information

- internet facts
- Planning
- Academy
- Participating