

## Study Profile

**Name of the Study** internet facts

**Members**

- AOL Deutschland Medien GmbH
- Axel Springer AG
- BAUER MEDIA KG
- eBay Advertising Group GmbH
- freeXmedia GmbH
- G+J Electronic Media Sales GmbH
- Hi-media S.A.
- iq media marketing GmbH
- InteractiveMedia CCSP GmbH
- IP Deutschland GmbH
- Microsoft Advertising
- OMS Vermarktungs GmbH & Co. KG
- QUALITY CHANNEL GMBH
- SevenOne Media GmbH
- TOMORROW FOCUS AG
- United Internet Media AG
- Yahoo! Deutschland GmbH

**Licensees**

- AdBerry Media GmbH
- Adconion Media Group
- adflames Media - A Division of Warner Music Group Germany Holding GmbH
- AdImpulse Media GmbH
- ad pepper media & mediasquares
- AdTiger.de
- ADselect GmbH
- allesklar media
- Andreae-Noris Zahn aG
- artnet AG
- Axel Springer Financial Media | wallstreet:online
- Business Advertising GmbH
- Codex Media GmbH
- CommonMedia
- konstruktiv GmbH
- DZH Online Media Sales Group GmbH
- Euro Klassik GmbH
- Fantastic Zero
- Glam Media GmbH
- GoYellow GmbH
- Greater Union Filmpalast GmbH
- guentstiger.de Verlag GmbH
- IDG Communications Media AG

## Study Profile

imedo GmbH  
 IMG GmbH  
 krebomedia GmbH  
 magnus.de  
 MAIRDUMONT MEDIA  
 mediaflite GmbH  
 mediaroute GmbH  
 MEDIENHAUS.de GmbH  
 Medienwirtschaft Verlags GmbH  
 mokono GmbH  
 MySpace/Fox Interactive Media GmbH  
 NetMediaEurope Deutschland GmbH  
 netpoint media GmbH  
 OnVista Media GmbH  
 QUARTER MEDIA GmbH  
 QWERTZ Media GmbH  
 RealGames Europe B.V.  
 Reachnet  
 RTL Radiovermarktung GmbH  
 SOMA 2 GmbH  
 Ströer Interactive GmbH  
 teltarif.de Onlineverlag GmbH  
 TG Publishing AG  
 TripAdvisor Ltd.  
 TripleDoubleU GmbH  
 Unister Media  
 Urban Media GmbH  
 urbi AD orbi GmbH  
 Verlag Werben & Verkaufen GmbH  
 Vertical Network Media GmbH  
 VIACOM Brand Solutions  
 WEB FINANCIAL GROUP Company  
 WerbeWeischer GmbH & Co. KG  
 WORT & BILD VERLAG Konradshöhe GmbH  
 xplosion media GmbH

### **Objective**

The objective of the study is to display the consumption of the advertising medium Internet in a media compatible manner, in order to reveal the communication performance of this medium. This includes collecting net coverage data and a detailed description of target groups for all advertising media web sites and their booking units based on the universe defined as German resident population 14+ years old.

### **Publication Frequency**

Four times a year



## Study Profile

<b>Client</b>	Arbeitsgemeinschaft Online Forschung e.V. (AGOF)
<b>Service Providers</b>	ANKORDATA GmbH & Co. KG COMSulting Gerhard Faehling GmbH INFOnline GmbH Interrogare GmbH Media-Micro-Census GmbH spring GmbH & Co. KG TNS Infratest GmbH
<b>Definition Universe</b>	German resident population 14+ years old
<b>Definition Unique User</b>	Unique User: a person who has been exposed to an AGOF web site at least once (clearly assigned to one Unique Client) within the survey period
<b>Survey Methodology</b>	Multi-method model based on technical measurement (tracking), on-site survey and data collection by CATI that generates results representative for the population
<b>Survey Period</b>	Survey period for the currently available internet facts study internet facts 2009-II: 01.4. – 30.06.2009
<b>Sample Size</b>	Unweighted: 115.917 cases Weighted: 162.648 cases
<b>Contained Characteristics</b>	The internet facts study provides the following data for individual web sites and booking units: <ul style="list-style-type: none"><li>• Coverage</li><li>• Exposures</li><li>• Sociodemographic audience data</li><li>• Qualifying data Psychographic data / opinions Market information</li></ul>
<b>Data Availability</b>	The core results of the internet facts study are available in the form of



## Study Profile

reports as well as presentations featuring the most important charts available for download on the AGOF web site: [www.agof.de/internetfacts](http://www.agof.de/internetfacts)

In addition to the reports on the regular data of the internet facts study, the AGOF also offers to perform individual counts within the current data pool of the internet facts study. This is available in the service section of the web site: invalid link

Moreover, the internet facts study is available in the AGOF planning tool TOP 2.0. TOP stands for “Transparency in Online Media Planning” and supports the shared initiative of AGOF and its market partners that is aimed at providing transparency in online media planning.

The internet facts study and TOP 2.0 provide all common media performance data for online campaigns.

Further information on TOP 2.0 can be found here: [www.agof.de/top](http://www.agof.de/top)

## More Information

- Planning
- Academy
- Service
- AGOF
- Participating