



Current Study

With the internet facts study 2009-II AGOF presents a new wave of its market media study

internet facts 2009-II

The internet facts 2009-II study wave will provide general data on the AGOF universe as well as core data on Internet use and e-commerce. It will allow you to get a precise idea of target group potentials on the Internet and to localise those persons on the Net.

The internet facts 2009-II study wave, the regular data set of AGOF, published on 10 September 2009 offers comprehensive analysis options for your online media planning. The current study publishes data on coverage and audience composition for 596 online advertising media, based on web sites and 3.050 booking units. The study period comprises the month of April to June 2009.

Here you will find the detailed study report for the internet facts study wave 2009-II, subdivided into the following parts:

- internet facts 2009-II- report
- Graphics for the internet facts 2009-II study wave (PowerPoint file)
- Graphics for the internet facts 2009-II study wave (PDF file)
- Schedules to Basic Data on Internet Use (xls-Datei)
- Schedules to Basic Data on Internet Use (pdf-Datei)

Here you will find download options for the current marketer and web site ranking of the internet facts 2009-II study wave (Excel files) as well as an overview of the allocation of the web sites to the individual marketers (PDF file):

- Current marketer ranking
- Current web site ranking
- Allocation of web sites to marketers

The internet facts study essentially contributes to online media planning. As of now, the data of the internet facts study wave 2009-II can be used for media planning in the AGOF planning tool TOP 2.0.

- Here you will find further information on TOP 1.0.
- Here you can obtain a license for the planning tool (www.mediMACH.com).
- Here you can perform your own counts online in the internet facts study.
- Access the internet facts study code plan here.

More Information



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