



digital facts

Arbeitsgemeinschaft Online Forschung e. V.
dmexco 2014

Goals of the AGOF



- Continuous further development to satisfy changing market requirements
- Standardisation of new and advanced developments that are relevant for all market partners
- The media world is becoming increasingly digital: Are “internet facts” and “mobile facts” still adequate as a planning basis?

THIS IS WHY:

We have developed a combined study of “internet facts” and “mobile facts.”

This will enable the comprehensive planning of stationary and mobile offers.

Result



Digital Facts 2014 - Prototype



- Database is based on if 2014-03 and mf 2014-I
- The average monthly and weekly data from Q1 2014 are reported
- Combination of both studies occurs by merging through a transfer model
- Population: German-speaking population in Germany, 14 years and older
- Reporting of net reach in millions → unique users
- Reporting of more than 700 total digital service offers by 55 marketers

Digital Marketer Ranking - Top 1-10



| Marketer | Rank | Net reach in millions of unique users |
|---------------------------------------|------|---------------------------------------|
| InteractiveMedia CCSP | 1 | 38.12 |
| Axel Springer Media Impact | 2 | 35.61 |
| TOMORROW FOCUS MEDIA | 3 | 31.24 |
| United Internet Media | 4 | 30.76 |
| Ströer Digital | 5 | 29.76 |
| SevenOne Media | 6 | 29.20 |
| IP Deutschland | 7 | 28.23 |
| OMS | 8 | 27.33 |
| eBay Advertising Group Deutschland | 9 | 27.05 |
| G+J Electronic Media Sales | 10 | 26.81 |

Digital Marketer Ranking - Top 11-20



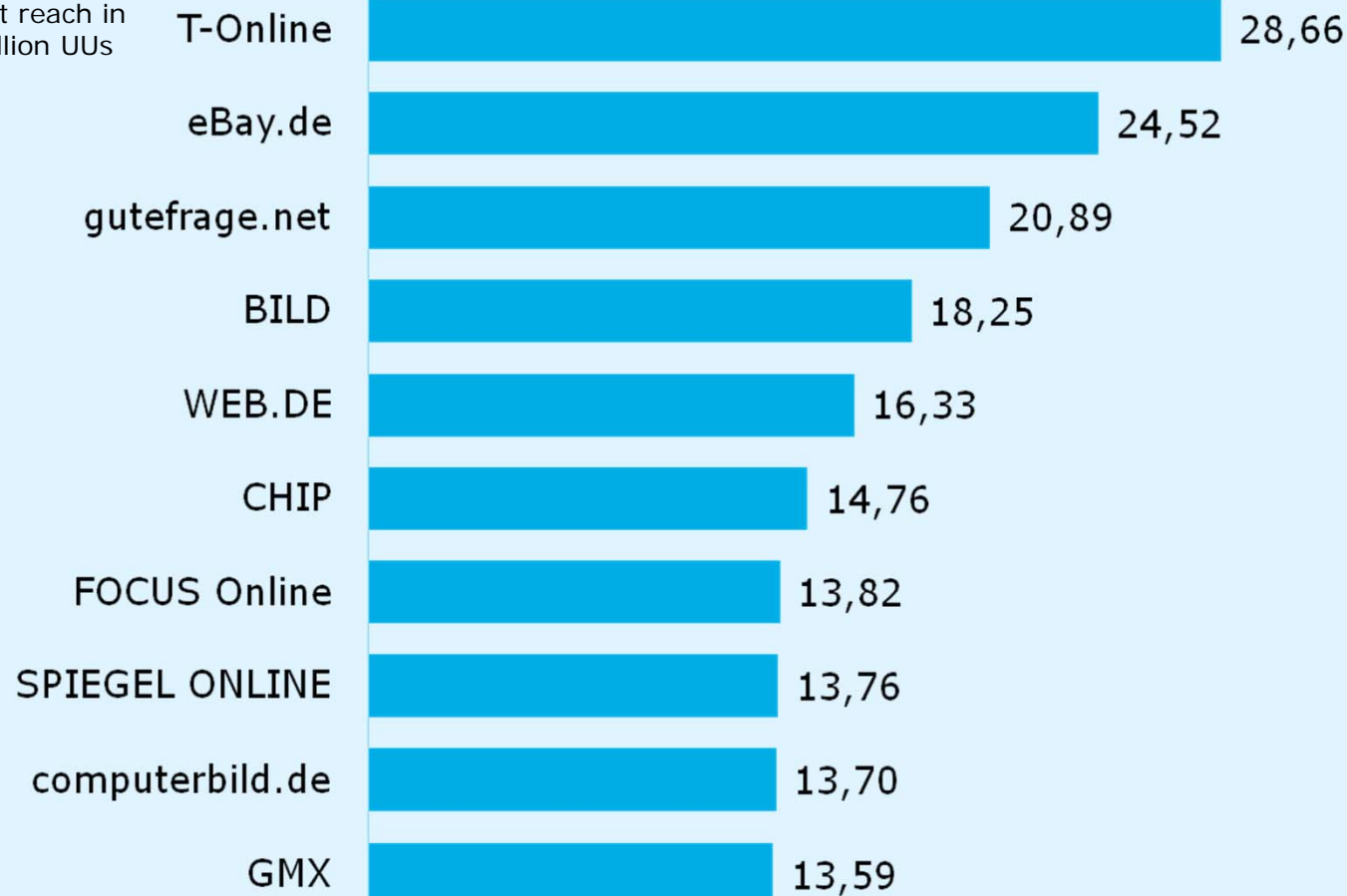
| Marketer | Rank | Net reach in millions of unique users |
|---------------------|------|---------------------------------------|
| mediasquares | 11 | 20.03 |
| iq digital | 12 | 19.52 |
| SPIEGEL QC | 13 | 17.14 |
| Yahoo! Deutschland | 14 | 14.62 |
| HiMedia Deutschland | 15 | 11.07 |
| Urban Media | 16 | 10.22 |
| MAIRDUMONT MEDIA | 17 | 10.21 |
| MODE Media | 18 | 10.09 |
| BAUER ADVERTISING | 19 | 9.94 |
| Unister Media | 20 | 9.13 |

Basis: 112,184 cases of German-speaking residential population in Germany, 14 years and older
Source: AGOF e.V. / digital facts 2014-Prototype; Q1 2014, average month

Ranking for Total Range of Digital Services Top 1-10

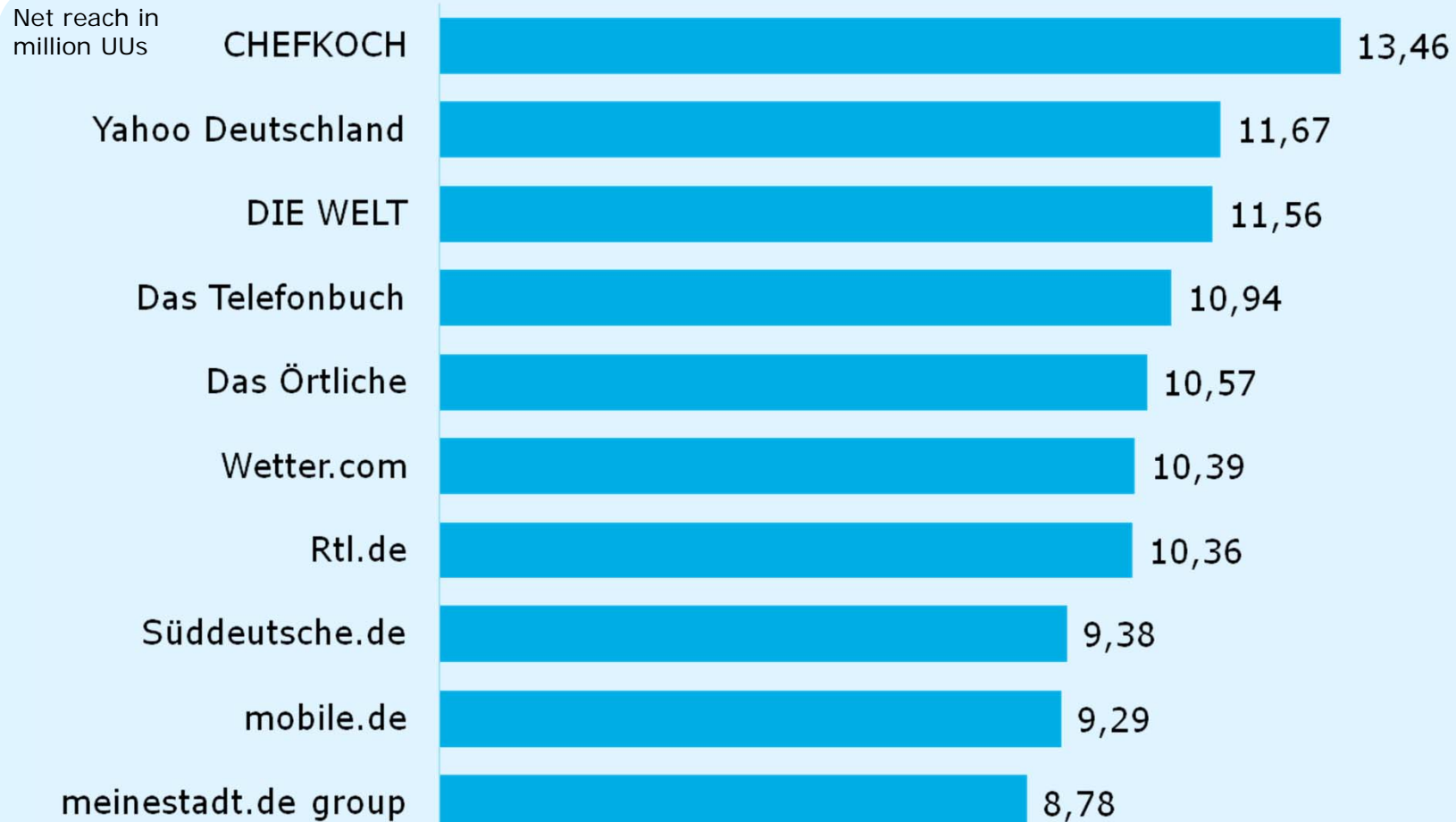


Net reach in
million UUs



Basis: 112,184 cases of German-speaking residential population in Germany, 14 years and older
Source: AGOF e.V. / digital facts 2014-Prototype; Q1 2014, average month

Ranking for Total Range of Digital Services Top 11-20



Basis: 112,184 cases of German-speaking residential population in Germany 14, years and older
Source: AGOF e.V. / digital facts 2014-Prototype; Q1 2014, average month

TRDS - Top 1-10 in Detail



| Total range of digital services | Stationary service marketer | MEW marketer | Mobile app marketer | Rank | Million UUs |
|---------------------------------|------------------------------------|----------------------------|----------------------------|------|-------------|
| T-Online | InteractiveMedia CCSP | InteractiveMedia CCSP | InteractiveMedia CCSP | 1 | 28.66 |
| eBay.de | eBay Advertising Group Deutschland | - | - | 2 | 24.52 |
| gutefrage.net | InteractiveMedia CCSP | InteractiveMedia CCSP | - | 3 | 20.89 |
| BILD | Axel Springer Media Impact | Axel Springer Media Impact | Axel Springer Media Impact | 4 | 18.25 |
| WEB.DE | United Internet Media | United Internet Media | United Internet Media | 5 | 16.33 |
| CHIP | TOMORROW FOCUS MEDIA | TOMORROW FOCUS MEDIA | TOMORROW FOCUS MEDIA | 6 | 14.76 |
| FOCUS Online | TOMORROW FOCUS MEDIA | TOMORROW FOCUS MEDIA | TOMORROW FOCUS MEDIA | 7 | 13.82 |
| SPIEGEL ONLINE | Spiegel QC | Spiegel QC | Spiegel QC | 8 | 13.76 |
| computerbild.de | Axel Springer Media Impact | Axel Springer Media Impact | - | 9 | 13.70 |
| GMX | United Internet Media | United Internet Media | United Internet Media | 10 | 13.59 |

Reading examples

TRDS - Top 11-20 in Detail



| Total range of digital services | Stationary service marketer | MEW marketer | Mobile app marketer | Rank | Million UUs |
|---------------------------------|------------------------------------|------------------------------------|------------------------------------|------|-------------|
| CHEFKOCH | G+J Electronic Media Sales | G+J Electronic Media Sales | G+J Electronic Media Sales | 11 | 13.46 |
| Yahoo Deutschland | Yahoo! Deutschland | Yahoo! Deutschland | - | 12 | 11.67 |
| DIE WELT | Axel Springer Media Impact | Axel Springer Media Impact | - | 13 | 11.56 |
| Das Telefonbuch | mediasquares | mediasquares | mediasquares | 14 | 10.94 |
| Das Örtliche | mediasquares | mediasquares | mediasquares | 15 | 10.57 |
| Wetter.com | SevenOne Media | SevenOne Media | SevenOne Media | 16 | 10.39 |
| Rtl.de | IP Deutschland | IP Deutschland | IP Deutschland | 17 | 10.36 |
| Süddeutsche.de | iq digital | iq digital | iq digital | 18 | 9.38 |
| mobile.de | eBay Advertising Group Deutschland | eBay Advertising Group Deutschland | eBay Advertising Group Deutschland | 19 | 9.29 |
| meinstadt.de group | Axel Springer Media Impact | madvertise Mobile Advertising | madvertise Mobile Advertising | 20 | 8.78 |

Reading examples



Insights into TOP

Insights into TOP

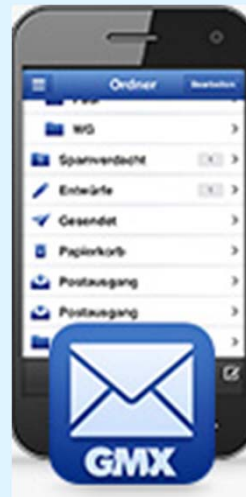


- Digital Media Reach
- Tables
- Selection of Advertising Formats
- Structures
- Plan/Combo
- External Overlaps
- Overlapping Circles
- Media Plans

Digital Media Reach



GMX website
11.57 million unique users



GMX apps
2.11 million unique users



GMX
Mobile enabled website
1.88 million unique users

Sources:

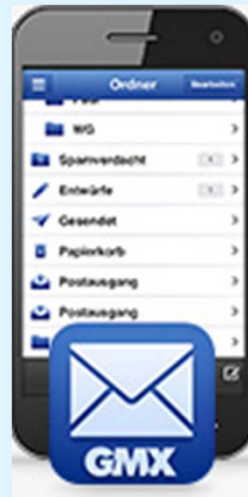
GMX website: AGOF internet facts 2014-03, time period: average month

GMX MEW/apps: AGOF mobile facts 2014-I, time period: average month

Digital Media Reach



GMX website
11.57 million unique users



GMX apps and MEW
3.84 million unique users

Sources:

GMX website: AGOF internet facts 2014-03, time period: average month

GMX MEW/apps: AGOF mobile facts 2014-I, time period: average month

Digital Media Reach



Sources:

GMX website: AGOF internet facts 2014-03, time period: average month

GMX MEW/apps: AGOF mobile facts 2014-I, time period: average month

Digital Facts – Selection of Advertising Formats

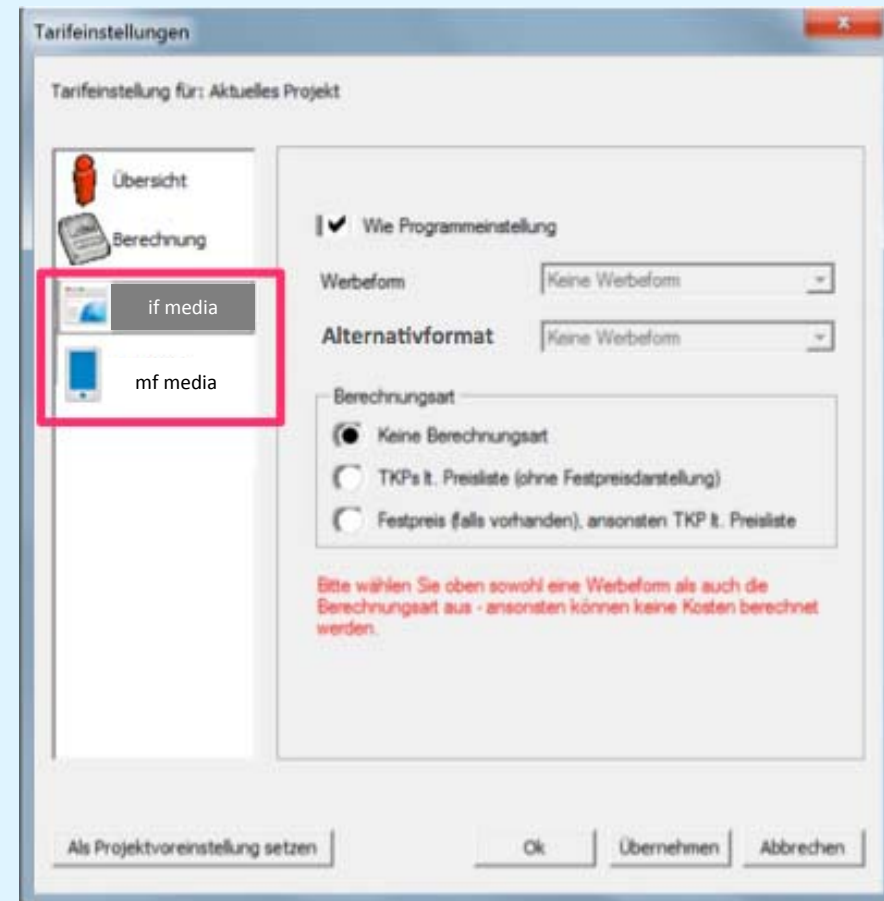


Calculation of CPM

TOP calculates the target group CPM based on the provided price lists' CPM.

In the future, different advertising formats can be defined for "if media" and "mf media" in the rate settings.

This allows for comparison of the CPM for mobile and stationary media in one table!



Example

Digital Facts – Table



Comparison of Digital, Stationary and Mobile Media in One Table

Standardprojekt: Rangreihe mit TKP (digital facts 2014-I (intern))

Sortierung: keine Priorität: keine Markierung: keine

Zeitraum für Medien: Standard (Ø Monat (Jan, Feb, Mrz 2014))

Tarife: Tarifstand: 03.07.2014; Brutto; Super Banner [728x90] (Medium Rectangle [300x250]); TKP-Berechnung

Gesamt
(112.184 ungew. Fälle, 136.164 gew. Fälle - 100,0% - 70,33 Mio)

Männer UND 14 - 49 Jahre
(36.161 ungew. Fälle, 37.114 gew. Fälle - 27,3% - 19,17 Mio)

| | Fälle (ungew.) | Netto-RW (Unique User) | | | | Brutto-Reichweite (Kontakte) | | | TKP | |
|----------------------------------|-------------------|------------------------|-----------------------|------------------------|----------------|------------------------------|-------------------------|------------|-------|--------|
| | | % | Unique User Mio | Nutzer- Anteil % | Aff.- Index | Kontakte Mio | Kontakt- Anteil % | Ø Kont. | EUR | Rangf. |
| Basis | 36.161 | 100,0 | 19,17 | 27 | 100 | | | | | |
| Angebot A (df Gesamt) | 18.623 | 33,8 | 6,48 | 39 | 143 | 1.116,09 | 38 | 172,3 | 48,45 | 2 |
| Angebot A (lf Gesamt) | 17.095 | 29,2 | 5,60 | 38 | 141 | 667,66 | 34 | 119,3 | 44,02 | 1 |
| Angebot A (mf MEW Gesamt) | 3.947 | 4,6 | 0,89 | 43 | 160 | 70,26 | 45 | 79,3 | 53,20 | 3 |
| Angebot A (mf Android Phone App) | 1.829 | 3,6 | 0,69 | 44 | 162 | 304,24 | 49 | 442,9 | 56,77 | 4 |
| Angebot A (mf iPhone App) | 850 | 1,5 | 0,29 | 43 | 158 | 73,97 | 37 | 251,7 | 57,03 | 5 |

Medien (Zeilen)

Digital Facts – Structures

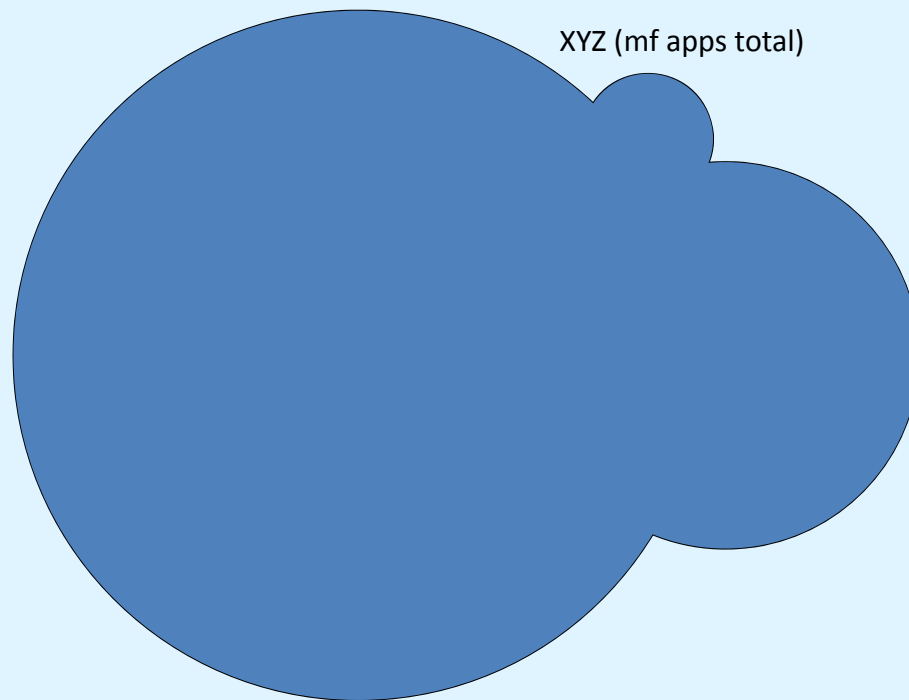


For the first time, it is possible to directly compare the structures of stationary and mobile websites in one analysis.

| | Angebot Q (if Gesamt) | | | | | Angebot Q (mf MEW Gesamt) | | | | | | |
|-----------------------------|-----------------------|-------------|---------------|-------|-------------------|---------------------------|-------|-------------|---------------|-------|-------------------|----------------|
| | Fälle | Netto-RW | | | Brutto-Reichweite | | Fälle | Netto-RW | | | Brutto-Reichweite | |
| | | Unique User | Nutzer-Anteil | Aff.- | Kontakte | Kontakt-Anteil | | Unique User | Nutzer-Anteil | Aff.- | Kontakte | Kontakt-Anteil |
| Standard-Demographie | | | | | | | | | | | | |
| Geschlecht | | | | | | | | | | | | |
| Männer | 3,04 | 46 | | | | 9,06 | 53 | | | | | |
| Frauen | 3,59 | 54 | | | | 8,04 | 47 | | | | | |
| Alter | | | | | | | | | | | | |
| 14 - 19 Jahre | 1,27 | 19 | | | | 2,31 | 13 | | | | | |
| 20 - 29 Jahre | 1,52 | 23 | | | | 4,11 | 24 | | | | | |
| 30 - 39 Jahre | 1,37 | 21 | | | | 3,13 | 18 | | | | | |
| 40 - 49 Jahre | 1,56 | 23 | | | | 3,81 | 22 | | | | | |
| 50 - 59 Jahre | 0,50 | 8 | | | | 2,21 | 13 | | | | | |
| 60 - 69 Jahre | 0,28 | 4 | | | | 1,11 | 7 | | | | | |
| 70 Jahre und älter | 0,14 | 2 | | | | 0,42 | 2 | | | | | |
| Ausbildung | | | | | | | | | | | | |

Overlapping Circles

Answer the question: Does it make sense to book the MEW and the apps in addition to the stationary website?



Pre-filter: total (136,164 cases - 70.33 million)

Target group: basis (136,164 cases - 70.33 million)

Time period of media: 0 month (Jan, Feb, Mar 2014)

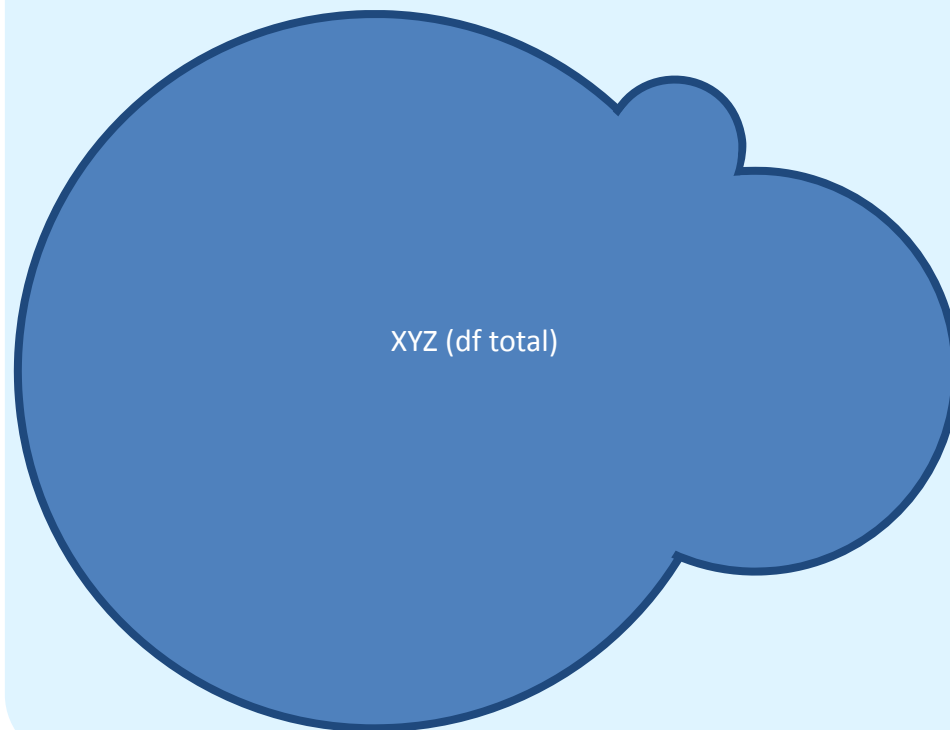
- XYZ (if total): 13.03 million (total: 14.97 million)
- XYZ (mf MEW total): 2.89 million (total: 4.75 million)
- XYZ (mf apps total): 0.29 million (total: 0.54 million)
- XYZ (if total) / XYZ (mf MEW total): 1.76 million
- XYZ (mf MEW total) / XYZ (mf apps total): 0.06 million
- XYZ (if total) / XYZ (mf apps total): 0.15 million
- XYZ (if total) / XYZ (mf MEW total) / XYZ (mf apps total): 0.03 million

Digital Facts – Overlapping Circles



Total Range of Digital Services

= Overlap-free net reach of stationary website, mobile enabled websites and apps



Media Plans

Stationary and mobile media can be used in one media plan for the first time.

| Vorgabe markierte/neue Belegungen: | | 1 | Ø Monat | 0,0 % | 300 | 0 | | | | | | | | |
|------------------------------------|-------|----------|---------|-----------------------|------------------------|-------------------|-------------------------|--------------|-----------------|-------------------------|-----|---------|--------------------|------------|
| | Freq. | Zeitraum | Share % | Belegung Kont. in Tsd | Kontakte Gesamt in Tsd | Brutto-kosten EUR | Netto nach Rabatt 3 EUR | Reichw. UU % | Unique User Mio | Zielgr.-Kontakte in Mio | GRP | Ø-Kont. | Nutzer-Anteil in % | Aff.-index |
| Angebot X (if Gesamt) | 1 | Ø Monat | 0,0 % | 1.000 | 1.000 | 10.000,00 | 6.650,00 | 1,2 | 0,87 Mio | 1,00 | 1,4 | 1,2 | 100 | 100 |
| Angebot X (mf MEW Gesamt) | 1 | Ø Monat | 0,2 % | 200 | 200 | 10.000,00 | 6.650,00 | 0,2 | 0,16 Mio | 0,20 | 0,3 | 1,2 | 100 | 100 |
| Angebot X (mf Apps Gesamt) | 1 | Ø Monat | 6,4 % | 1.000 | 1.000 | 5.000,00 | 3.325,00 | 0,1 | 0,10 Mio | 1,00 | 1,4 | 10,3 | 100 | 100 |
| Gesamter Plan: | | Ø Monat | | | 2.200 | 25.000,00 | 16.625,00 | 1,6 | 1,12 Mio | 2,20 | 3,1 | 2,0 | 100 | 100 |

Overlap-free net reach beyond stationary and mobile placements!

Digital Facts in 2015



- Qualification data analogous to previous studies.
- Transition to regular operation; publication in quarterly intervals is initially planned.