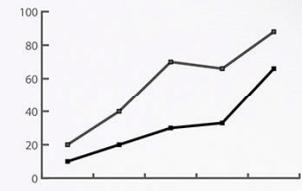
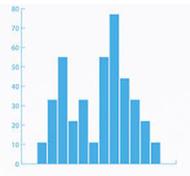




# Introducing agof

German Association of Online Research  
November 2022





# News in November 2022



## Data gap closed

This month, agof closed the last data gap in the daily digital facts and can thus provide the digital advertising market with the complete and consistent values of online usage for the year 2021 and the first half of 2022 up to and including September. The results for December 2021 and for January and February 2022 were published retrospectively.

The remaining months of 2022 will be published as soon as the responsible agof committees have given their approval.

### **Please note:**

Important: All data from 2022 cannot be compared with results from previous years (due to the significant methodological changes in the study). But: Cross-comparisons of the data now available with each other are of course possible. This means that coverage developments can be shown again, weekday comparisons can be made or analyses of the effects of events on individual days can be carried out. Translated with [www.DeepL.com/Translator](http://www.DeepL.com/Translator) (free version)

Please also refer to the current [agof communication guidelines](#).





# Services and objectives of agof



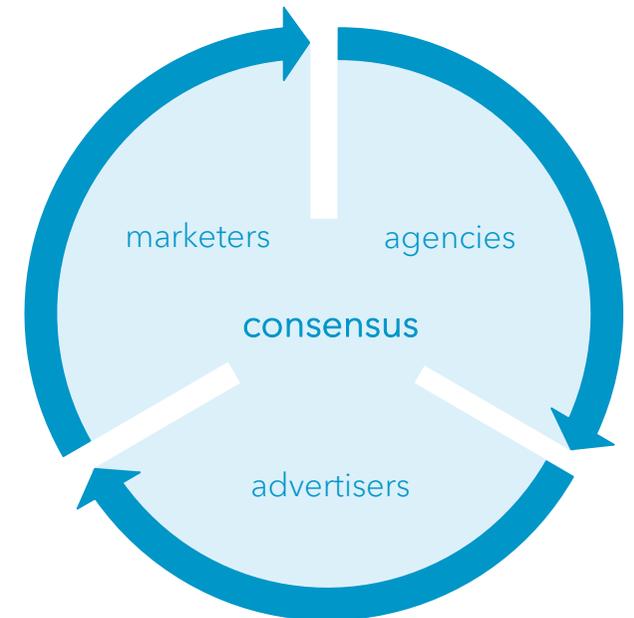
## Joint industry committee on digital currency

### agof

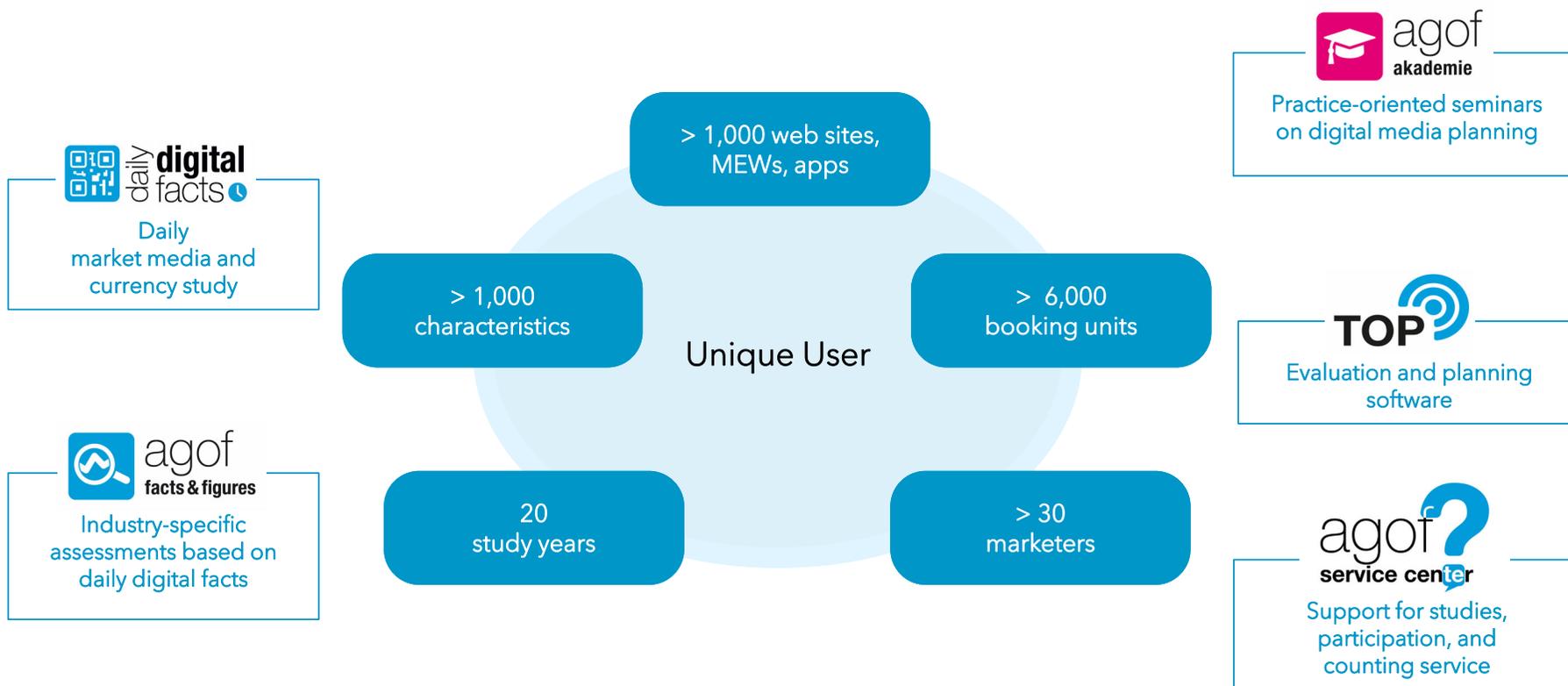
- is the joint industry committee of the digital media and advertising industry and thus independent of individual interests.
- safeguards and shapes the digital coverage currency.
- provides comparable performance and user data for digital advertising media.
- guarantees professional and transparent media planning.

### Transparent survey model for all those involved

- The method model has been jointly developed by marketers, agencies and advertisers.
- Secures and forms the digital coverage currency.
- Provides comparable performance and user data for digital advertising media.
- Data is collected on the basis of commonly defined conventions.



# agof at a glance



## Digital coverage currency: the Unique User

The Unique User, collected and described by agof, is the coverage currency for digital advertising media in Germany.

- It represents the number of persons having had contact with a digital medium during a certain period of time.
- It makes the media performance of digital advertising media and media plans comparable with each other and enables assessments across different media.
- It takes into account both the usage of several end devices by one person only, as well as the usage of just one device by several persons. It makes the people in front of the screens visible.



## Members and structure

agof is a registered association. The members are leading marketers of digital advertising media in Germany.

Members are organized in the Internet and Mobile Sections, where they take responsibility for the conceptual design, provision and further development of media coverage research activities and planning parameters in their segment of the digital economy.

The Internet Section comprises all marketers specialized in the stationary Internet. The Mobile Section comprises all marketers active in mobile advertising.

Members	Internet Section	Mobile Section
Ad Alliance GmbH	X	X
BurdaForward GmbH	X	X
eBay Classifieds Group	X	X
G+J Electronic Media Sales GmbH	X	X
iq digital media marketing gmbh	X	X
Media Impact GmbH & Co. KG	X	X
Score Media Group GmbH & Co. KG	X	X
Seven.One Media GmbH	X	X
SPIEGEL-Verlag Rudolf Augstein GmbH & Co. KG	X	X
Ströer Digital Media GmbH	X	X
United Internet Media GmbH	X	X

## Participating associations: Agencies and advertisers

Consensus with all market participants and highest methodological quality are the principles of agof. In addition, agof cooperates with established associations of the advertising industry.

The German Advertisers Association OWM, the Organization of Media Agencies OMG, and the Expert Group Online Media Agencies FOMA represent the interests of the customers of online media services within the committees.



OWM

OMG



FACHKREIS  
ONLINE-MEDIAAGENTUREN  
IM BVDW



## Participating associations: Other joint industry committees

Consensus with all market participants and highest methodological quality are the principles of agof. In addition, agof cooperates with established associations of the advertising industry.



The media analysis working group agma has taken methodological responsibility for the study's coverage since July 2009.



The German Audit Bureau of Circulation IVW verifies that the technical measurements of the offerings participating in daily digital facts have been correctly implemented.



## agof mission statement

As central authority in the market, agof has dedicated itself to the task of identifying relevant topics and trends in the digital market and promoting these with a view to achieving solutions and ensuring future orientation.

In this role, it sets and creates digital standards and promotes projects and activities, supporting these with new and promising innovative ideas and perspectives. It thereby acts as independent initiator but also as intermediary and as reliable partner.

agof actively integrates requirements of the dynamically changing market with respect to standards, security and quality in the range of services it offers so as to shape this and its further development in a sustainable and future-oriented manner.

agof makes these competencies and its overall coverage of numerous different areas available to the digital market and its participants in many ways, via requirement-oriented and innovative media solutions all along the digital value-added chain as well as via knowledge transfer, stimulating innovation and agenda setting.





agof daily digital facts



## The market media study daily digital facts

- defines the daily coverage of stationary web sites, mobile-enabled apps and their booking units - overlap-free.
- provides sociodemographic and psychographic characteristics and data regarding the Internet usage in Germany including a description of the target group.
- enables an evaluation based on individual days and freely selectable time periods.

## daily digital facts ...

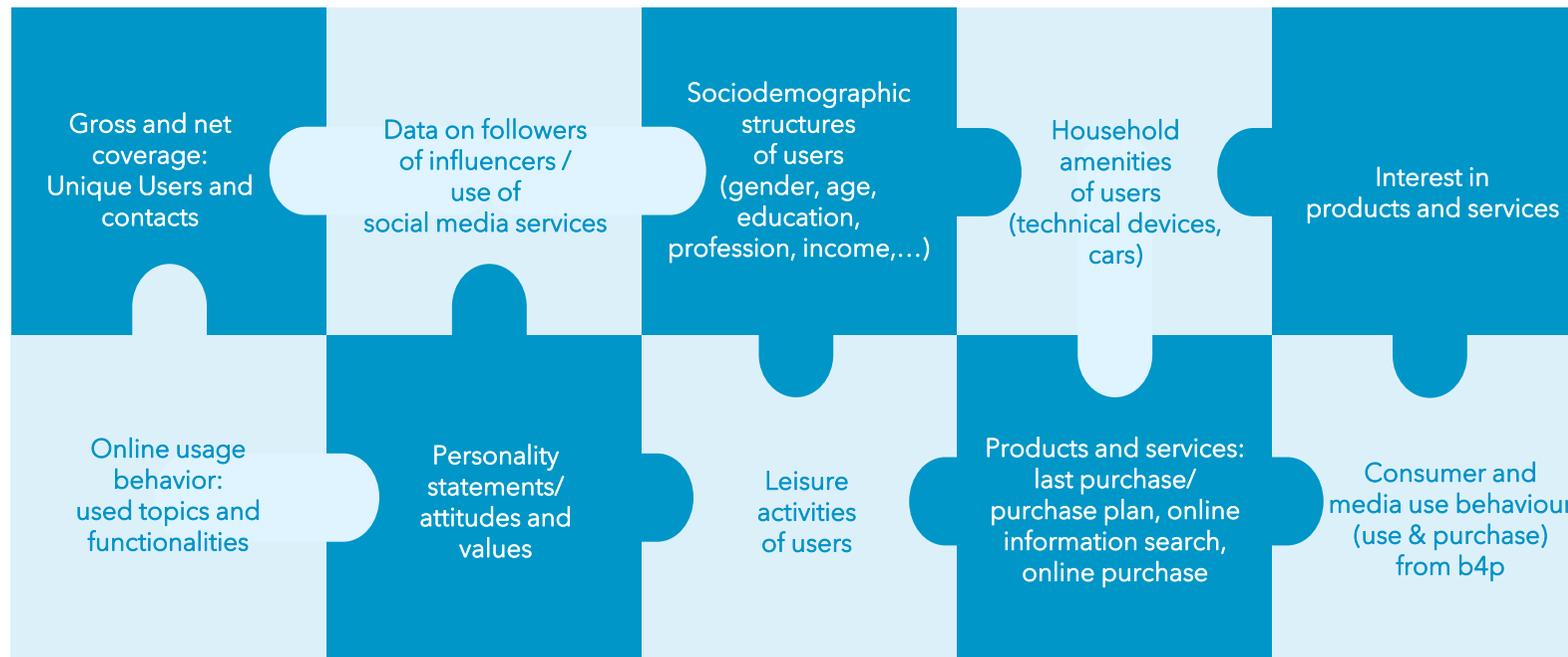
- ... helps advertisers and agencies plan their online advertising based on the currency standard.
- ... helps publishers and marketers track the performance of their advertising media and optimize their portfolio.

Since 2022, the data of the daily digital facts study has been collected on the basis of a modified methodology. These extensive methodological changes were necessary against the backdrop of the Telecommunications Telemedia Data Protection Act (TTDSG), which came into force.

The data from 2022 onwards are therefore no longer comparable with the predecessor data of the daily digital facts study!

## Daily performance and qualification data

The daily digital facts study publishes performance and qualification data on web sites, apps, booking units and combinations on a daily basis. The following criteria help compare and evaluate digital advertising media and media plans:



## Data cooperation

Since 2018, daily digital facts offers additional characteristics from the leading market media study b4p with increased data depth:



The market media study **b4p** is developed in collaboration with Axel Springer, Bauer Media Group, Funke Mediengruppe, G+J and Hubert Burda Media. Central to b4p are the consumers and their consumption and media usage behavior. Markets and brands are made transparent by a representation of users and purchasers. It considers comprehensive demographic data as well as the users' interests, motivations, attitudes and needs.



## Evaluation periods freely selectable as required

daily digital facts makes it possible to carry out assessments and evaluations of plans based on freely selectable time periods.

You can define specific periods or average days, weeks or months.

Konkreter Zeitraum    Ø Tag    Ø Woche    Ø Monat    Zuletzt definiert

**Konkreter Zeitraum:**

- Letzter Tag (30.06.2017)
- Letzte 7 Tage (24.06 - 30.06.2017)
- Letzte 30 Tage (01.06 - 30.06.2017)
- Diese Woche (26.06 - 30.06.2017)
- Letzte Woche (19.06 - 25.06.2017)
- Dieser Monat (Juni 2017)
- Letzter Monat (Mai 2017)
- Individuell

Wochentagsfilter: Mo Di Mi Do Fr Sa So

April 2017							Mai 2017							Juni 2017									
KW	M	D	M	D	F	S	S	KW	M	D	M	D	F	S	S	KW	M	D	M	D	F	S	S
13	27	28	29	30	31	1	2	18	1	2	3	4	5	6	7	22	29	30	31	1	2	3	4
14	3	4	5	6	7	8	9	19	8	9	10	11	12	13	14	23	5	6	7	8	9	10	11
15	10	11	12	13	14	15	16	20	15	16	17	18	19	20	21	24	12	13	14	15	16	17	18
16	17	18	19	20	21	22	23	21	22	23	24	25	26	27	28	25	19	20	21	22	23	24	25
17	24	25	26	27	28	29	30	22	29	30	31	1	2	3	4	26	26	27	28	29	30	1	2

### Evaluations of different time periods show :

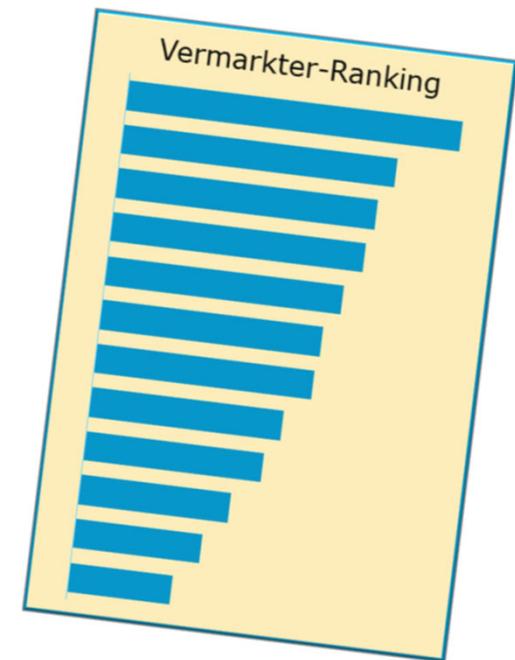
- daily coverage over time
- media performance on different days of the week
- coverage and user structure during an exceptional event
- influence of public holidays and vacation periods
- ...

## Approximately 30 participating marketers

Apart from the 11 members of agof, approx. 20 other marketers have their advertising media evaluated and assessed in the daily digital facts.

Marketers participate in the study with their entire portfolio or with select offerings.

The participating marketers achieve a coverage between less than 1 million and over 50 million Unique Users per month. These coverage levels are published by agof every month as part of the agof marketer ranking.



## Using the data of daily digital facts

**TOP modular:** The data of daily digital facts are mainly used by media agencies, advertisers, marketers and publishers. They receive the study by taking out a license for the evaluation and planning tool TOP modular. Among the licensees of the software TOP are not only companies active in the online advertising market, but also institutes, universities, and students.

**agof web site:** At the beginning of each month, the key results of daily digital facts are published in graphical and tabular form on the agof web site:

<https://www.agof.de/en/studien/daily-digital-facts/monatsberichte/>

**agof facts & figures:** The agof facts & figures are special evaluations of various industries taken from daily digital facts, that are provided by agof on a continuous basis.

**agof service center:** The agof service center is the central contact point for all questions related to the study and how to participate. They also provide free counts from daily digital facts.



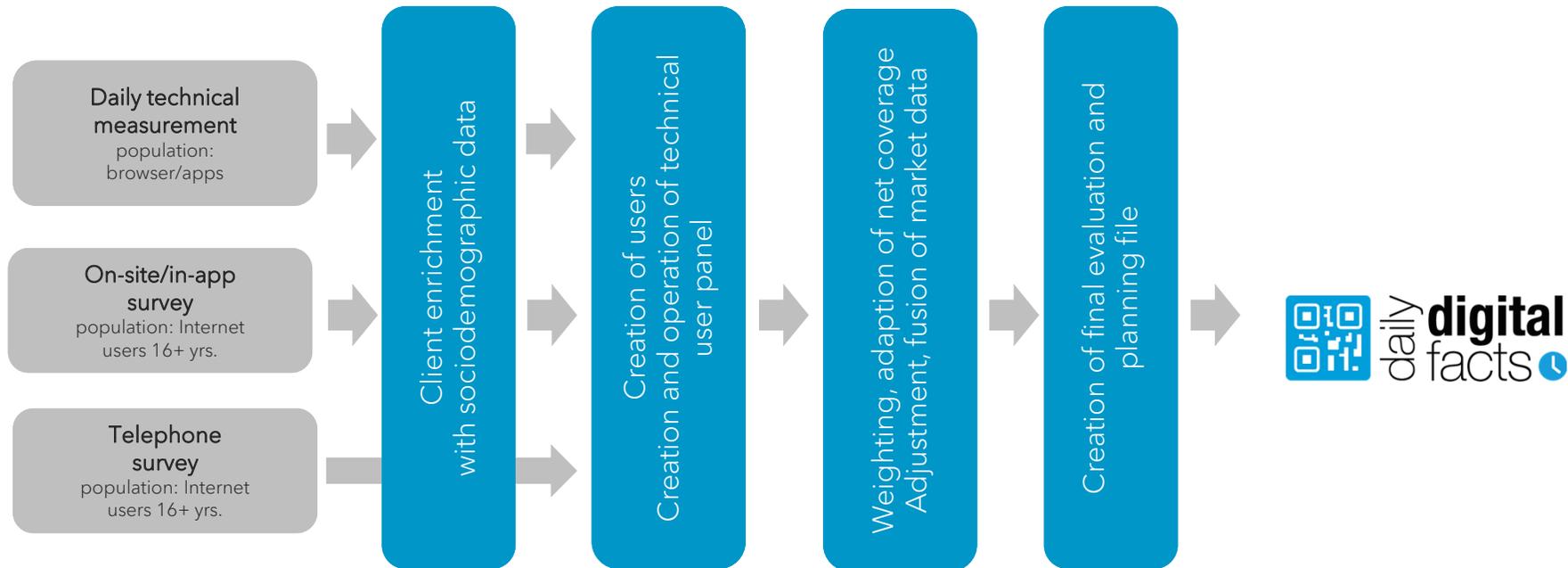


# Method model of agof

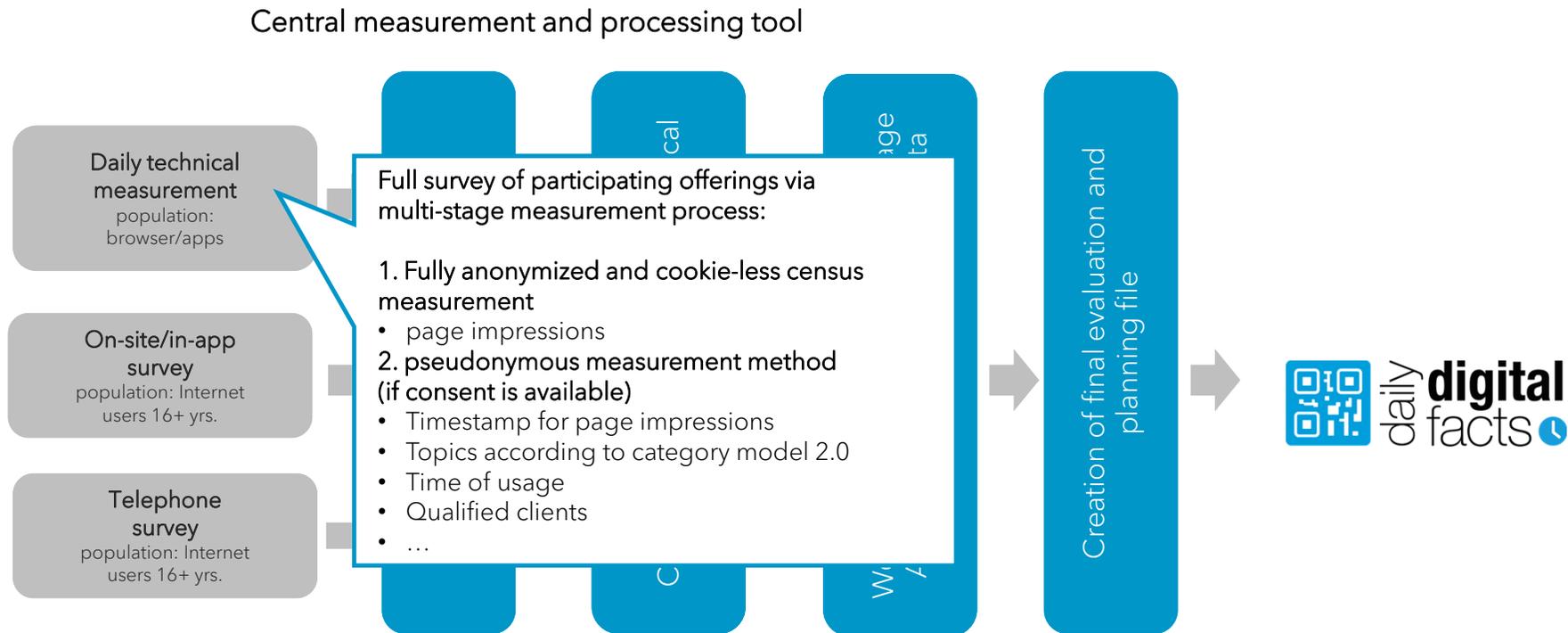


# Method model of daily digital facts

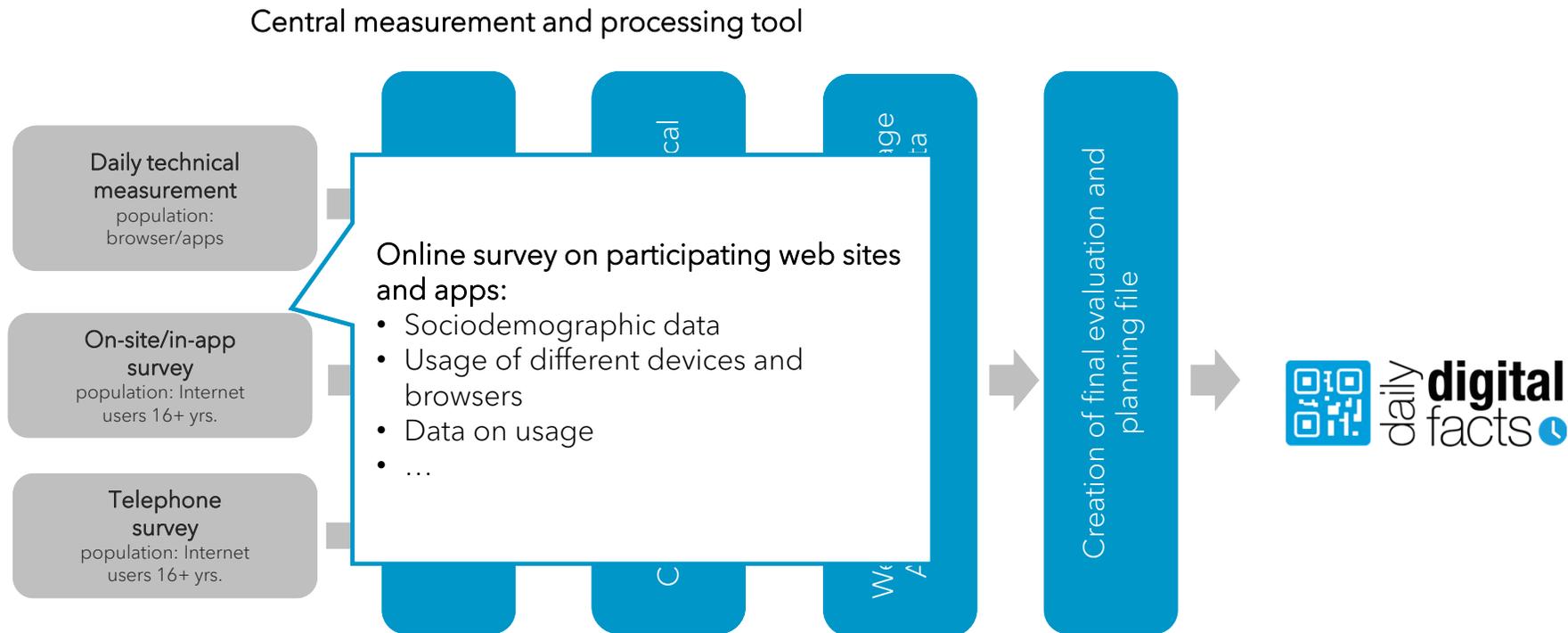
## Central measurement and processing tool



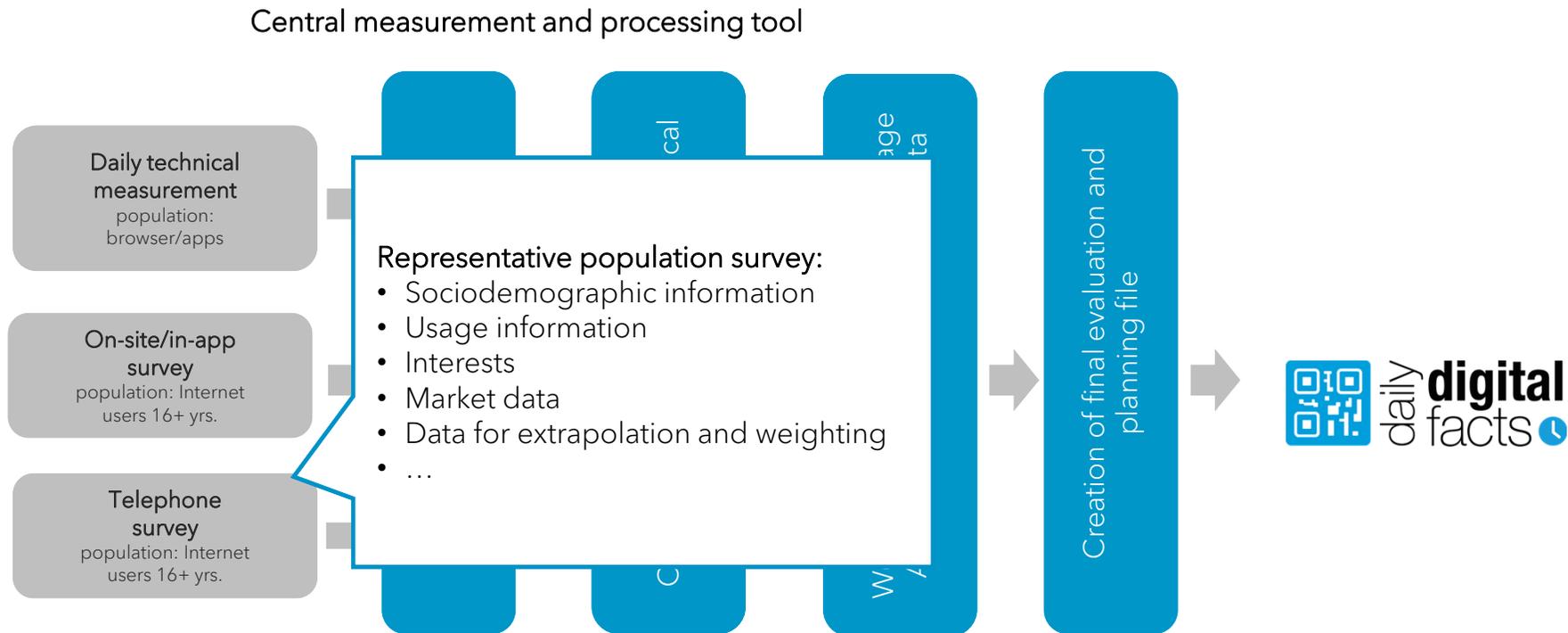
# Method model of daily digital facts



# Method model of daily digital facts

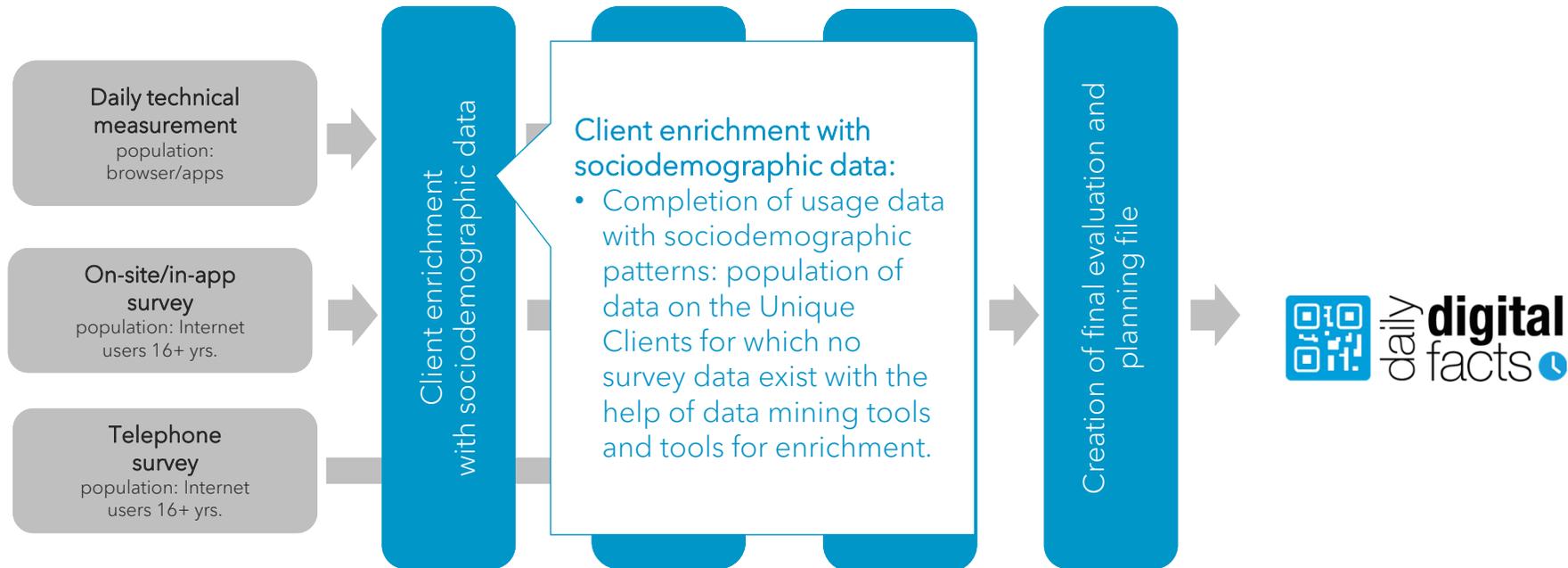


# Method model of daily digital facts



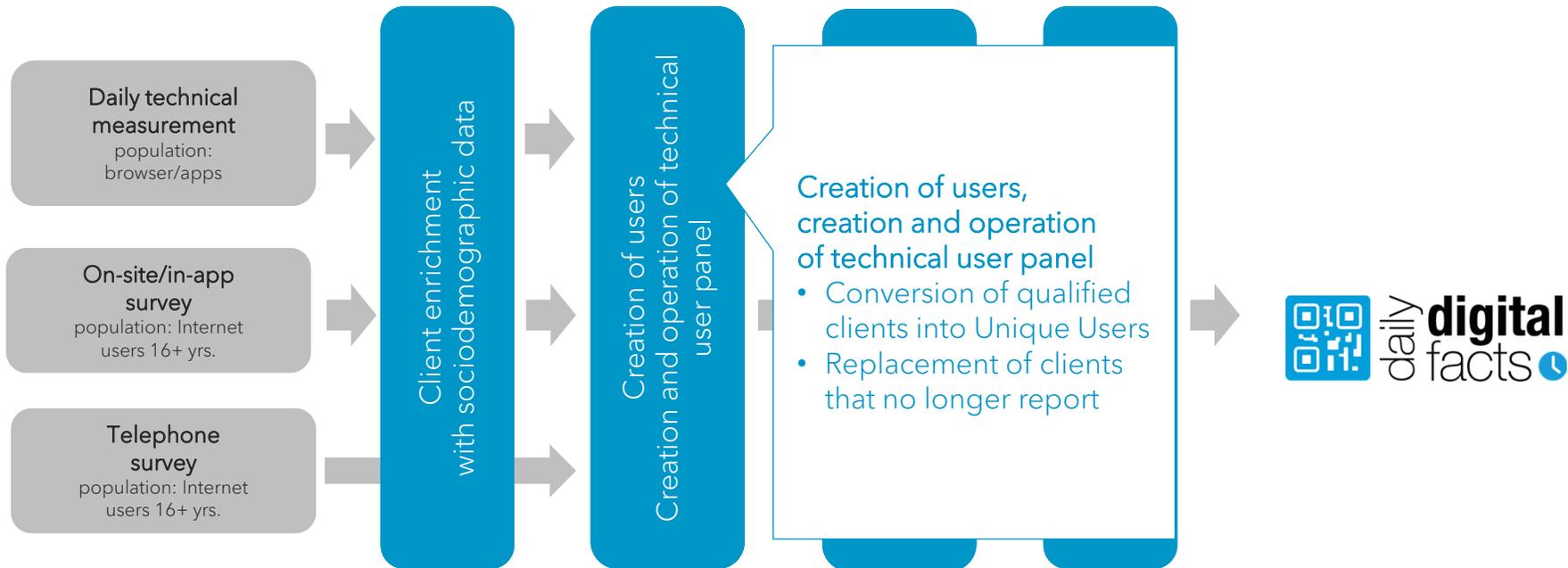
# Method model of daily digital facts

## Central measurement and processing tool



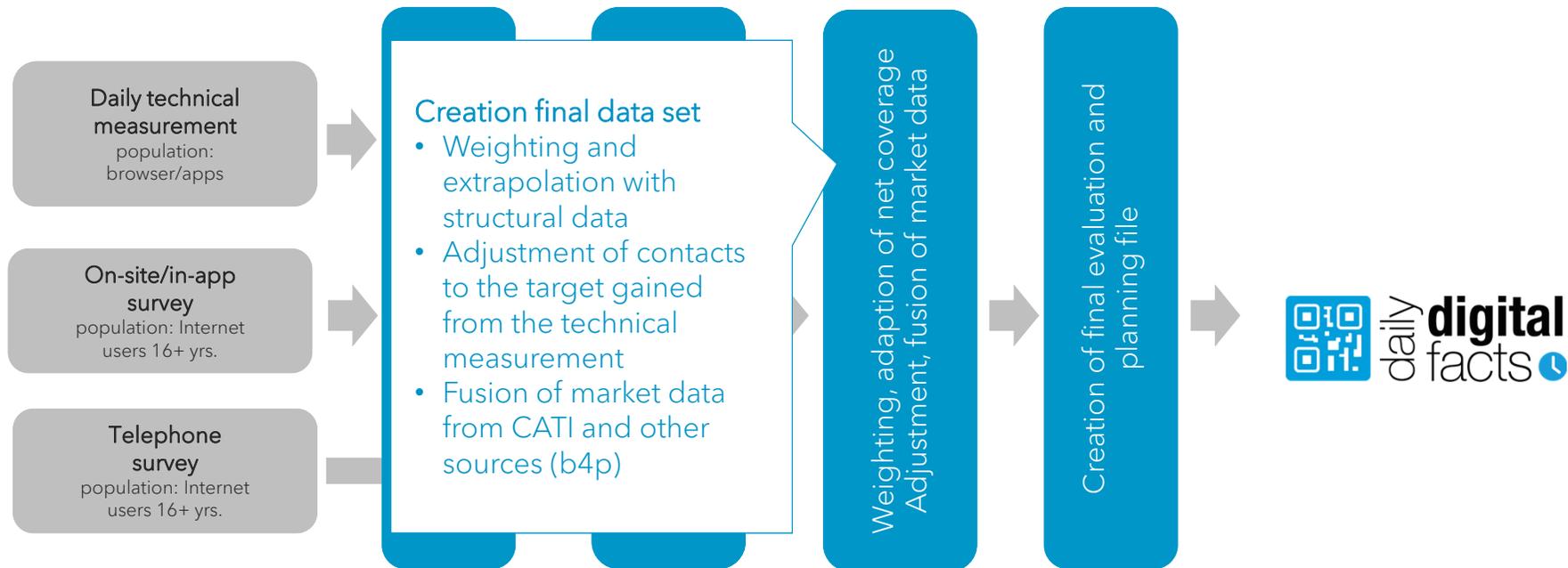
# Method model of daily digital facts

## Central measurement and processing tool



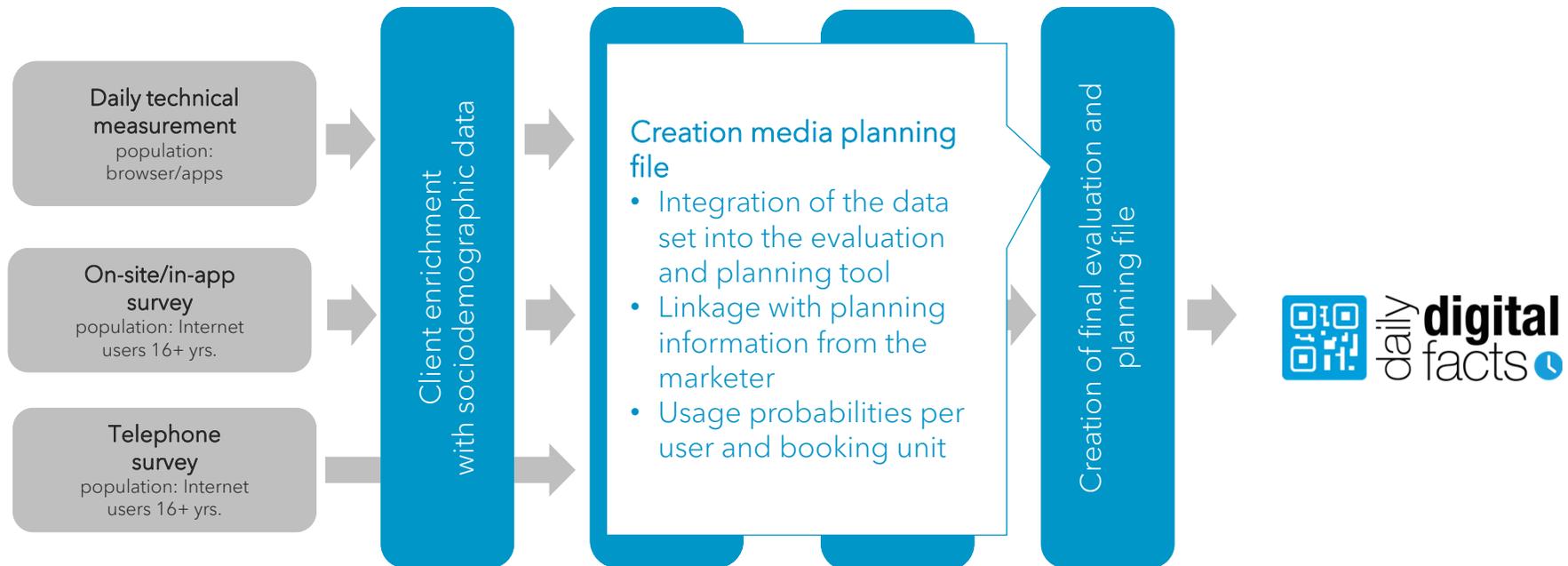
# Method model of daily digital facts

## Central measurement and processing tool



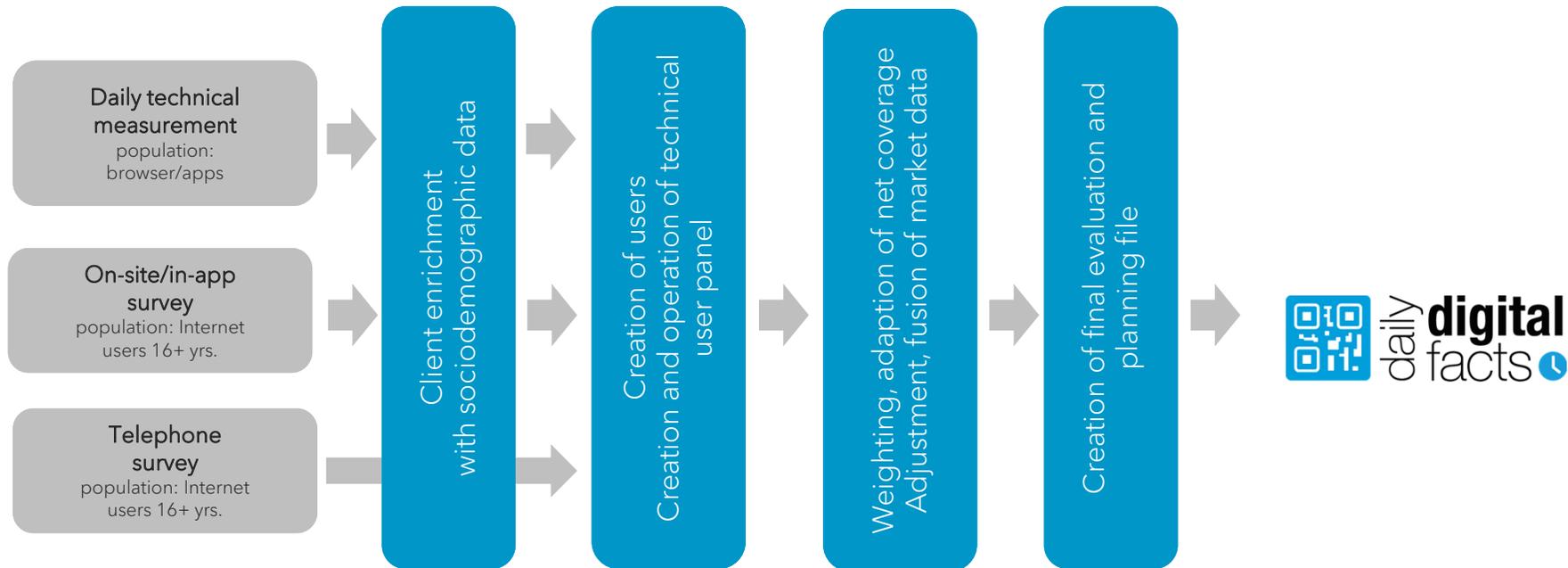
# Method model of daily digital facts

## Central measurement and processing tool



# Method model of daily digital facts

## Central measurement and processing tool





Further tools and services



## TOP modular: evaluation and planning tool



TOP modular is a cloud-based evaluation and planning tool that helps evaluate the data of daily digital facts and assess media plans.

### TOP modular offers:

- Analysis of target groups, online advertising media and their booking units using over 1,500 individual characteristics.
- Evaluation of media plans at booking unit level.
- Consideration of online-specific features such as frequency capping and targeting.
- Graphics functions for a quick visualization of the results.
- Personalizable views and settings for customized operation.
- Export of tables and graphics for cross-system integration.

TRANSPARENCY IN  
ONLINE PLANNING

MEDIA-COMPATIBLE  
CUSTOMIZATION

CONVENIENT

DIVERSE

INTUITIVE



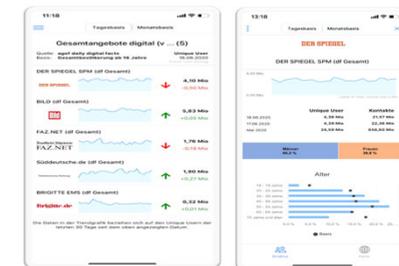
## The TOP family

In addition to the basic version, TOP modular offers various modules whose functionalities are tailored precisely to the different requirements and working methods in modern media business.

Thus, **TOP planning** is a complex extension to digital media planning, while **TOP analyze** provides additional analysis options and display formats. **TOP pin** enables raw data from the agof study to be imported into internal databases or analysis tools, and with **TOP api**, a modern interface technology is available for automatic data transfer of agof results into external dashboards.

Newest member: The **TOP App**.

The latest module makes it possible to access coverage information and target group information from the *daily digital facts* study on smartphones or other touchpad devices.



The agof academy offers practice-oriented seminars on using TOP modular and daily digital facts for marketing and media planning purposes.

### Contents of the media seminars for media planning and marketing:

- Setup and operation of TOP modular.
- Definition and interpretation of media performance values.
- Creation and interpretation of target group evaluations, media structure analyses and ranking sequences.
- Identification of exclusive users and overlaps.
- Creation of media plans and evaluation of the results.
- Optimization of plans via budget, share, contact classes, and features such as frequency capping and targeting.
- Identification of USPs of media, deriving purchase propositions, and creation of sales documents.

With a mix of theoretical lectures, work in small groups and practical application exercises, the program of agof academy teaches

- *agency participants*, how to identify advertising media and evaluate media plans
- *marketers*, how to establish competitive comparisons and derive sales arguments

## agof qualified inventory (aqi)

### agof qualified inventory (aqi)

Free service for automatic determination of high-quality advertising environments:



A free service from agof now helps to identify high-quality environments more easily within the frame-work of automated advertising processes. It provides the market with a feature that can be used to inquire automatically and free of charge whether a URL or an app ID is an agof-qualified service: the agof qualified inventory (aqi).

This new feature can also be used in "programmatic advertising" and was developed at the request of advertising clients and ad tech providers.



## agof and BVDW jointly create quality certificates

The German Association for Online Research (agof) and the German Association for the Digital Economy (BVDW) want to ensure more transparency and security in the digital ecosystem with uniform standards. For this reason, they have launched a series of quality certificates that are intended to provide additional support for the digital market through reliable and comparable key figures and criteria.

**The first module of the new catalog of quality certificates is a certificate for the viewability of online advertising (Viewability).** Registration for certification is now possible. A certificate for Invalid Traffic will also follow, and others are already being developed.

In this way, agof and BVDW are bringing IAB Europe's plan to create a European standard for certifications to the German market and transferring the European guidelines into practical application.

Further information about the quality certificates can be found under <https://www.agof.de/en/zertifizierungen/>



Further information and contact details



## Further information, contact details

### agof daily digital facts

Join

Information,  
requirements, costs at:  
<https://www.agof.de/en/mitmachen/>

Contact:  
agof service center  
Phone: +49 (0)800-410 2977  
E-mail: servicecenter@agof.de

### TOP

Evaluation and planning tool

Further information at:  
<https://info.top-modular.de/>

Contact:  
COMsulting GmbH  
Phone: +49 (0)4503 / 3535-0  
E-mail: top-  
support@comsulting.de

### agof academie

Seminars and online training

Further information at:  
<https://www.agof.de/en/akademie/>

Contact:  
Marion Beckers,  
Head of agof academie  
E-mail: marion.beckers@agof.de

## Contact



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