

Introducing agof

German Association of Online Research
December 2022





Services and objectives of agof



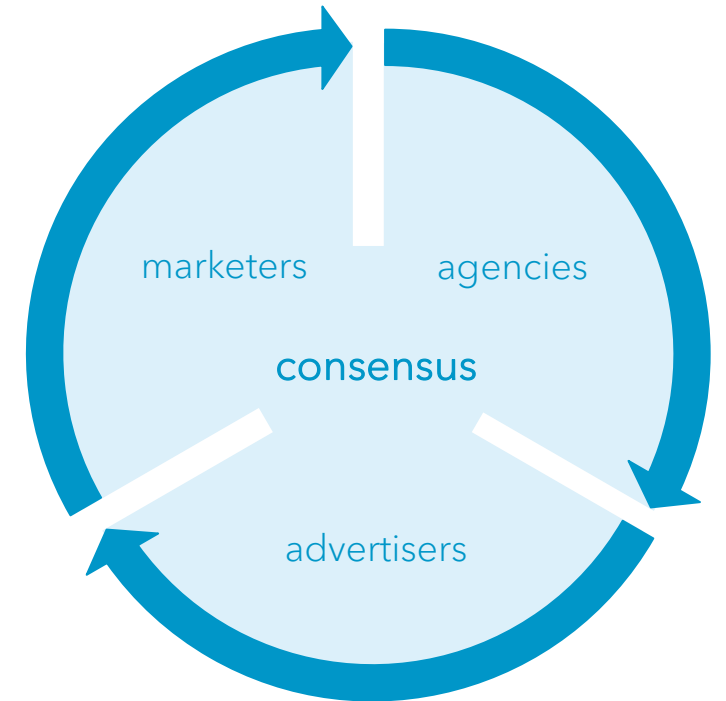
Joint industry committee on digital currency

agof

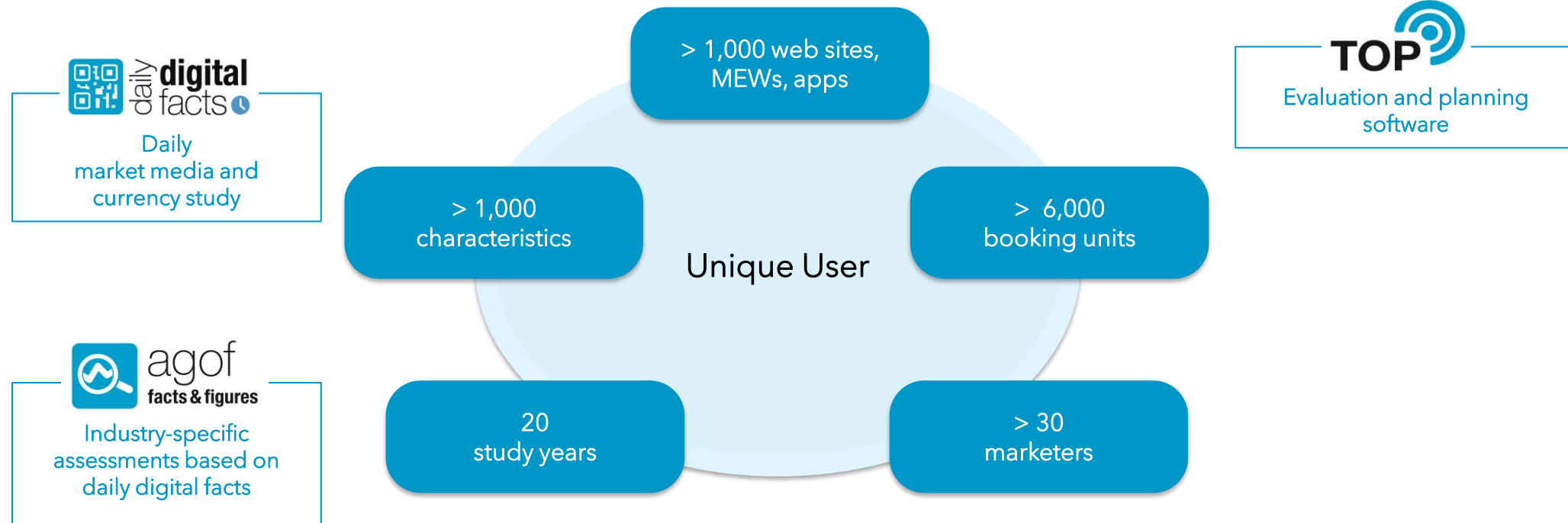
- is the joint industry committee of the digital media and advertising industry and thus independent of individual interests.
- safeguards and shapes the digital coverage currency.
- provides comparable performance and user data for digital advertising media.
- guarantees professional and transparent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



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. From 2023 it will take over the collection of digital reach completely from agof.



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 ...

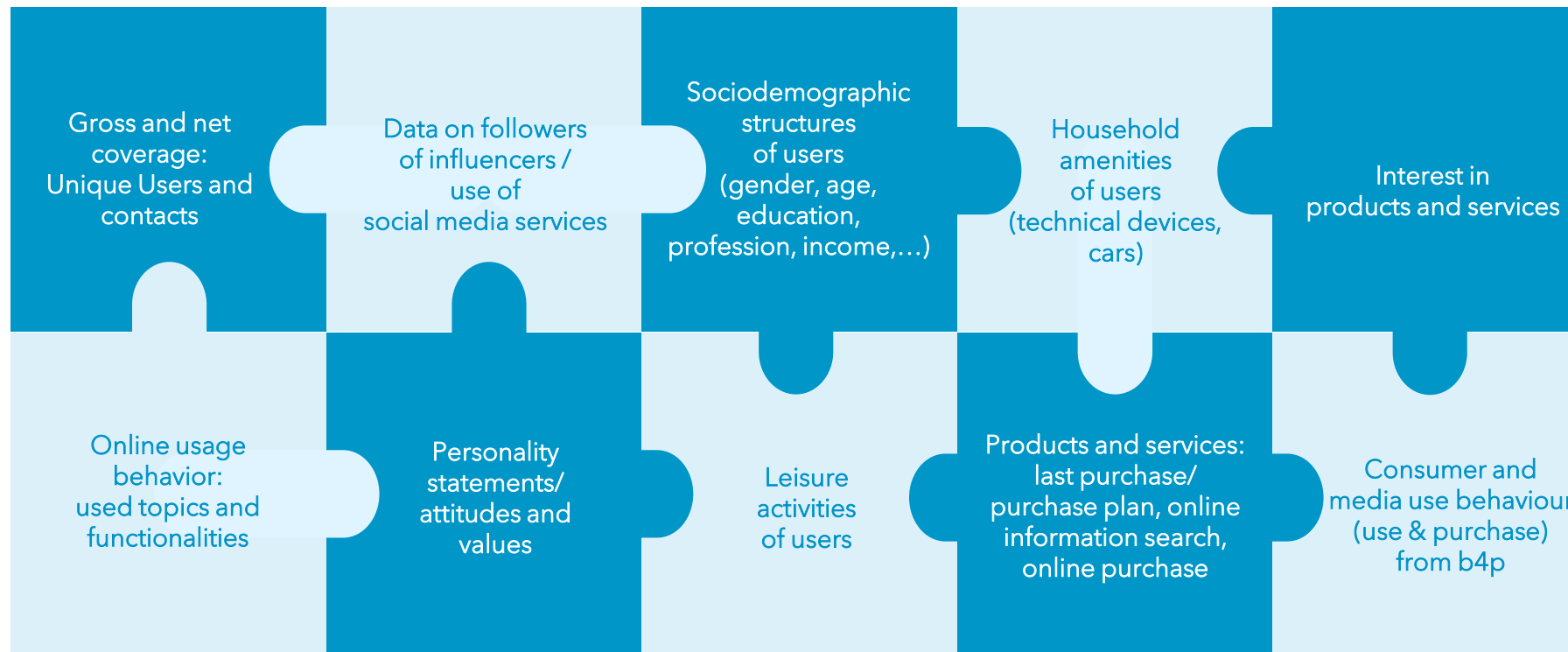
- ... helps advertisers and agencies plan their online advertising based on the currency standard.
- ... helps publishers and marketers track the performance of their advertising media and optimize their portfolio.

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.

*Stand December 2022



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 website: 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/digital-planning/monatsberichte-zur-daily-digital-facts/>

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.

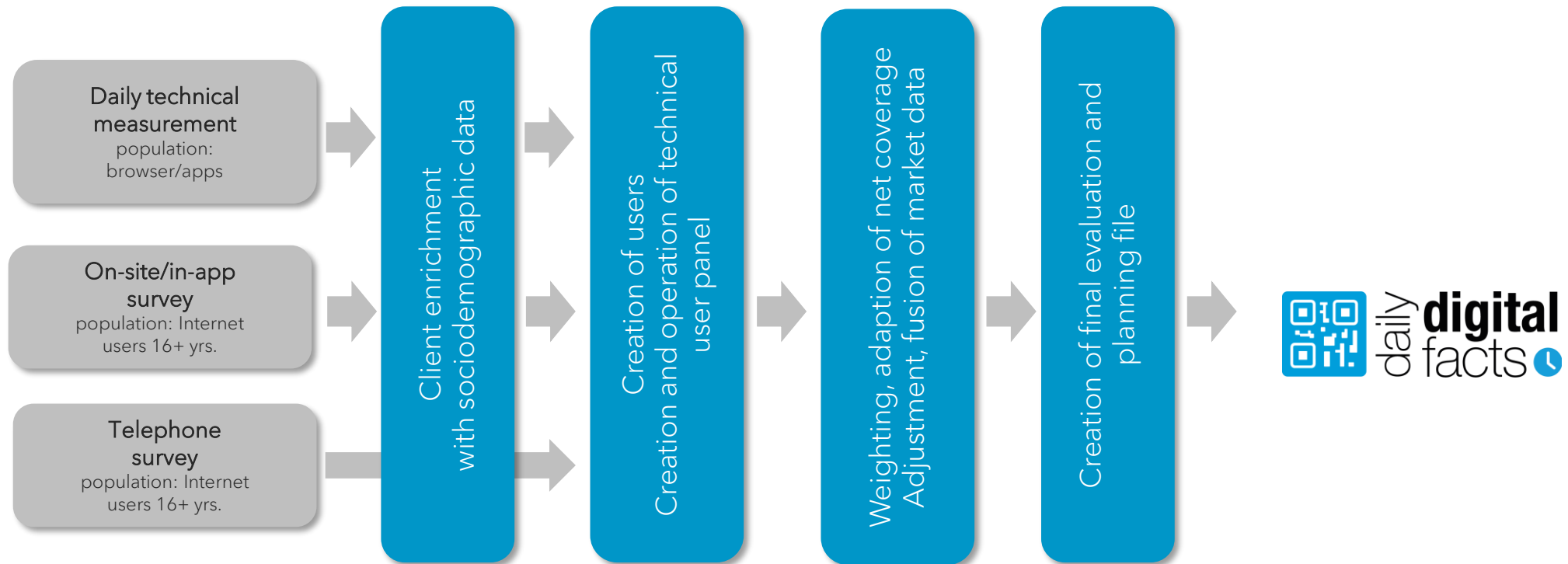
agof counting service: In addition to questions about the interpretation of the data, the agof counting service also offers free counts from the daily digital facts.

The background image shows a close-up of a person's hands in a business setting. One hand holds a pen over a tablet with a pie chart and '40%' written on it. The other hand holds a smartphone. The scene is overlaid with various data visualizations: a line graph with an upward arrow and 'a' label, a bar chart with '20%' written below it, and a stylized bar chart in the bottom right corner. The overall lighting is warm and slightly blurred, suggesting a professional yet dynamic environment.

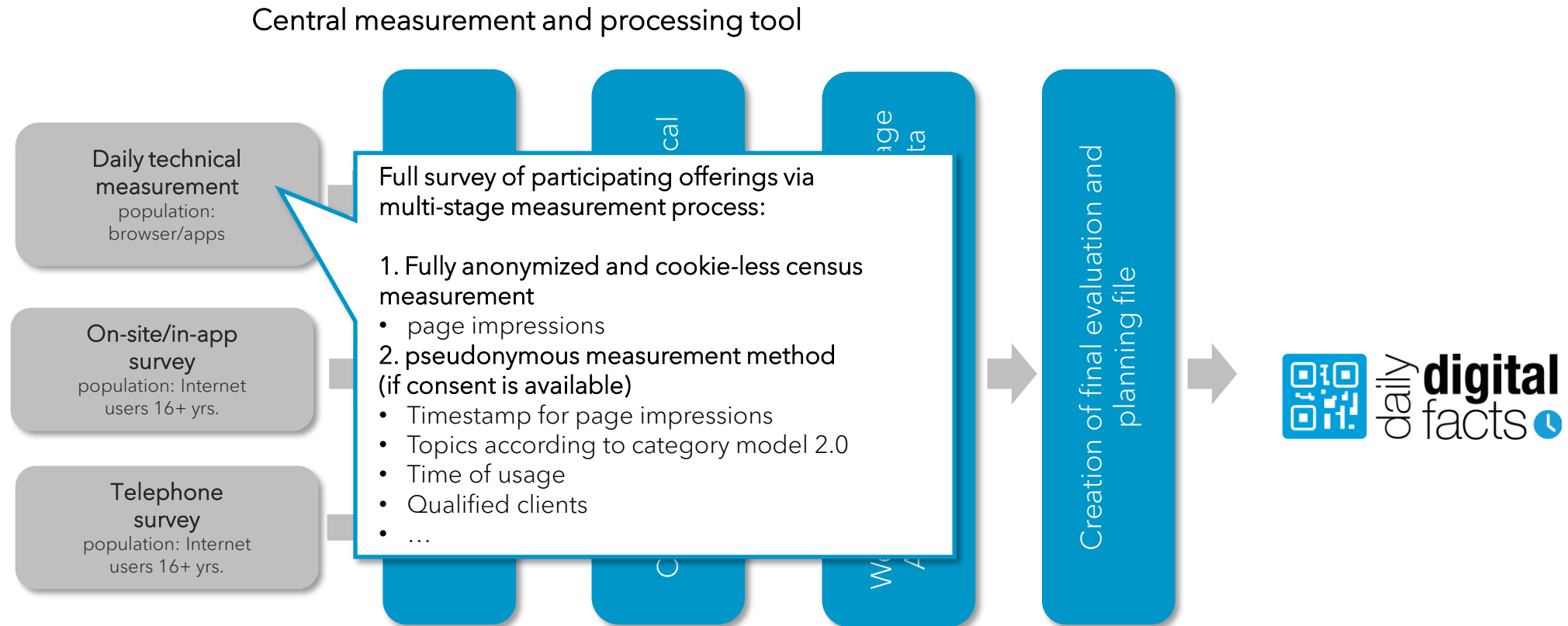
Method model of agof

Method model of daily digital facts

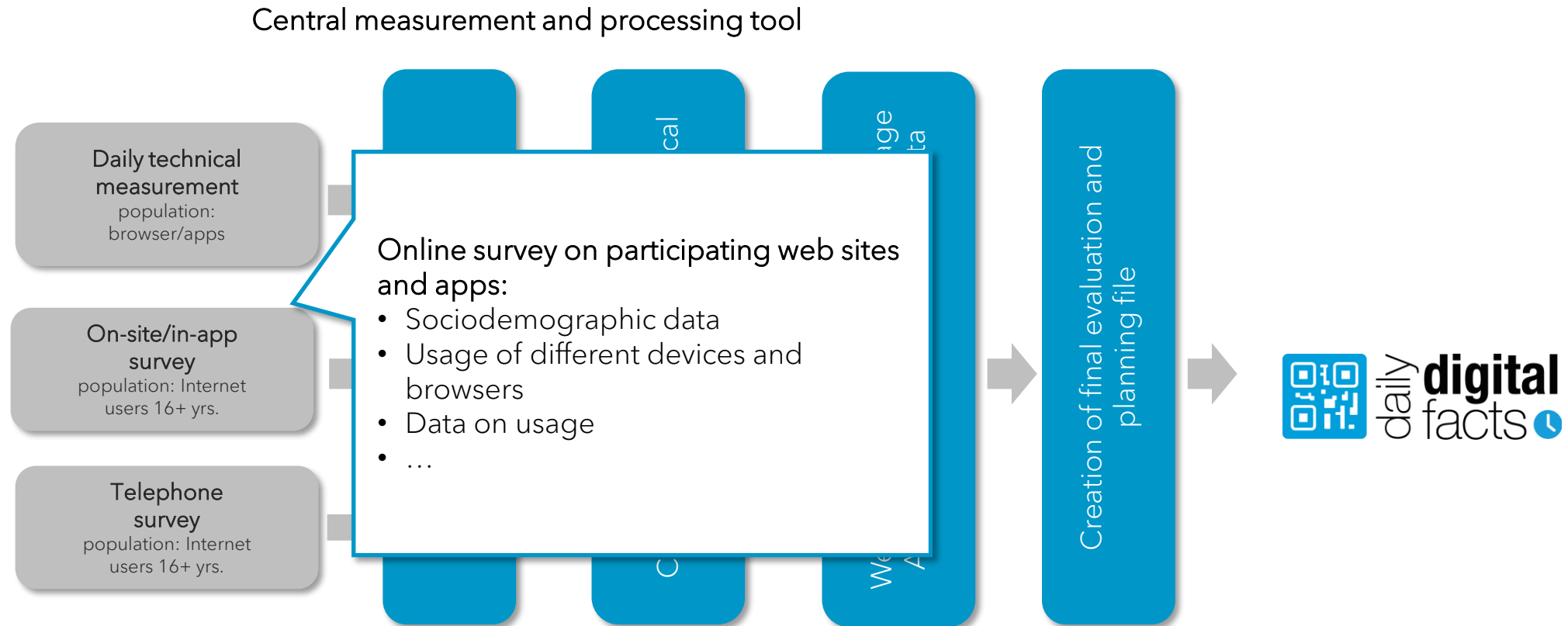
Central measurement and processing tool



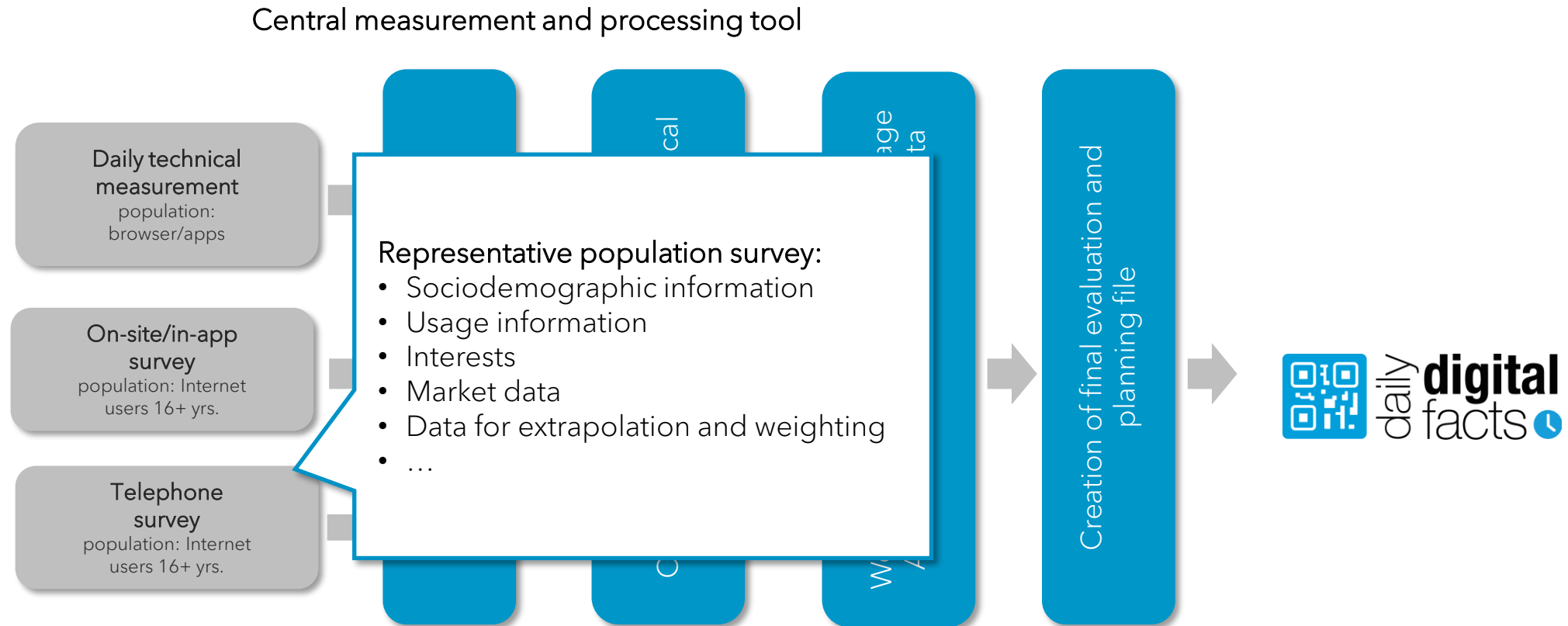
Method model of daily digital facts



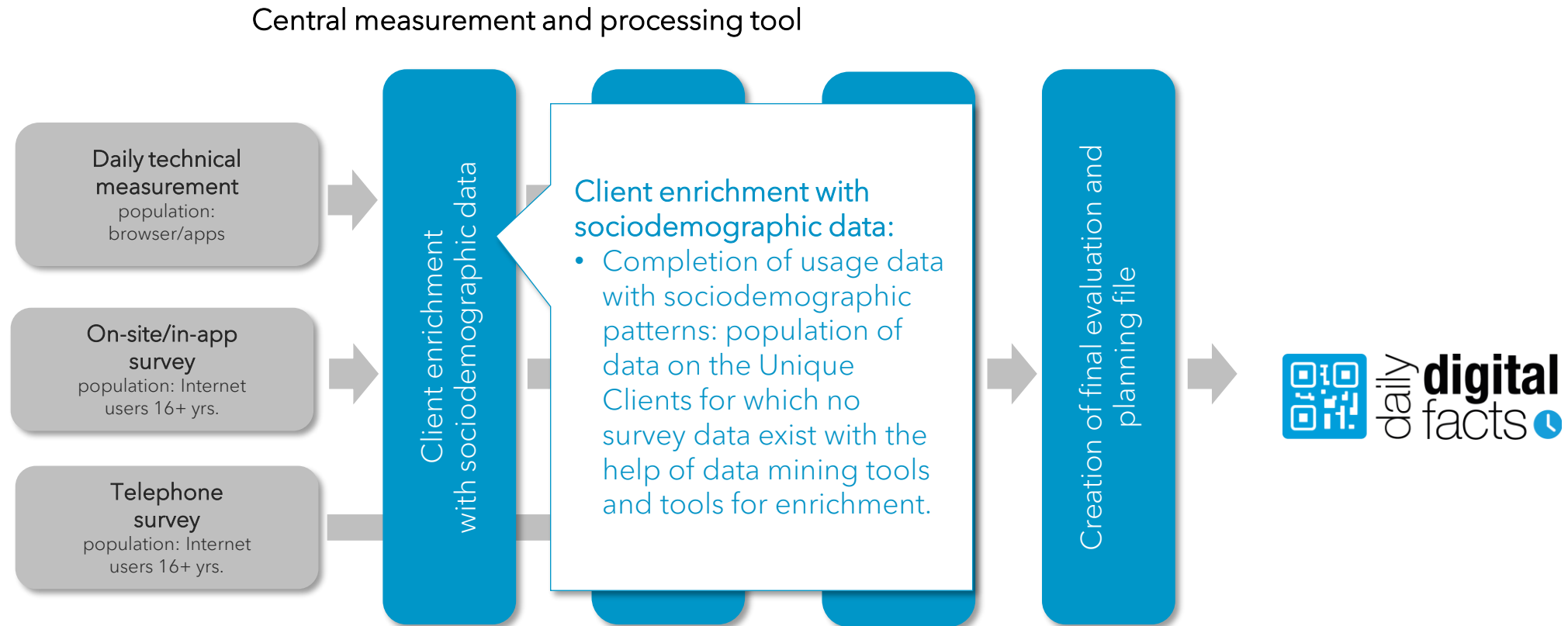
Method model of daily digital facts



Method model of daily digital facts

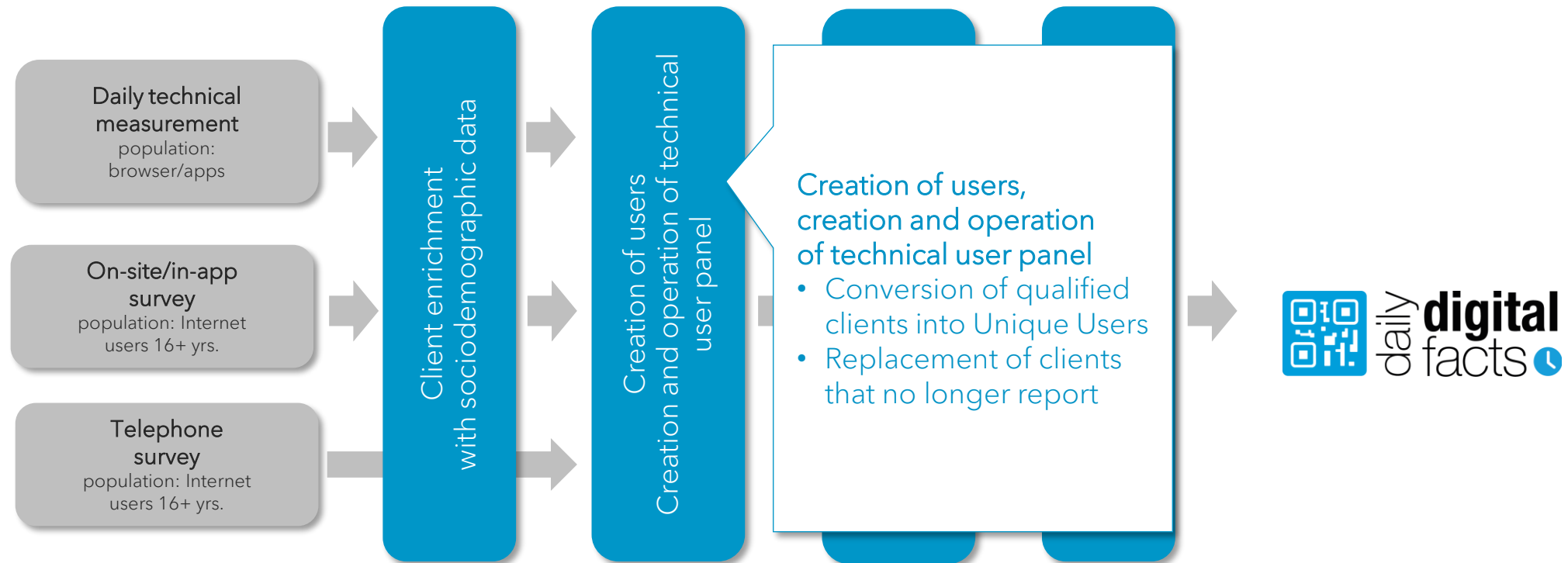


Method model of daily digital facts

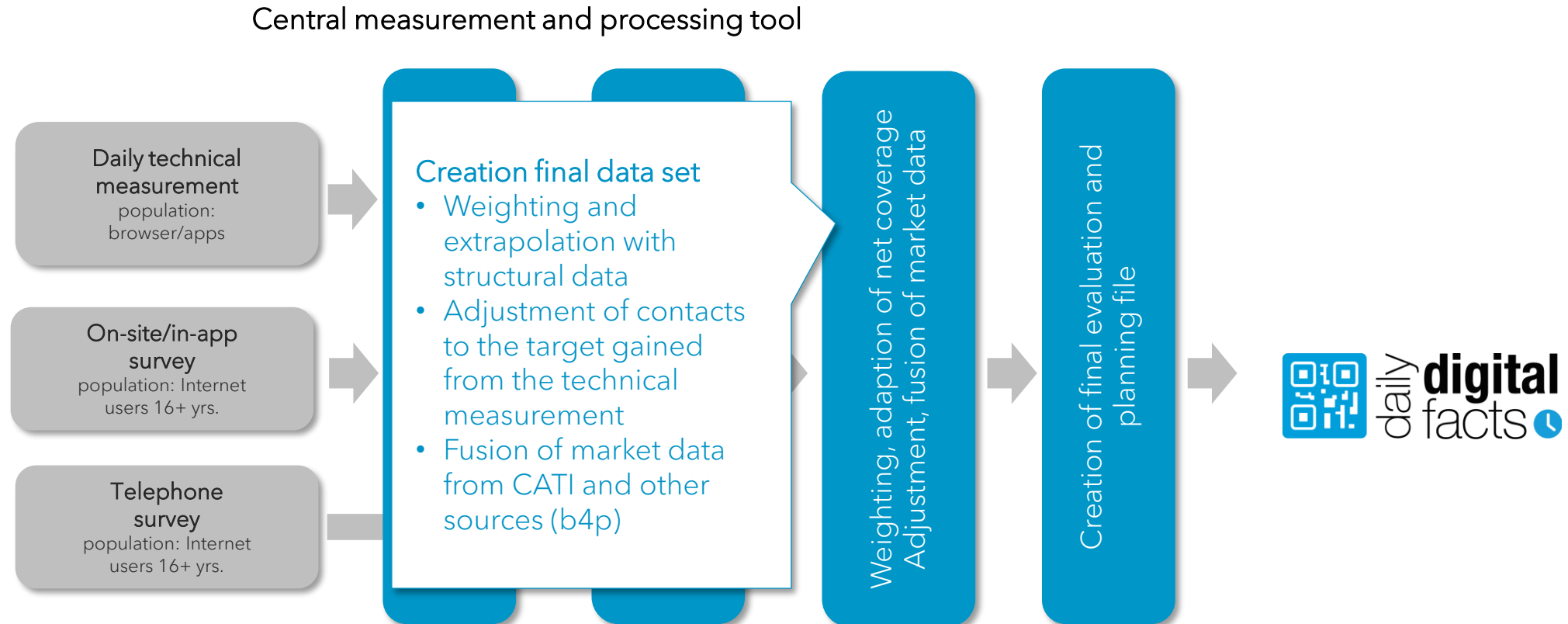


Method model of daily digital facts

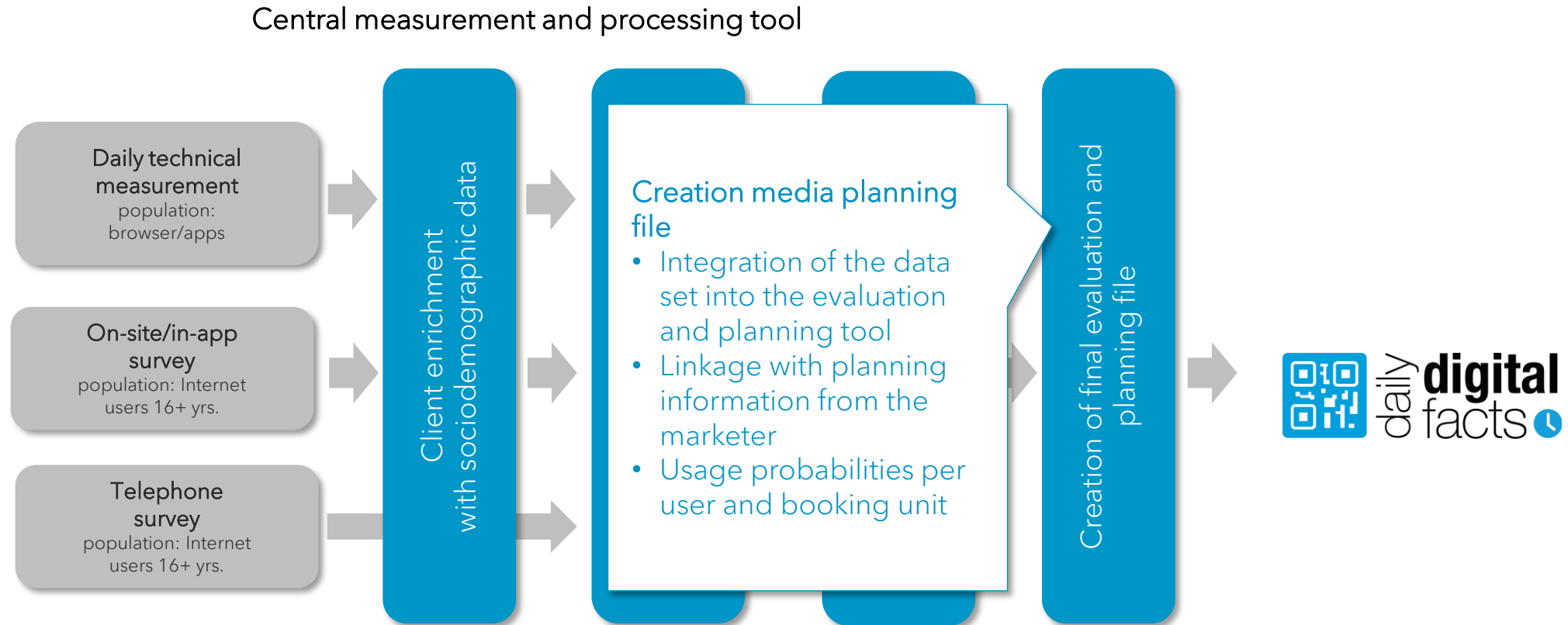
Central measurement and processing tool



Method model of daily digital facts

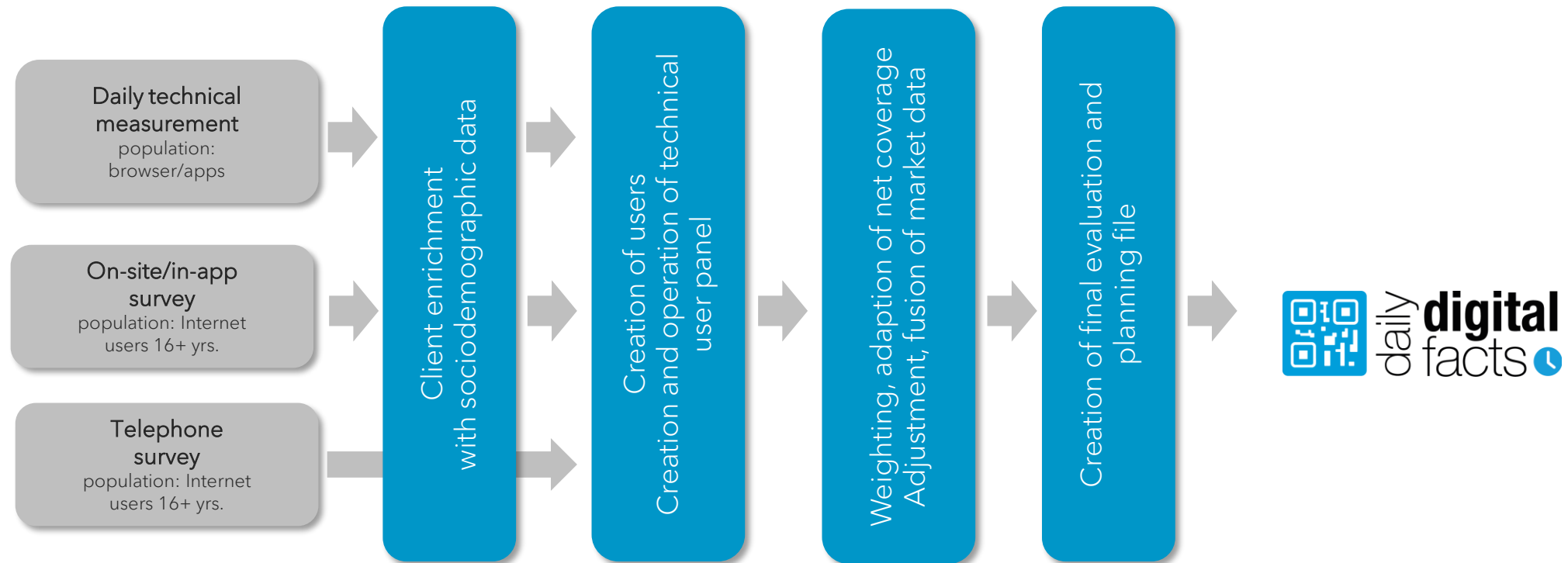


Method model of daily digital facts



Method model of daily digital facts

Central measurement and processing tool



The background of the slide is a photograph of a modern office interior. In the foreground, a man in a blue suit and a woman in a black blazer are looking at a tablet together. In the background, other people are seated at a long table, and a laptop is visible on the table. The lighting is bright and modern.

Further tools and services



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 1,000 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

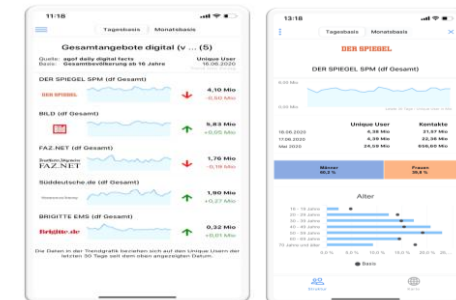
The TOP family

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.

Youngest 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.



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/digital-quality/>

A blurred background image of a modern office desk. On the desk, there is a white mug on a coaster, a black pen, a pair of black-rimmed glasses, and a laptop. A large window in the background shows a city skyline. A light blue rounded rectangle is overlaid on the bottom half of the image, containing the text 'Further information and contact details'. In the bottom right corner, there are three blue vertical bars of varying heights.

Further information and contact details

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