



## **agof Guideline**

# **Guideline on the management of communications to the public about data from agof studies**

## Content

1. Advertising with the participation in a study of or the membership in agof.....	3
2. Communication of IVW (German Audit Bureau of Circulations) figures .....	4
3. Publication of data from agof studies from TOP or via TOP API .....	6
4. Publication of data from agof studies via TOP PIN.....	7
5. agof conventions.....	7
6. Use of other coverage studies in external communication.....	10
7. The members in agof.....	12
8. Contact person for any inquiries.....	12

## **Guideline on the management of communications to the public about data from agof studies**

**Effective date: 29.01.2021**

**The following provisions shall apply to all agof studies and related data available in the market**

### **Note**

**Currently the following special regulation applies for a transitional period with immediate effect and until revocation:**

**All digital offers (websites and apps incl. booking units), marketing reach and combinations are final only from the 8th day of their first disclosure in TOP.**

**In the preceding 7-day time window, offers can be blocked or released for publication.**

**Therefore, only final results of the daily digital facts study may be used for external communication. The publication of preliminary data is expressly prohibited.**

### **1. Advertising with the participation in a study of or the membership in agof**

The participating marketer shall be entitled, pursuant to its status of agreement with agof, to draw attention to its participation in a study of or its membership in agof and/or the participation of the service/s in the agof *digital facts* study in the following manner – the same provisions shall apply to services indicating their participation in *digital facts*:

- Designation as study participant or as member in agof as well as the identification of the service/s as participant in the agof daily digital facts study on the own website or in other documents and media used for marketing purposes.
- In any case and at any time, services shall explicitly indicate the marketer through whom they are participating in the daily digital facts, e.g. "The 123 iPhone App is participating in agof through marketer A" / "123 is participating in agof's daily digital facts through A." This shall apply in particular, with regard to the participation through multi-services. Waivers can be granted for the indication of the marketer under exceptional circumstances, namely when the name of service and marketer is identical.

- *Advertising by way of a service.* In the event that a service is marketed by more than one marketer (particularly when it comes to comprehensive digital services), the marketer through whom the particular service segment is marketed, shall be indicated, e.g. "A is marketing 123.de" / "B is marketing the mobile apps of 123.de"; 123.de is marketed by A" / "The mobile segment of 123 is marketed by B."
- Advertising by a marketer. In the event that a service (in particular a comprehensive digital service) is marketed by more than one marketer, the marketer can be entitled to indicate its marketing mandate; the other marketers shall be identified in the footer or indicated by asterisks (e.g. "A is marketing the digital presentation of the 123.de group – in cooperation with B")
- The following provisions apply to any logos used by agof now and in the future.
  - Utilization of agof's logos. All of agof's logo symbols shall always be illustrated in their entirety and may not be positioned and spaced<sup>1</sup> single-handedly but have to be imported as file in any case. Preferably, agof's logos shall be used on white surfaces.
  - The logos can be downloaded at <https://www.agof.de/service-downloads/downloadcenter/download-bilder-logos/>.
  - Colours, font and the width-to-height ratio may not be altered.
- Usage of the IVW-logo
  - The membership in the German Audit Bureau of Circulations (IVW) is mandatory for all services participating in the agof system.
  - Pursuant to the current statutes of the IVW (available in German only at <https://www.ivw.de/file/29/download?token=XBprAeQ9>), all IVW members are entitled to use the IVW symbol.

## 2. Communication of IVW (German Audit Bureau of Circulations) figures

Time and again, the term "Reichweite" (coverage) is used incorrectly in press releases from marketers/websites and IVW and agof data is mixed up.

- IVW's published data (PI, visits) do not represent coverage but are merely technical performance indicators.
- In contrast, agof's published Unique User data represents the net coverage figure (in million or %), i.e. individuals who used the internet or a specific website at least once within the evaluation period. The population considered for the *Unique User* is the German-speaking population residing in Germany from 16 years of age. Furthermore, the gross coverage figure

---

<sup>1</sup> Spacing is a term used in typography. It describes the typographers' way of setting letters, lines and words.



of Unique Users on online services is published. Said gross coverage figures represent declared visits.

- agof's contacts (gross coverage figure) are not identical to IVW's designated PIs. Other than agof, IVW counts all page visits without any further qualification traits (e.g. counting only visits of a minimum duration of 1 second).
- Apart from that, IVW's key performance indicators may not be compared directly with agof's coverage figures (gross and net).

### 3. Publication of data from agof studies from TOP or via TOP API

As a matter of principle, when any agof data is used for publications, presentations or any other documents made publicly available, all information required for the traceability of the results have to be provided. All conventions have to be complied with and all necessary information provided also when automatically using the data via **TOP API**.

Said conventions shall apply to both, the currently available agof daily digital facts and its predecessor studies digital facts, internet facts and mobile facts.

This information comprise in particular but not exclusively:

- Name of the study, evaluation day on which the evaluation was made as well as evaluation period including the period and publisher, e.g. "daily digital facts April 1, 2018 / evaluation period: March 1, 2018 until March 31, 2018 / agof" or „daily digital facts April until June 2017 / evaluation period: May 1, 2017 until May 15, 2017 / agof"
- Creator of the report: marketer, agency, ...
- Time period for media, e.g. "April 15, 2018 until April 21, 2018", "April 2018", "Last 7 days", "Average day (individual) on a basis from April 1, 2018 until April 30, 2018"
- Evaluated features, e.g. "Men at the age of 16-49", "I am using the internet frequently for: Online-Shopping or Shopping", "I completely agree: When buying I pay particular attention to the price-performance ratio, ...
- Source of the evaluated features, e.g. "daily digital facts April 4, 2018 / evaluation period: March 2018 / VuMA-features: Settings – Personal life situation / figures in %" or "daily digital facts April 5, 2018 / evaluation period: March 2018 / b4p-features: "About which products and services have you already been informed on the internet?" / figures in percent"
- Illustrated units, e.g. "Unique User (UU) in million", "net coverage figure in %", ...
- Evaluation basis / prefilter, e.g. "Total population aged 16+", "User of mobile services within the last three months", ...
- Rate settings when evaluating CPT, etc., e.g. "Rates as of May 10, 2018", "Form of advertising Super Banner", "Form of advertising Mobile Post-Roll"
- Unambiguous designation of in-house calculations, results or classifications, based on data taken from existing agof studies: "Marketer A's own calculations", "List of mobile news services, in-house classification based on the daily digital facts April 30, 2018, total mobile services, marketer B"

In addition, agof's conventions are to be complied with (see under item 5).

The user of the data shall be responsible for the completeness and clarity of information. agof shall reserve the right to rectifications or respective sanctions in the event of possible infringements and shortcomings.

#### 4. Publication of data from agof studies via TOP PIN

- agof is granting the right of access to anonymous individual user data (PIN data) of its studies. The current TOP version shall serve as reference for disclosures. All results from identical evaluations in TOP have to be comprehensible and congruent. Other figures may not be generated and marketed. Authorized evaluation options are described in the TOP PIN agreement. Any additional evaluations may not be carried out or marketed.
- Data fusions shall only be admissible if such collected data are used for internal purposes of the data user only. However, within the framework of this pre-emptive right, data fusions shall not be admissible if such collected data are published or made available to third parties that are not licensees of TOP PIN.
- Even in the event of internal usage, detailed source information is still to be provided and fusion-related amendments to agof figures are to be clearly indicated.
- Exemptions require prior written consent of agof's fusion committee. Details can be taken from the supplementary guidelines to the license agreement on TOP PIN.

In addition, agof's conventions are to be complied with (see under item 5).

The user of the data shall be responsible for the completeness and clarity of information. agof shall reserve the right to rectifications or respective sanctions in the event of possible infringements and shortcomings.

#### 5. agof conventions

The user of the agof studies available in the market and their respective evaluation and planning programme TOP shall be responsible for the compliance with the following conventions. The user shall ensure that he/she is working on the basis of the respective current data records and software versions.

- All participating services and booking units are published in TOP, independently from the reached case numbers. If there is no usage in the time period, the service is listed and the value 0 is displayed. If the service or the booking unit cannot be published due to violations or errors, dashes are indicated in the cells.
- For media, reaching less than 80 unweighted cases, only net coverage figures (in percent and absolute) and gross coverage figures (absolute) are indicated, but not user shares, affinity index and contact shares. This only applies if the market group defined has at least 351 cases.

- When it comes to market group definitions with at least 351 cases, for media with less than 80 cases, only net coverage figures (in percent and absolute) and gross coverage figures (absolute) are indicated, but not user shares, affinity index and contact shares. For market group definitions with less than 351 cases and media with less than 80 cases, no data is displayed. In this sense, the market group is a group of cases, which is defined with the help of the available features in TOP.
- In TOP, cells falling short of the 80 unweighted cases are marked blue, less than 30 cases red.
- The designation of cells with less than 80 unweighted cases within one evaluation is generally admissible. For the interpretation, it needs to be taken into consideration that the results of single cells of evaluations with less than 80 unweighted cases are representing only trends and have only little statistical power. Statements based on cells with less than 30 unweighted cases should be refrained from; they are marked red in TOP.
- The time periods „average day“, „average week“ and „average month“, as learned time periods are always based on the last three calendar months and are set per default in TOP. When using these time periods, the referenced months are displayed in brackets behind, e.g. „(April, May, June 2017)“. Furthermore, it is possible to calculate average days, average weeks or average months on a basis of freely selectable time periods. In this case "individual", as well as the exact declaration of the time period needs to be listed in brackets behind („from... until...“).
- Interpretations of events have to be within the framework of methodological bases of the analytical methods used.
- Own analyses based on already existing results have to consider the restrictions implicitly included in the definitions of the units, e.g. net coverage figures may not be summed up (given that the result would be increased by the users with double contacts). Mobile and stationary users may also not be added. Separate agof overlap analyses are available in TOP for correct calculations.
- The exactness of presenting the results is to be limited to:
  - Percentage/GRP – one decimal digit
  - Indication of absolute results (million/thousand) – rounded off to entire 10,000 absolute and when shown in millions always with two decimal digits. Up to three decimal digits may be indicated and communicated, if necessary.
  - Indices – rounded to whole index points
  - Averages – corresponding to the figures taken as basis, see above

It is recommended to only illustrate affinities with coverage of greater than or equal to three percent in the market group. It should be refrained from indicating less coverage due to the little statistical power.



- When presenting the results, different disclosure periods may not be mingled (e.g. April 1, 2018 until April 30, 2018 and average week (individual) on a basis from April 1, 2018 until April 30, 2018) and they may only be correlated if the source of each figure is clearly marked.
- In addition, different populations (10+ before 16.05.2018 and 16+ from 16.05.2018) may not be mixed and only related, as long as the source of each value is clearly marked.
- The official marketer ranking certified by agof is determined and published by agof only. Thus, the official placement within the ranking is only awarded by the agof. However, the respective marketer coverage may be shown in TOP, if necessary.
- Results based on agof studies may be used only with the official designations, such as Unique User, contacts, etc. Terms such as PIs, Unique Visitors, Visits, etc. are inadmissible.
- Other than IVW's technical indicators, agof studies as market media studies are providing statements based on the German-speaking population residing in Germany aged 16+. For this reason, it is **not** permitted to refer to agof data (net and gross coverage figure) as "IVW certified."

#### **Advices for the use of the feature "contacts per time span"**

- The contacts per time span are available as an individual report ("time spans – time in structure") or can be also inserted as an extra column via the columns window in already existing reports.
- Within the scope of the evaluation, the contacts per time span are available in millions, as well as in percent. When presenting the results, the conventions already mentioned must be adhered to.
- The classes can be connected. Further and individual calculations based on the contacts classes, i.e. determining an average time of contact, are not permitted.
- Rankings based on the contact spans are not allowed to be created or published.
- Contacts per time span are only available for supply-side reports, furthermore just for single offers, booking units (except mobile full coverage offers, etc.) and for the following periods of time: average day, average week and average month.
- On the basis of the measurement procedure to determine the contacts per time span, it is not allowed to associate the values with a viewing time because the change between tabs or a agof foreign website are not taken into account. Furthermore, the value does not show the time of length because the value only provides information about the time interval from initiating a page impression to its next.
- The value is exclusively related to the advertising medium and it is neither possible nor permitted to draw conclusions to advertising materials (and also their viewability).

**Due to changes in the measurement system and/or in the survey method, data of the following studies may not be compared to or correlated with earlier publications.**

- digital facts 2015-06 et seq. with the predecessor studies internet facts and mobile facts
- mobile facts 2013-I with all earlier publications
- internet facts 2010-I with all earlier publications

**The data of the daily digital facts are comparable to the results of the predecessor study digital facts. Changes (increases, decreases or displacements) concerning coverages or structures can be justified in the altered methods of the ddf towards the df. This should always be taken into account when evaluating and interpreting the results.**

## 6. Use of other coverage studies in external communication

- The members and study participants shall be obliged, to the extent reasonable, to safeguard the interests of agof and the respective study and to refrain from any actions to the detriment of these interests. These actions include, but are not limited to, the use of self-collected data or crude data in the communication, quality comparisons with other coverage studies to the disadvantage of agof, etc.
- Contents of other coverage studies may only be used for digital marketing purposes if no comparable indicators can be generated from the used agof study, such as, e.g., when comparing coverage on an international level.
- The general use of as well as the evaluation based on crude data, interim or preliminary evaluations, self-collected data and in particular data from companies close to agof (e.g. INFOnline) is to be abandoned. This shall **not** apply to any data from research going beyond the data from agof market media studies, such as, e.g., results from effectiveness studies and advertising impact research of digital campaigns.
- In case of doubt, external communication may be concerted with the agof office.
- The Unique User published by agof is representing the net coverage figure (in million or %), i.e. individuals who used the internet or a specific digital service at least once within the evaluation period. The total population considered within the context of the Unique User is the German-speaking population residing in Germany aged 16+.
- When other coverage studies or data sources are considered, the term "Unique User" may not be used for the German advertising market.
- The source of data and terms used is to be clearly indicated. In as far as the text, title and/or graph already include clear information they may be dispensed with in the references. The use is subject to the provisions set forth under item 3 "Publication of data from agof studies from TOP or via TOP API.

Examples (assortment only):

1. Source: agof daily digital facts May 1, 2018 / [creator/marketer A] / evaluation period: April 1, 2018 until April 30, 2018, user of mobile and/or stationary services, men aged 10+
2. Source: agof daily digital facts August 2017 [creator/marketer A] / evaluation period: August 1, 2017 until August 31, 2017, user of mobile and/or stationary services, women aged 20 - 29
3. Source: agof daily digital facts May 15, 2018 / [creator/marketer A] / evaluation period: Last day, user of mobile and/or stationary services, men aged 16+
4. Source: agof daily digital facts April 22, 2018, [creator/marketer A] / evaluation period: Average day (individual) on a basis from April 1, 2017 until May 15, 2017, user of mobile and/or stationary services, women aged 14+
5. Source: [service 1]: agof daily digital facts December 1, 2017, evaluation period: April 1, 2017 until April 30, 2017, user of mobile services, adults aged 14+; [service 2]: Comscore April 2017, adults aged 15+ / [creator/marketer A]
6. Source: [service 1]: agof daily digital facts November 30, 2017, evaluation period: April 2017, user of stationary services, unique user, 14-49 years in thousands; [service 2]: Nielsen April 2017, unique visitors, 14-50 years in thousands / [creator/marketer A]
7. Source: agof daily digital facts November 15, 2017, evaluation period: Average month (April, May, June 2017) [creator/marketer A] / unique user aged 10+ in millions service 1
8. Unique User (service 1) in percent

Typical mistakes, which should be avoided (CAUTION! Negative examples!)

- Too rough indication of source, in particular leaving out the evaluation day e.g. "agof April 2018".
- No comprehensible information regarding the evaluation period, e.g. „agof daily digital facts May 1, 2018 / Average week“
- No indication regarding multi-services, through which marketer they are participating in agof, e.g. "Service 1 is participating in the agof study".
- Unnecessary alternation or mixture of units (population, time periods, etc.), e.g. "Source agof daily digital facts December 1, 2017 / evaluation period: November 2017, population: user of stationary services aged 10+; \*household net income: agof daily digital facts December 1, 2017, evaluation period: November 2017, market group: total population aged 14+" or "Top 10 topics used on the Internet: I am using frequently / occasionally / source agof daily digital facts December 2, 2017, evaluation period: Last 7 days; Top 10 free time activities: I am doing it several times a month / source: agof daily digital facts December 2, 2017 / evaluation period: November 2017".

- Use of outdated data, e.g. sources older than six months.
- More than one indication and formless list of sources without any clear allocation, e.g. "Sources: agof daily digital facts December 8, 2017 / evaluation period: Last 7 days; comScore MediaMetrix, November 2017; IVW 11/2017"

## **7. The members in agof**

Currently, the members in agof are, *inter alia*:

BurdaForward Advertising GmbH

eBay (UK) Ltd., eBay Advertising Group Deutschland

G+J Electronic Media Sales GmbH

IP Deutschland GmbH

iq digital media marketing gmbh

Media Impact GmbH & Co. KG

Score Media Group GmbH & Co. KG

SevenOne Media GmbH

SPIEGEL-Verlag Rudolf Augstein GmbH & Co. KG

Ströer Digital Group GmbH

United Internet Media GmbH

## **8. Contact person for any inquiries**

Arbeitsgemeinschaft Online Forschung (agof) e.V.  
Europa-Allee 22  
60327 Frankfurt am Main  
Germany

Claudia Dubrau  
Managing Director

Phone: +49 (0)69-264 888-310

Fax: +49 (0)69-264 888-320

Email: [kontakt@agof.de](mailto:kontakt@agof.de)

Internet: [www.agof.de](http://www.agof.de)