



Welcome to AGOF

Arbeitsgemeinschaft Online Forschung e.V.

The Arbeitsgemeinschaft Online Forschung (AGOF) [Working Group for Online Media Research] was founded by Germany's leading online marketers and advertising media in December 2002. Its main focus is on the online advertising market, i.e. agencies and online media planners, marketing managers in advertising companies, marketers and other market partners.

The association

Currently, AGOF consists of 22 members and approx. 60 study participants. The association is separated into the Internet and Mobile Sections responsible for media coverage research and planning parameters in the respective digital division. Thanks to a heterogeneous membership structure, all interests and quality principles are considered across all competitors.

Our study entitled "Internet Facts" (see Internet Section) is validated by an independent third party – IVW audit of technical metrics and transfer of the evaluation of the "Internet Facts" media coverage data to the ag.ma umbrella – thus guaranteeing a balance across all media and safeguarding the interests of all market participants.

AGOF Range of Brands

By introducing a standardised coverage currency (Unique User) and providing a comprehensive basis of planning data as part of its market media study **internet facts** AGOF makes online advertising more transparent and plannable both on the stationary and mobile Internet. Since September 2010, AGOF has been publishing another study entitled **mobile facts** providing planning data for mobile advertising media and mobile offers as well as the standardised coverage currency Unique Mobile Users (UMU).

The AGOF planning tool **TOP 2.0** puts study data for media planning suited to the different channels at your disposal.

At the same time, the AGOF **AGOF Academy** offers practice-oriented trainings on the use of TOP and study data in every-day planning..

More Information

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- [Planning](#)
- [Academy](#)
- [Participating](#)