

Study Profile

Name of the Study internet facts

Members

- AOL Deutschland Medien GmbH
- Axel Springer AG
- BAUER MEDIA KG
- eBay Advertising Group GmbH
- freeXmedia GmbH
- G+J Electronic Media Sales GmbH
- Hi-media S.A.
- iq media marketing GmbH
- InteractiveMedia CCSP GmbH
- IP Deutschland GmbH
- Microsoft Advertising
- OMS Vermarktungs GmbH & Co. KG
- QUALITY CHANNEL GMBH
- SevenOne Media GmbH
- TOMORROW FOCUS AG
- United Internet Media AG
- Yahoo! Deutschland GmbH

Licensees

- AdBerry Media GmbH
- Adconion Media Group
- adflames Media - A Division of Warner Music Group Germany Holding GmbH
- AdImpulse Media GmbH
- ad pepper media & mediasquares
- AdTiger.de
- ADselect GmbH
- allesklar media
- Andreae-Noris Zahn aG
- artnet AG
- Axel Springer Financial Media | wallstreet:online
- Business Advertising GmbH
- Codex Media GmbH
- CommonMedia
- konstruktiv GmbH
- DZH Online Media Sales Group GmbH
- Euro Klassik GmbH
- Fantastic Zero
- Glam Media GmbH
- GoYellow GmbH
- Greater Union Filmpalast GmbH
- guentstiger.de Verlag GmbH
- IDG Communications Media AG

Study Profile

imedo GmbH
 IMG GmbH
 krebomedia GmbH
 magnus.de
 MAIRDUMONT MEDIA
 mediaflite GmbH
 mediaroute GmbH
 MEDIENHAUS.de GmbH
 Medienwirtschaft Verlags GmbH
 mokono GmbH
 MySpace/Fox Interactive Media GmbH
 NetMediaEurope Deutschland GmbH
 netpoint media GmbH
 OnVista Media GmbH
 QUARTER MEDIA GmbH
 QWERTZ Media GmbH
 RealGames Europe B.V.
 Reachnet
 RTL Radiovermarktung GmbH
 SOMA 2 GmbH
 Ströer Interactive GmbH
 teltarif.de Onlineverlag GmbH
 TG Publishing AG
 TripAdvisor Ltd.
 TripleDoubleU GmbH
 Unister Media
 Urban Media GmbH
 urbi AD orbi GmbH
 Verlag Werben & Verkaufen GmbH
 Vertical Network Media GmbH
 VIACOM Brand Solutions
 WEB FINANCIAL GROUP Company
 WerbeWeischer GmbH & Co. KG
 WORT & BILD VERLAG Konradshöhe GmbH
 xplosion media GmbH

Objective

The objective of the study is to display the consumption of the advertising medium Internet in a media compatible manner, in order to reveal the communication performance of this medium. This includes collecting net coverage data and a detailed description of target groups for all advertising media web sites and their booking units based on the universe defined as German resident population 14+ years old.

Publication Frequency

Four times a year



Study Profile

Client	Arbeitsgemeinschaft Online Forschung e.V. (AGOF)
Service Providers	ANKORDATA GmbH & Co. KG COMSulting Gerhard Faehling GmbH INFOnline GmbH Interrogare GmbH Media-Micro-Census GmbH spring GmbH & Co. KG TNS Infratest GmbH
Definition Universe	German resident population 14+ years old
Definition Unique User	Unique User: a person who has been exposed to an AGOF web site at least once (clearly assigned to one Unique Client) within the survey period
Survey Methodology	Multi-method model based on technical measurement (tracking), on-site survey and data collection by CATI that generates results representative for the population
Survey Period	Survey period for the currently available internet facts study internet facts 2009-II: 01.4. – 30.06.2009
Sample Size	Unweighted: 115.917 cases Weighted: 162.648 cases
Contained Characteristics	The internet facts study provides the following data for individual web sites and booking units: <ul style="list-style-type: none">• Coverage• Exposures• Sociodemographic audience data• Qualifying data Psychographic data / opinions Market information
Data Availability	The core results of the internet facts study are available in the form of



Study Profile

reports as well as presentations featuring the most important charts available for download on the AGOF web site: www.agof.de/internetfacts

In addition to the reports on the regular data of the internet facts study, the AGOF also offers to perform individual counts within the current data pool of the internet facts study. This is available in the service section of the web site: [invalid link](#)

Moreover, the internet facts study is available in the AGOF planning tool TOP 2.0. TOP stands for “Transparency in Online Media Planning” and supports the shared initiative of AGOF and its market partners that is aimed at providing transparency in online media planning.

The internet facts study and TOP 2.0 provide all common media performance data for online campaigns.

Further information on TOP 2.0 can be found here: www.agof.de/top

More Information

- Planning
- Academy
- Service
- AGOF
- Participating