

Social Media Audience Measurement Approach of the German AGOF



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spring GmbH & Co. KG – what really counts



- The Arbeitsgemeinschaft Online Forschung (AGOF) [Working Group for Online Media Research] is an affiliation of the leading online marketers in Germany.
- By providing standardised online coverage currency and comprehensive data on online media consumption, AGOF makes the Internet a transparent and plannable advertising medium.
- AGOF has commissioned a group of suppliers with the implementation of the AGOF Internet Audience Measurement System.
- The AGOF system is a site centric system (in contrast to user centric / panel approaches) allowing for an in depth full census measurement of participating publishers.

Consumption

Passive

Contribution

Sharing

Networking

Active

Consumption

Passive

Already measured

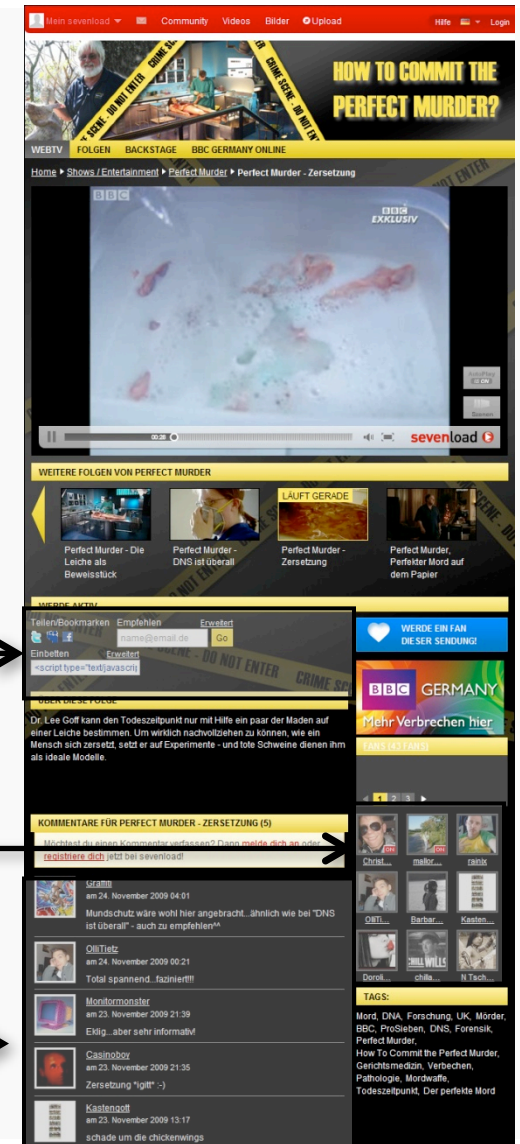
Contribution

Sharing

Networking

Active

- AGOF is based on a site centric approach
 - Every Pageview triggers a measurement event
- Every potential interaction triggers a specific measurement event in the AGOF system
- Sharing
- Networking
- Contribution



- Media planners will be enabled to choose sites / content that allow for any of the interactions mentioned above.

The image shows a screenshot of a report titled "Berichtsband - Teil 1 zur internet facts 2007-II" by AGOF. On the left, there is a vertical sidebar with four circular icons: an information icon, a document icon, an envelope icon, and a telephone icon. The main content area displays a data table with columns for "sites", "Net coverage", "Usage", "Expenses", and "CPM". The table lists various media channels and their associated metrics.

sites	Net coverage (coverage)	Usage User %	Costs index	Expenses in	Expenses %	CPM cost	Usage User %	CPM User
Total	110,03	100,0	100	100	100	58,52	100,0	21,18
1. FC/Intranet	548	0,1	0,06	100	0,01	188	8,1	15,80
1. FC/Marketing	748	0,3	0,17	100	0,01	261	23,1	—
1.81	12,778	4,2	2,19	100	66,11	180	14,8	15,80
1.7/Net	54	0,1	0,06	100	1,08	188	24,3	28,80
2/Net	223	0,1	0,04	100	0,28	188	24,3	—
3/Net	122	0,0	0,02	100	0,17	188	15,2	—
4/Net	3,047	1,1	0,11	100	25,41	188	15,2	—
8.8.3/TEL	138	0,0	0,02	100	2,02	188	13,7	—
Kochersee-Multimedia	385	0,1	0,05	100	1,03	188	24,7	—
Kochersee-Zentrum	488	0,1	0,06	100	2,31	188	28,8	—
Kochersee-Kochersee	12,281	3,1	2,03	100	40,03	188	28,4	28,81
Adarso	4,218	1,1	0,15	100	12,78	188	17,4	12,85
Adarso/Tele	6,028	1,6	0,46	100	10,03	188	18,3	5,80
Adarso/Tele/Tele	58	0,1	0,06	100	1,08	188	14,7	18,80
Adarso/Tele/Tele/Tele	274,3	0,6	0,35	100	6,08	188	17,8	—
Adarso/Tele/Tele/Tele/Tele	1,781	0,4	0,26	100	1,48	188	4,4	15,80
Adarso/Tele/Tele/Tele/Tele/Tele	2,488	0,6	0,36	100	2,18	188	6,1	17,80
Adarso/Tele/Tele/Tele/Tele/Tele/Tele	487	0,1	0,06	100	1,02	188	23,3	26,80
Adarso/Tele/Tele/Tele/Tele/Tele/Tele/Tele	527	0,2	0,10	100	1,08	188	12,8	—
Adarso/Tele/Tele/Tele/Tele/Tele/Tele/Tele/Tele	587	0,1	0,05	100	0,02	188	18,1	28,80

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