

Foreword

- The aim of AGF is to conduct a common standardised research system. It is, therefore, not permitted to conduct media coverage surveys which would be in competition with the AGF research system and would mean a second "research currency".
- Within AGF there is an obligation to keep a united front outwardly and to constantly work together for the optimisation of the system. In problem cases, the AGF broadcasters, AGF licensees and the associations OMG and OWM are obliged to find solutions within the AGF body and to avoid criticising in public.
- Anyone who harms AGF through public criticism rather than solving problems through internal controlling and improvement of the system may be excluded from using the system.
- Knowledge of possible implausibility or methodical errors must be shared immediately with the AGF and the GfK Fernsehforschung or DAP GmbH in order for the cause of the problem to be examined or determined. It is not permitted to give such information on to anyone outside of AGF.
- Results of AGF Committees or working groups are to be treated as internal information and may not be published or passed on to third parties. Drafts of notes are intended for participants of respective AGF committees or working groups and will be passed by them directly. Recommendations of AGF working groups may only be confirmed by resolution of the Technical Committee.

AGF Codes of Practise (where applicable)

§ 1 The following binding rules apply for the analysis of AGF/GfK data:

The responsibility for complying with the following codes rests by the user. The user must ensure that the most current available database and software version is used at all times.

- 1.1 Usable data is shown for individual broadcasters as soon as the broadcaster has a minimum of 125 participating households or panel households which have the possibility of receiving the relevant channel in the panel.
- 1.2 The actual amount of people who are shown as a result for analyses concerning target groups may not fall below 30 cases. The actual number of viewers must be given for analyses which show less than 80 cases. This is calculated as an arithmetic means for the period of analysis on the basis of reporting households (unweighted).
- 1.3 For programme-related analyses, fixed 5-minute periods (beginning on the hour) are considered to constitute the smallest analysable time interval; with the exception of programmes which according to broadcasting data have duration of less than 5 minutes.
- 1.4 For analyses related to particular intervals, fixed 5-minute periods (beginning on the hour) are being considered to constitute as the smallest analysable time interval. The interval limits are not variable.
- 1.5 For advertising programmes, the advertising block is considered to be the smallest analysable unit.
- 1.6 The restrictions contained in the definition of facts are to be taken into account with regard to the processing of results. A few examples to illustrate this:

- a) The addition of viewers is not permitted (potential of viewers for one programme / of an interval, viewing duration ≥ 1 consecutive minute). The addition of viewing participation must be indicated as the contact total.
- b) The calculation of mean values of viewers from differently defined time periods is inadmissible.
- c) The actual viewing duration of individual programmes must be used for the calculation of the average market share of programmes or time segments. Calculating it from the market share of individual programmes is inadmissible.
- d) The calculation of average viewing participation of a programme with more than one part, or of several programmes or time intervals with different lengths is only permitted after consideration of the length weighting of the programme.
- e) The average viewing participation is used as standard for calculating accumulation figures as well as in other analyses.
- f) Subsequent calculations on the basis of television user data must be marked by the reference "own calculations" and are only admissible if they comply with the AGF Codes of Practice.
- g) The interpretation of results must move within the methodical basis of the analytical process used.
- h) The German rate system has been changed as from 2003 to an 8-digit code. This unambiguous code must be used for the broadcasting protocol of each day and for the publication of the advertising blocks within the AGF system:

"Tarifart": position 1 & 2 (new field)
(rate group) classification of the advertising break depending on the kind of advertising, e.g. „standard advertising general"

"Preisgruppe": position 3 & 4
(price group) The price group determines the spot price of the advertising break. It is subordinated to rate group

"Stunde": position 5 & 6 (unchanged)
(hour) scheduled time of the advertising break

"Blocknummer": position 7 & 8 (unchanged)
(advertising break no.) channels' internal number of the advertising break

There are 99 different rate groups available, each of them with up to 99 different price groups. The following classification applies:

Date of Validity	Rate group	Price group	Meaning
since 01.01.2003			
	00	01-99	offers until 31.12.2002
	01-10	01-99	standard advertising general
	11	01-99	standard advertising sports
	12	01-99	standard advertising children
	13-20	01-99	standard advertising reserve (unused at present)
valid until 31.12.06	21	01-99	event advertising sports
valid from 01.01.07	21-22	01-99	event advertising sports
valid from 01.01.08	21-24	01-99	event advertising sports

Date of Validity	Rate group	Price group	Meaning
valid until 31.12.06	22-30	01-99	event advertising general
valid from 01.01.07	23-30	01-99	event advertising general
	31-80	01-99	special advertising
	81-90	01-99	reserve (unused at present)
	91-99	01-99	channels' internal coding

Tariff-group structure until 01.01.2003 (refer to page 11.)

Unused areas are not available. Rate groups 91-99 contain internal information of the channels which do not refer to advertising breaks. The information is only available to the channel itself.

- i) For the publication, the following applies:
The viewing participation and CPT are available for each rate group / price group as far as prices are available.
For the summarisation, the following applies:

Date of Validity	Rate group	Price group	Term	Identification
since 01.01.2003				
pre-defined	01-10	01-99	standard general	Viewing participation, CPT
	11-20	01-99		Viewing participation, CPT
pre-defined	01-20	01-99	standard advertising	Viewing participation, CPT
pre-defined	21-30	01-99	event advertising	Viewing participation, CPT
pre-defined	01-30	01-99	total advertising (S+E)	Viewing participation, CPT
	31-80	01-99		Viewing participation
	81-90	01-99		-
	91-99	01-99		-
	01-80	01-99	TA 01-80	Viewing participation

Summarisations until 01.01.2003 (refer to page 11.)

The following summarisations are pre-defined in the systems:

rate group 01-10 = standard general
rate group 01-20 = standard advertising
rate group 21-30 = event advertising
rate group 01-30 = total advertising (S+E)

- 1.7 Average viewing participation of the advertising break is the valid calculation basis for CPT calculations.
- 1.8 CPT calculations for advertising blocks are based on the standard gross cost of a 30 second spot for rate group 1-30 from the AGF/GfK/DAP analysis system.

Calculation results on the basis of other spot lengths and prices must be provided with the relevant details. The rates/prices are based on the price lists of broadcaster/marketing companies, provided by GfK/DAP.

Advertising formats that can not be booked with 30 second spots are classed in rate groups 30+ as of 01.01.2003, so that they do not flow into the average calculations. For the CPT calculations their respective spot lengths have to shown separately.

For the backdata the following applies:

CPT calculations for advertising blocks are based on the standard gross cost of a 30 second spot for rate group 00, price group 1-60 (until 31.12.1999), rate group 00, price group 1-75 (01.01.2000 – 31.12.2001), rate group 00, price group 1-80 (01.01. – 31.12.2002).

Advertising formats that can not be booked with 30 second spots are classed until 31.12.1999 with the rate group 00 and price groups over 60; from 01.01.2000 to 31.12.2001 with the rate group 00 and price groups over 75 and until 31.12.2002 with rate group 00 and price groups over 80 so that they do not flow into average calculations.

- 1.9 Provisionally weighted data loses its validity after the resulting conclusive weighting.
- 1.10 Comparisons between different media may only be carried out according to the present stand of the ag.ma rules.
- 1.11 The ma data or comparable advertising medium surveys may not be compared with television user data from one individual day; rather with average values from a comparable investigation period of several months.
- 1.12 In the AGF software analysis systems TV Control, TV Scope, TV Scope Plus and Plan-TV, the maximum possible number of places after the decimal comma is handed over in Excel. For the representation of results, the following applies:
 - Viewing participation in millions: 2 places
 - Potential in millions: 2 places
 - Viewing participation in %: 1 place
 - Market share in %: 1 place
 - Structure in %: 1 place
 - OTS in %: 1 place
 - Prices: Euro, Cent
 - Time intervals: HH:MM:SS

§ 2 The following generally applies with regard to the presentation of AGF/GfK data: all necessary details must be included which are required for reproducing the analysis. The currency as of 01.07.2009 shall be: German + EU television panel, analogue & digital, product-related view (realtime use plus time-shifted use within 3 days after the broadcast) including in-home and out-of home viewing. In the event of the analysis deviates from these provisions, the corresponding restrictions should be pointed out in a footnote.

Furthermore, the following specifications shall be binding:

- 2.1 "AGF/GfK Fernsehforschung"
- 2.2 AGF software analysis system: (Plan-TV, TV Control, TV Scope, TV Scope Plus...) / own calculation; own calculation from PIN data,...
- 2.3 Details of analysis basis if not German + EU television panel
 - If another analysis basis is chosen, this is to be indicated (e.g. "TV-panel D").
 - Exclusive reporting of EU-foreign-households is not permitted.
- 2.4 Details of area/level of analysis (FRG total, federal states, conurbation, Nielsen areas or cable, satellite, terrestrial)
- 2.5 Details of period of analysis, time segment (date)

- 2.6 Details of analysed features (households, adults 14+, persons 3+, ...) and relevant facts (viewers in % or mio, viewing participation in % or mio, market share in %, ...)
- 2.7 If analyses are based on a provisional weighting, this is to be indicated.
- 2.8 Period of time, origin of analysis (broadcaster, name of advertising agency, etc.)
- 2.9 In using AGF/GfK data in international comparisons a reference to the Codes of Practice applicable for the AGF data (<http://www.agf.de/daten/konventionen>) must be made, as internationally applied Codes of practice may lead to results which cannot be compared.

§ 3 Passing on of data and publication

For the passing on of AGF data to third parties, in particular to other media, (trade press, daily papers, etc.) as well as the publication and other making available of data in generally accessible media the following provisions apply:

- 3.1 Upon passing on publication and other making accessible of AGF data the Codes of Practice defined in § 1 and § 2 are adhered to.
- 3.2 Passing on publication and other making accessible of AGF data is only admissible to the extent to which it does not affect the commercial marketing of the data by AGF.

Passing on publication and other making accessible of AGF data by members, broadcasters entitled to its use, and/or licensed broadcasters for the purposes of acquisition particularly in the case of advertisers and agencies and for business purposes of their own is fundamentally admissible.

It should be ensured that the data is not available to unentitled third parties in the form of databases or archives in a researchable form.

All publication or other providing of access must be carried out such that the recipient of the data acquires no rights to the continued use of the data for purposes of its own, of any third parties or for publication.

Also admissible is the publication of AGF data by members, broadcasters entitled to its use, and/or licensed broadcasters in conjunction with press releases.

- 3.3 Companies entitled to the use of AGF data which are not broadcasters or, for example, the sales units of broadcasters, production and data marketing companies are only entitled to distribute and/or sell the data if these data were obtained from an AGF data sales contractual partner.
- 3.4 Unclear and special cases as well as disputes are to be clarified by the AGF office in consultation with the shareholders of AGF.
- 3.5 Only AGF and data sales contractual partners appointed by it (presently Media Control, Mediametrie GGmedia, IFM, Sport+Markt) shall be permitted to sell AGF data commercially.
- 3.6 For the recipients of the advertising subscription the conditions named for these apply.
- 3.7 In all publications of AGF data as defined above the information shall be included that any and all exclusive rights in the meaning of section 4 of the UrhG (*German Copyright Act*), especially any and all exclusive rights of the database creator in the meaning of sections 87a et seq. of the UrhG to the AGF data are owned by AGF and any and all rights to the AGF data remain

reserved to AGF. Any use of the data shall only be permitted to authorized users pursuant to the relevant contractual regulations. The data recipient is not entitled to disclose the acquired AGF data within its group of companies or affiliated companies to subsidiaries or other group companies, unless with the consent of AGF. The rights of use granted to the data recipient by AGF do not include the right to publish the AGF data in any form, whatsoever, on the internet or make them available to any third parties via the internet.

§ 4 Information to the contracting institutes (“GfK” (GfK Fernsehforschung - GfK Television Research) and DAP GmbH)

- 4.1 Each programme supplier is obliged to send its broadcasting protocol (of all broadcast programmes exact to the second) from the previous day to GfK every day before 6.00 a.m. Incorrect broadcasting protocols must be reported immediately.
- 4.2 Advertising blocks must be taken down exact to the second according to the six-figure AGF advertising block coding, the eight-figure AGF advertising block coding beginning 01.01.2003.
- 4.3 Programme suppliers who use the common AGF programme coding are obliged to make this information available to GfK. Confirmation or corrections concerning the coding carried out by GfK must be made within two weeks.
- 4.4 Broadcasters whose frequencies are partly split (window programmes) or used by foreign suppliers (piggy back programmes) must punctually inform GfK for an update of the window plan data or the daily broadcasting protocol about this kind of splitting or changes connected to this (time windows, new piggy back broadcasters,...).
- 4.5 The same applies for changes to channel coverage in cable networks or broadcasting frequencies.
- 4.6 GfK and DAP must punctually receive the valid rate information (EDI format). Rates information is valid from the first day of the month.
- 4.7 Notification regarding the broadcasting of a VPS broadcaster signal requires a separate regulation.

§ 5 Anonymity of panel households

- 5.1 In case system users or programme suppliers receive knowledge of the names and addresses of AGF/GfK panel participants, they must inform GfK Fernsehforschung, and no other persons, at once in order for the relevant household to be replaced. The AGF Technical Committee must also be informed of the occurrence.
- 5.2 AGF/GfK panel households may not be asked to divulge their identity. If this is ignored, the party responsible will be made liable for compensation for the resulting costs (recruitment, new recruitment, etc.)
- 5.3 It is not permitted to influence panel participants in any way.

§ 6 Terms used

- 6.1 General

Out-of-home viewing

In the case of out-of-home viewing, the TV usage of a guest is assigned via data fusion to a non-tv viewing member of the panel. Generally speaking, this data fusion requires panel members who have not watched television during a cover interval of 60 minutes before and after guest tv-usage. Common characteristics for the data fusion are age and gender. Further factors included in the data fusion which influence the probability of selecting a suitable panel member relate to the voluntary disclosure of information on the frequency of out-of-home-viewing (from the annual panel questionnaire), TV usage during the previous 28 days as well as regionality. The out-of-home viewing option can be deactivated in TV Scope and in the TV Control, Plan TV and Plan TTX planning systems.

Time-shifted viewing

Since 01.07.2009 the TV-viewing generated by replay on DVD-Recorders, Hard Disk Recorders and VCRs has been included in the performance values as time-shifted usage:

- Time-delayed viewing refers to viewing which occurs on the same (television) day as the broadcast.
- Time-shifted viewing refers to viewing which occurs in the days following the broadcast.

For the purposes of reproduction in the evaluation and planning systems, a distinction is made between product-related and recipient-related time-shifted viewing:

- From the product-related perspective, all viewing occurrences up to 3 days after the time of broadcast are assigned to the performance values recorded for the broadcast. This applies in equal measure to programmes, advertising and time slots.
- From the recipient-related perspective, the performance values of time-shifted viewing imply: live/realtime-viewing as well as every time-shifted viewing which took place in the designated time slot of the broadcaster under consideration. It also relates to the usage of older VCR-/PVR-/ or DVD-recordings. Information relating to specific recorded programme/advertising is lost as the recipient-related perspective only applies to time slots. It also is of no relevance when the recordings were generated in the past.

The choice of corresponding parameters influences all performance values and TV-total.

Data is categorised as follows:

- Individual person basis data: basis data available from the AGF/GfK television panel.
- Calculation method: methods where the individual calculation sizes (basis data) are combined and balanced with each other.
- Person definition: description of an amount of actual or calculated persons.
- Facts: description of a recognised size which has been determined by the calculation method and basis data. Facts are categorised into base figures, which are independent from the use of a programme and performance, which can only be determined by programme use.

For simplification, the following descriptions only refer to programmes; they also apply, however, for time intervals.

6.2 Individual person basis data

Viewing duration

The viewing duration describes the number of seconds for which a person watched television.

PIN

Number of seconds for which a person watched television in a pre-defined time interval.

Programme duration

The programme duration is the length of the programme.

p-value

The p-value is the share for which one person watched one programme (=PIN/Programme duration).

Weight

Each reporting person in the panel receives a weighting. This serves to balance the differences in structure between sample survey and universe.

6.3 Calculation method

Projection

Projection is an arithmetical method for the forecasting of sample survey results (persons or actual amount of viewers in television panel) on the results of the total number of the universe.

Calculation of performance

The calculation of performance follows the rule that the usage and weighting of a person must be taken into account. Refer to description contained here for individual performance.

Method 0/1 / p-value method

It may be chosen between two processing methods for the following special analyses: accumulation and frequency analysis, identity analysis, origin analysis and combination analysis.

For method 0/1, performance is calculated independent of viewing duration. When one usage is present, the p-value is artificially set on 1. In this way, the full weighting of one person is always entered in the analysis.

For the p-value method, the individual viewing participation/duration of persons for one programme is counted with the share which corresponds to their viewing duration in relation to the duration of the programme (=p-value).

Total contact formation

The term total contact formation describes a method where usage is calculated over several programmes.

One can choose between method 0/1 and p-value method.

Persons who show performance for several programmes on the programme list are taken into account more than once.

Net accumulation

The term net accumulation describes a method for accumulation and frequency analysis where the viewer growth is calculated over several programmes by means of net combination. One can choose between method 0/1 and p-value method to calculate the performance. Persons who are counted in the net accumulation are only counted once (unlike in the total contact formation) independent of how many programmes on the programme list they have watched.

Justage

The daily alteration in the weight distribution of the panel (due to admissions and departures, technical failures or structural changes) leads to a daily change of potential in each target group. In order to avoid variation of target group potential within an analysis which covers more than one day, the target group potential is held artificially constant. With this, the calcu-

lated performances are adjusted to a fixed target group potential.

This is carried out in the analysis forms: accumulation and frequency analysis and combination analysis.

Justage is taken from the weighting distribution on the first of the month from the first date on the programme list for the accumulation and frequency analysis.

Convolution

The term convolution describes a statistic procedure for determining contact class distribution. Class contact probabilities are calculated with the help of the binominal distribution.

6.4 Person definition

Universe

The universe of the AGF/GfK television panel includes all persons in private households who have at least one television set with a principal earner of German nationality, or TV-households with the nationality of any other country which is a member of the European Union. As of 01.01.2005, AGF adjusted the changes in the composition of the EU which took place on 01.05.2004. A change in the membership of countries for the European Union shall be adjusted accordingly. (vide §2.3)

Basis

The term basis describes the number of persons, weighted (potential) or un-weighted (user total) who form the basis of an analysis. The basis may portray the universe but may also be smaller according to person definition.

The basis works in analyses as a pre-filter for the target groups.

Target group

The target group is a person segment, separate from the basis which is formed from particular features (e.g. socio-demographic features) or combinations of features.

User

The term user describes a person segment, separate from the basis for whom the viewing duration of a programme is larger than 0. No least usage condition needs to be fulfilled here.

Non-user

The term non-user describes a person segment, separate from the basis who did not see one programme or several programmes. The viewing duration is always 0.

TTX-reader

The expression TTX-reader describes the usage of TTX with a least usage time of one second. Every reader, who will consecutively use TTX for at least usage condition of one second, is counted as reader for this medium. The calculation is analogue to TV-usage (but without the least usage condition of one consecutive minute) and is therefore a net figure. The TTX market share is based on viewing time to TV market shares.

6.5 Facts

Actual amount of viewers

This is the sum of the un-weighted number of a target group which forms the basis of an analysis.

Potential

The sum of the weighted number of a target group which forms the basis of an analysis is known as potential.

Average viewing participation

The term average viewing participation describes for one programme how many people on average in one target group watched television.

Each person is counted with the share which shows their viewing time (PIN) in relation to the duration of the programme. This quotient from viewing duration to programme duration is billed with the weight of the individual viewing participation per person. The sum of all individual viewing participation over all persons is the average viewing participation of the programme.

Viewer

The term viewer describes the potential of the user of a programme (method 0/1) with a least usage condition of one consecutive minute.

Each person who shows a viewing participation for one programme (i.e. p-value > 0) and fulfils the least usage condition of one consecutive minute is counted and identified as a viewer of this programme.

Duration

The term duration describes the average viewing duration of the user for one programme.

Viewing duration

The term viewing duration describes the average viewing duration of the basis or target group. While for duration, only the users within a target group are entered into the calculation, for viewing duration, the whole target group (including non-users) is calculated.

TV-total

“TV-total” includes all TV viewing of all persons belonging to a target group, regardless of which broadcasting station was watched. This makes it possible, for example, to analyse for how many minutes a particular group of persons watched TV in total, or how many persons watched TV at all during a particular programme or time interval.

Market share

The term market share describes the percentual share of the average viewing participation of a programme from the TV-total.

Net reach

The term net reach describes the result of an accumulation and frequency analysis, particularly the net accumulation, on the basis of the average viewing participation (p-value method). Each person who was reached by at least one programme is entered into the calculation with their individual share of usage or average viewing participation.

If the method 0/1 is used, this must be indicated.

Total contact

The performance is the addition of all average viewing participation.

The calculation uses the p-value method.

If the method 0/1 is used, this must be indicated.

Average contact

This value shows the number of contacts which are allotted to one person; this is the quotient of total contact to net reach.

If the method 0/1 is used, this must be indicated.

Affinity

The term affinity describes the similarity of the target group with the basis of the analysis. Affinity is the share of the performance (average viewing participation in %) of the target group from the performance (average viewing participation in %) of the basis.

The affinity is presented as an index.

TABLE INDEX

Rate-group structure until 01.01.2003

01.01.02-31.12.02			
	00	01-50	Standard rate (standard advertising)
	00	51-80	Event rate (event advertising)
	00	81-99	Special rate
01.01.00-31.12.01			
	00	01-60	Standard rate (standard advertising)
	00	61-75	Event rate (event advertising)
	00	76-99	Special rate
01.01.93-31.12.99			
	00	01-60	Standard rate (total advertising)
	00	61-99	Special rate

Designation of rate types and summarisations until 01.01.2003

01.01.02-31.12.02				
	00	01-50	Standard advertising	Viewing participation, CPT
	00	51-80	Event advertising	Viewing participation, CPT
	00	01-80	Total advertising (S+E)	Viewing participation, CPT
	00	81-99		Viewing participation
	00	01-99	TG 01-99	Viewing participation
01.01.00-31.12.01				
	00	01-60	Standard advertising	Viewing participation, CPT
	00	61-75	Event advertising	Viewing participation, CPT
	00	01-75	Total advertising (S+E)	Viewing participation, CPT
	00	76-99		Viewing participation
	00	01-99	TA 01-99	Viewing participation
01.01.93-31.12.99				
	00	01-60	Total advertising	Viewing participation, CPT
	00	61-99		Viewing participation