

INFOonline SZM Administration Guide Event, (Non-)PI, Code, KAT2.0



SZM mobile Applications

- SZM App measurement is a modern measurement technique which uses standardised audience measurement according to IVW and AGOF standards.
- The technical aspect of SZM measurement of apps is done via integration of the SZM library into the app.
- Content administration for your app's audience measurement is provided via the allocation and assignment of codes and the specification of PI-relevant events in your app
- The present document serves as a manual on compiling content standards for the integration of SZM measurement into your app.
- Together with the Technical Integration Guide, this serves as a standard for app developers, offering information on how to integrate SZM measurement into your app in the right way - covering both the technical side and the content side

>> Offer Identifier:

- SZM Offer Identifier
- Clear ID for your online product (per app, as well as per OS and per WVM) within the INFOOnline measurement system

PLEASE NOTE: For a hybrid app, you will need an Offer Identifier for the measurement of the app (app framework) and an Offer Identifier for Web View Measurement (WVM).

- Has a maximum of 8 characters
- Assigned only by INFOOnline

Glossary

>> Automatic Events:

- Automatically gathered by the SZM library
- Inquiry for technical reasons
- Mobile PI not counted
- Codes cannot be attributed to these events

>> PI Events:

- Events which lead to counting of a mobile PI
- Inquire manually by loading the SZM library
- Code must be entered when the SZM library is loaded
- KAT2.0 – Basis for booking units
- IVW standard for Mobile Impression must be taken into account

▣ Non-PI Events:

- Are not valued as mobile PI
- Conveyance is optional
- Inquire manually by loading the SZM library
- Code cannot be entered when the SZM library is invoked
- When a non-PI event is used, it is advisable to contact the IVW branch

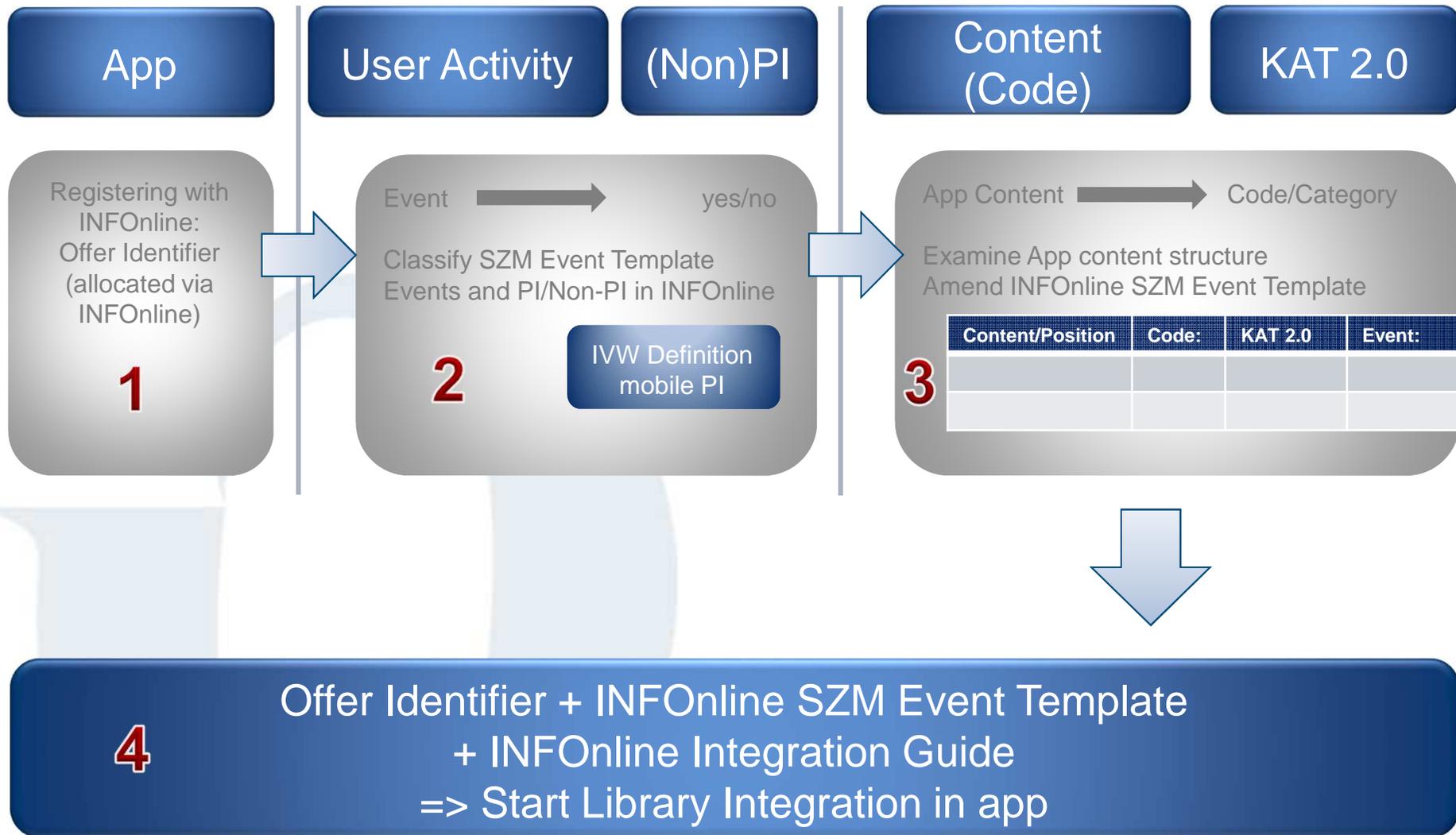
>> Code:

- The code (content code) can be freely defined by the host and is used to identify the site/department in question within the SZM system
- A code is the basis for category assignment (KAT2.0) in the INFOOnline customer centre
- A code can contain a maximum of 255 characters
- A code can be made up only of alphanumeric characters. The following special characters are allowed: ', ' / ' - ' _ '.
- The codes allocated by the host should not exceed 2,000 for the total online product range (per WVM and/or app)

>> Category System 2.0 (KAT2.0):

- With the Category System 2.0, website contents will in the future be categorised by **Categories** and their **Attributes**.
- Currently, the following eight **Categories** are available:
 1. Format, 2. Language, 3. Creator, 4. Homepage, 5. Delivery, 6. App, 7. Paid Content / Service, 8. Content
- Every category is present in various forms, the so-called **Attributes**. With these, the features and the content of an online product range can be specified.
- You can find a detailed explanation of the Category System 2.0 in the download area of the INFOOnline website at <https://www.infonline.de/downloads/apps/>
- The assignment of codes takes place in the Code Management area of INFOOnline's customer centre: <https://www.infonline.de/kundencenter20/>

Administrative Procedure PRIOR to technical implementation



Step 1: Registering the app

» Registration process

- » Registration of the app via the product owner with the following link:
<https://kundencenter.infonline.de/#module/ordercenter> including conclusion of a customer contract with INFOonline
- » Registering your app with AGOF and/or IVW
- » All technical information will be made available to you in the setup email for your app



Your task:

- Register your app to be measured by INFOonline by finalising the relevant contractual documents
- Agree to the participation of your app with digital facts (AGOF) and/or to membership with IVW

Result of this step:

- A legally valid customer contract for the measurement of your app is made available
- Offer Identifier from INFOonline is made available

1

Step 2: INFOonline SZM Event Template

- Lists all the technically possible events
- Indicates how these events are typically valued (PI vs non-PI)
- App specific deviations are possible



Your task:

- Rate all events according to the following question: “In this app, does this event represent a mobile PI according to the IVW definition?”
- Document the result in the Excel list INFOonline SZM Event Template
- The Excel list provides recommendations on how the events are typically classified
- If you have questions regarding classification, contact the IVW Online ServiceCentre

Result of this step:

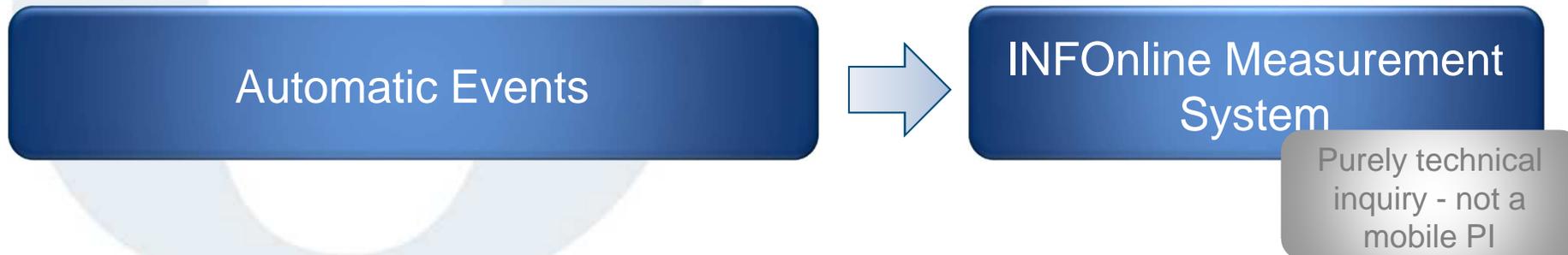
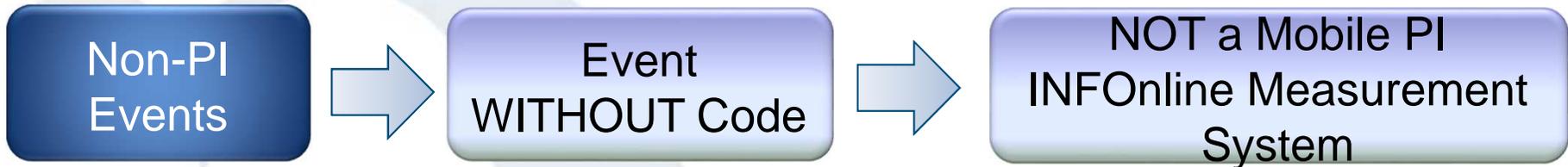
- App specific classification event->mobile PI/Non-PI in INFOonline SZM event list

2

Step 3: Contents and Codes

- **Your app's contents are marked via codes during SZM measurement**
- **The codes are**
 - ☐ Integrated technically in the measurement process (as a parameter when a PI event is loaded)
 - ☐ Assigned by you in the Customer Centre 2.0 of the INFOOnline category system (see "Further Administrative Steps")
- **INFOOnline SZM Event Template serves as support in preparing this step**

Code: PI Events and Automatic Events:



Step 3: Kat 2.0 TEMPLATE



Your task:

- Define your codes on the basis of the content structure of your app
- Specify the position(s) in your app structure at which content/codes occur
- Document the codes, their categories and their attributes and the associated events in the

INFOOnline SZM event template

Content/Position	Code	KAT 2.0	Event:
	:		

- You can find a detailed explanation of the Category System 2.0 in the download area of the INFOOnline website at

<https://www.infonline.de/downloads/apps/>

Result of this step:

- App specific list with specification of the positions at which content appears in your app, which codes these are provided with and for which events measurement with these codes (PI event) should occur.

3

Step 4:

>> Results from

- >> Step 1: Offer Identifier
- >> Steps 2 & 3: App-specific INFOOnline SZM Event list

Specify the content-related requirements for audience measurement in your app using the SZM system

>> **The Integration Guides set out the technical integration of measurement into your app**



Your task:

- Pass on these documents and this information to your app developer for use as a requirement specification

Result of this step:

- App developers receive consolidated content-related and technical requirements for implementation of SZM measurement into your app

Further Administrative Steps

- **Include date privacy statement and opt out feature in the app**
- **Assignment of codes according to KAT2.0 in the Code Management area of the INFOOnline customer centre at <https://www.infonline.de/kundencenter20/>**
- **You can view the measured data for your app at <https://idas.infonline.de>.**
- **After technical implementation, please conduct the feature test with the SZM checker before your app reaches the store. The feature test manual and the SZM Checker can be found here: <https://www.infonline.de/downloads/manuals/>**
- **The INFOOnline Support Platform: <https://support.INFOOnline.de>**