

**INFO**Online

**Checklist for participating  
in the Digital Audience  
Measurement of INFO**Online,  
**IVW und AGOF**



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## 1 About this document

This document offers a checklist for new customers and existing customers. Hassle-free, you can use the list to check all necessary steps, in order to participate in the INFOOnline measurement, the IVW publication or the AGOF study digital facts.

All information provided is deemed reliable but is not guaranteed.

## 2 New customers

By new customers we mean companies, that do not have registered any sites with INFOonline, yet.



### INFOonline

#### Technical service providers for IVW + AGOF

INFOonline is the basis for IVW + AGOF measurement

**Registration has to be made by the operator of the appropriate site (who has to be also given in the imprint).**

### 2.1 Checklist for INFOonline

	To do	Link	Ja	Nein
1	Calculate the costs for your site(s)	<a href="#">Kostenkalkulator</a>	<input type="checkbox"/>	<input type="checkbox"/>
2	Registration as customer on INFOonline.de	<a href="#">Registration</a>	<input type="checkbox"/>	<input type="checkbox"/>
3	Login into the INFOonline Customer Center	<a href="#">Kunden Center</a>	<input type="checkbox"/>	<input type="checkbox"/>
4	Order your site(s) (Order Center) <b>You need an individual registraion for every app that is available in stores</b>	<a href="#">Kunden Center</a>	<input type="checkbox"/>	<input type="checkbox"/>
5	Prepare a code structure	<a href="#">🇩🇪 IVW Richtlinien Anlage 2</a> <a href="#">🇩🇪 Configuration Guide</a> <a href="#">🇺🇸 Configuration Guide</a>	<input type="checkbox"/>	<input type="checkbox"/>
6	Implementation of the measurement			
<b>NEEDS TO BE DONE DEPENDING ON THE TYPE OF SITE:</b>				
	For stationary websites or mobile enabled websites (MEW) SZM Tag	<a href="#">🇩🇪 Integration Guide SZM-Tag</a> <a href="#">🇺🇸 Integration Guide SZM-Tag</a>	<input type="checkbox"/>	<input type="checkbox"/>
	For apps INFOonline SZM library	<a href="#">🇩🇪 + 🇺🇸 Libraries</a> (iPhone, Android, WindowsPhone)	<input type="checkbox"/>	<input type="checkbox"/>
7	Fill in the Locallists in the Customer Center (if necessary)	<a href="#">Kunden Center</a>	<input type="checkbox"/>	<input type="checkbox"/>
8	Examination of the implementation using the SZM Checker	<a href="#">SZM-Checker</a>	<input type="checkbox"/>	<input type="checkbox"/>

	<ul style="list-style-type: none"> <li>Stationary website/ mobile enabled website <a href="http://szmchecker.ioam.de">http://szmchecker.ioam.de</a></li> <li>SZM Checker App available in the appropriate store</li> </ul>			
9	Examine the measurement requests that have been received in the statistic „iDAS“ tool	<a href="#">iDAS</a>	<input type="checkbox"/>	<input type="checkbox"/>
10	Send back the signed Agreement on Contract Data Processing (ADV) to INFOOnline (you need one ADV for every customer number)	<a href="#">ADV</a>	<input type="checkbox"/>	<input type="checkbox"/>
11	Integrate the data protection declaration into the site	<a href="#">Datenschutzerklärung</a>	<input type="checkbox"/>	<input type="checkbox"/>
12	Settle the invoicing practice and if necessary an assumption of costs	optional	<input type="checkbox"/>	<input type="checkbox"/>
13	Allocate the code(s) in the Code management tool	<a href="#">Kunden Center</a>	<input type="checkbox"/>	<input type="checkbox"/>



**IVW e.V.**

monthly IVW publication

The basis for IVW measurement is INFOOnline measurement

**Registration has to be made by the operator of the appropriate site (who has to be also given in the imprint).**

## 2.2 IVW Checklist

	To do	Link	Ja	Nein
1	Registraion of a new site  Please use the link and notes below in order to register with IVW. <i>www.ivw.de » Online Medien-Interface » Neuanmeldung » ordentliche Mitgliedschaft beantragen.</i>	<a href="#">Anmeldung</a>	<input type="checkbox"/>	<input type="checkbox"/>
2	Send media data to the IVW office	<a href="#">E-Mail</a>	<input type="checkbox"/>	<input type="checkbox"/>
3	As soon as the implemantation has been completed, send an email to <a href="mailto:servicecenter@ivw-online.de">servicecenter@ivw-online.de</a> in order to register for the qualifying examination of your site	<a href="#">E-Mail</a>	<input type="checkbox"/>	<input type="checkbox"/>
4	Get for the result of the qualifying examination. Download the test report in IVW Interface	<a href="#">IVW Interface</a>	<input type="checkbox"/>	<input type="checkbox"/>
5	Rectify errors given in the test report in due time		<input type="checkbox"/>	<input type="checkbox"/>

6	Check the test report and reply to the report		<input type="checkbox"/>	<input type="checkbox"/>
7	Conclude the qualifying examination successfully		<input type="checkbox"/>	<input type="checkbox"/>



## AGOF

### monthly publication of digital facts

The basis for AGOF digital facts is INFOOnline and IVW measurement

**Registration is done by your marketer – if you do not do direct marketing.  
You can only communicate with the AGOF office via the marketer.**

You can find the **current AGOF-Timings** here:

<https://www.agof.de/mitmachen/teilnahme-digital-facts/timings/>

## 2.3 AGOF Checklist

	To do	Link	Ja	Nein
1	The registraion with the AGOF office is handled by your markter	<a href="#">Anmeldung</a>	<input type="checkbox"/>	<input type="checkbox"/>
<p><b>After your site (s) have been registered sucessfully with AGOF by your marketer, you need to do the following steps for your site(s).</b></p> <p><b>INTEGRATION INTO STATIONARY AND/OR MOBILE ENABLED WEBSITE</b></p>				
	Implement the SZM tag (if it has not already been done)	<a href="#">Integration Guide SZM-Tag</a> <a href="#">Integration Guide SZM-Tag</a>	<input type="checkbox"/>	<input type="checkbox"/>
	Allocation of the codes to the category model 2.0.	<a href="#">IVW Richtlinien Anlage 2</a> <a href="#">Configuration Guide</a> <a href="#">Configuration Guide</a>	<input type="checkbox"/>	<input type="checkbox"/>
	Enable the FRABO variable in the SZM tag 2.0	<a href="#">Integration Guide FRABO</a> <a href="#">Integration Guide FRABO</a>	<input type="checkbox"/>	<input type="checkbox"/>
	Implementation of the MClient If the users of your site have login possibilities, you should implement the MClient.	<a href="#">Integration Guide MClient</a> <a href="#">Integration Guide MClient</a>	<input type="checkbox"/>	<input type="checkbox"/>
	Registraion of your site with IVW (if it hasn't already be done)	<a href="#">Anmeldung</a>	<input type="checkbox"/>	<input type="checkbox"/>
	Please send your site logo to logo@agof.de, size 140 x 50 pixel, file format jpg	<a href="#">E-Mail</a>	<input type="checkbox"/>	<input type="checkbox"/>
	Registration for quality assurance	<a href="#">E-Mail</a>	<input type="checkbox"/>	<input type="checkbox"/>

Pass the quality assurance successfully		<input type="checkbox"/>	<input type="checkbox"/>
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<b>INTEGRATION INTO APP</b>				
	Integration of the INFOOnline library (if it has not already been done)	+ <a href="#">Libraries</a> (iPhone, Android, WindowsPhone)	<input type="checkbox"/>	<input type="checkbox"/>
	Allocation of the codes to the category model 2.0.	<a href="#">IVW Richtlinien Anlage 2</a> <a href="#">Configuration Guide</a> <a href="#">Configuration Guide</a>	<input type="checkbox"/>	<input type="checkbox"/>
	Integration of the surveying library (InAPP surveying) into your app. In order to download it, please take a look at your marketer information.		<input type="checkbox"/>	<input type="checkbox"/>
	Implementation of the MClient If the users of your site have login possibilities, you should implement the MClient.	<a href="#">Integration Guide MClient</a> <a href="#">Integration Guide MClient</a>	<input type="checkbox"/>	<input type="checkbox"/>
	Registraion of your site with IVW (if it hasn't already be done)	<a href="#">Anmeldung</a>	<input type="checkbox"/>	<input type="checkbox"/>
	Please send your site logo to logo@agof.de, size 140 x 50 pixel, file format jpg.	<a href="#">E-Mail</a>	<input type="checkbox"/>	<input type="checkbox"/>
2	Registraion for quality assurance (QA) <ul style="list-style-type: none"> <li>• Site name:</li> <li>• Site ID:</li> <li>• hybrid App: yes/no</li> <li>• URL: (only necessary if it is a hybrid app)</li> <li>• Operation system:</li> <li>• Store version:</li> <li>• Store date:</li> <li>• Login area existent : yes/no</li> <li>• Login data: (only if there is a login possibilty for the users of your app)</li> <li>• Contact data of the contracting authorities:</li> </ul>	<a href="#">E-Mail</a>	<input type="checkbox"/>	<input type="checkbox"/>
3	Rectify errors given in the QA report		<input type="checkbox"/>	<input type="checkbox"/>
4	Pass quailty assurance sucessfully		<input type="checkbox"/>	<input type="checkbox"/>

### 3 Existing customers

By existing customers we mean companies, that have already registered site(s) with INFOonline.



#### INFOonline

#### Technical service providers for IVW + AGOF

INFOonline is the basis for IVW + AGOF measurement

**Registration has to be made by the operator of the appropriate site (who has to be also given in the imprint).**

### 3.1 Checklist for INFOonline

	To do	Link	Ja	Nein
1	Calculate the costs for your site(s)	<a href="#">Kostenkalkulator</a>	<input type="checkbox"/>	<input type="checkbox"/>
2	Login into the INFOonline Customer Center	<a href="#">Kunden Center</a>	<input type="checkbox"/>	<input type="checkbox"/>
3	Order your site(s) (Order Center) <b>You need an individual registraion for every app that is available in stores</b>	<a href="#">Kunden Center</a>	<input type="checkbox"/>	<input type="checkbox"/>
4	Prepare a code structure	<a href="#">🇩🇪 Configuration Guide</a> <a href="#">🇬🇧 Configuration Guide</a> <a href="#">🇩🇪 IVW Richtlinien Anlage 2</a>	<input type="checkbox"/>	<input type="checkbox"/>
5	Implementation of the measurement			
<b>NEEDS TO BE DONE DEPENDING ON THE TYPE OF SITE:</b>				
	For stationary websites or mobile enabled websites (MEW) SZM Tag	<a href="#">🇩🇪 Integration Guide SZM-Tag</a> <a href="#">🇬🇧 Integration Guide SZM-Tag</a>	<input type="checkbox"/>	<input type="checkbox"/>
	For apps INFOonline SZM library	<a href="#">🇩🇪 + 🇬🇧 Libraries</a> (iPhone, Android, WindowsPhone)	<input type="checkbox"/>	<input type="checkbox"/>
6	Fill in the Locallists in the Customer Center (if necessary)	<a href="#">Kunden Center</a>	<input type="checkbox"/>	<input type="checkbox"/>
7	Examination of the implementation using the SZM Checker <ul style="list-style-type: none"> <li>Stationary website/ mobile enabled website <a href="http://szmchecker.ioam.de">http://szmchecker.ioam.de</a></li> </ul>	<a href="#">SZM-Checker</a>	<input type="checkbox"/>	<input type="checkbox"/>



	<ul style="list-style-type: none"> <li>SZM Checker App available in the appropriate store</li> </ul>			
8	Examine the measurement requests that have been received in the statistic „iDAS“ tool	<a href="#">iDAS</a>	<input type="checkbox"/>	<input type="checkbox"/>
9	Send back the signed Agreement on Contract Data Processing (ADV) to INFOOnline (you need one ADV for every customer number)	<a href="#">ADV</a>	<input type="checkbox"/>	<input type="checkbox"/>
10	Integrate the data protection declaration into the site	<a href="#">Datenschutzerklärung</a>	<input type="checkbox"/>	<input type="checkbox"/>
11	Settle the invoicing practice and if necessary an assumption of costs	<i>optional</i>	<input type="checkbox"/>	<input type="checkbox"/>
12	Allocate the code(s) in the Code management tool	<a href="#">Kunden Center</a>	<input type="checkbox"/>	<input type="checkbox"/>



**IVW e.V.**  
monthly IVW publication

The basis for IVW measurement is INFOOnline measurement

**Registration has to be made by the operator of the appropriate site (who has to be also given in the imprint)**

### 3.2 IVW Checklist

	To do	Link	Ja	Nein
1	Registraion of another site. Please use the link and notes below in order to register with IVW. <a href="http://www.ivw.de">www.ivw.de</a> » <i>Online Medien-Interface</i> » <i>Neuanmeldung</i> » <i>ordentliche Mitgliedschaft</i> beantragen.	<a href="#">Anmeldung</a>	<input type="checkbox"/>	<input type="checkbox"/>
2	Send media data to the IVW office	<a href="#">E-Mail</a>	<input type="checkbox"/>	<input type="checkbox"/>
3	As soon as the implementation has been completed, send an email to <a href="mailto:servicecenter@ivw-online.de">servicecenter@ivw-online.de</a> in order to register for the qualifying examination of your site	<a href="#">E-Mail</a>	<input type="checkbox"/>	<input type="checkbox"/>
4	Get for the result of the qualifying examination. Download the test report in IVW Interface	<a href="#">IVW Interface</a>	<input type="checkbox"/>	<input type="checkbox"/>
5	Rectify errors given in the test report in due time		<input type="checkbox"/>	<input type="checkbox"/>

6	Check the test report and reply to the report		<input type="checkbox"/>	<input type="checkbox"/>
7	Conclude the qualifying examination successfully		<input type="checkbox"/>	<input type="checkbox"/>



### AGOF monthly publication of digital facts

The basis for AGOF digital facts is INFOonline and IVW measurement

**Registration is done by your marketer – if you do not do direct marketing.  
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You can find the **current AGOF-Timings** here:

<https://www.agof.de/mitmachen/teilnahme-digital-facts/timings/>

### 3.3 AGOF Checklist

	To do	Link	Ja	Nein
1	The registraion with the AGOF office is handled by your markter	<a href="#">Anmeldung</a>	<input type="checkbox"/>	<input type="checkbox"/>
<p><b>After your site (s) have been registered sucessfully with AGOF by your marketer, you need to do the following steps for your site(s).</b></p> <p><b>INTEGRATION INTO STATIONARY AND/OR MOBILE ENABLED WEBSITE</b></p>				
	Implement the SZM tag (if it has not already been done)	<a href="#">Integration Guide SZM-Tag</a> <a href="#">Integration Guide SZM-Tag</a>	<input type="checkbox"/>	<input type="checkbox"/>
	Allocation of the codes to the category model 2.0.	<a href="#">IVW Richtlinien Anlage 2</a> <a href="#">Configuration Guide</a> <a href="#">Configuration Guide</a>	<input type="checkbox"/>	<input type="checkbox"/>
	Enable the FRABO variable in the SZM tag 2.0	<a href="#">Integration Guide FRABO</a> <a href="#">Integration Guide FRABO</a>	<input type="checkbox"/>	<input type="checkbox"/>
	Implementation of the MClient If the users of your site have login possibilities, you should implement the MClient.	<a href="#">Integration Guide MClient</a> <a href="#">Integration Guide MClient</a>	<input type="checkbox"/>	<input type="checkbox"/>
	Registraion of your site with IVW (if it has not already been done)	<a href="#">Anmeldung</a>	<input type="checkbox"/>	<input type="checkbox"/>
	Please send your site logo to logo@agof.de, size 140 x 50 pixel, file format jpg	<a href="#">E-Mail</a>	<input type="checkbox"/>	<input type="checkbox"/>
	Registration for quality assurance	<a href="#">E-Mail</a>	<input type="checkbox"/>	<input type="checkbox"/>
	Rectify errors given in the QA report		<input type="checkbox"/>	<input type="checkbox"/>

Pass the quality assurance successfully		<input type="checkbox"/>	<input type="checkbox"/>
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<b>INTEGRATION INTO APP</b>				
	Integration of the INFOonline library (if it has not already been done)	+ <a href="#">Libraries</a> (iPhone, Android, WindowsPhone)	<input type="checkbox"/>	<input type="checkbox"/>
	Allocation of the codes to the category model 2.0.	<a href="#">IVW Richtlinien Anlage 2</a> <a href="#">Configuration Guide</a> <a href="#">Configuration Guide</a>	<input type="checkbox"/>	<input type="checkbox"/>
	Integration of the surveying library (InAPP surveying) into your app. In order to download it, please take a look at your marketer information.		<input type="checkbox"/>	<input type="checkbox"/>
	Implementation of the MClient If the users of your site have login possibilities, you should implement the MClient.	<a href="#">Integration Guide MClient</a> <a href="#">Integration Guide MClient</a>	<input type="checkbox"/>	<input type="checkbox"/>
	Registraion of your site with IVW (if it has not already been done)	<a href="#">Anmeldung</a>	<input type="checkbox"/>	<input type="checkbox"/>
	Please send your site logo to logo@agof.de, size 140 x 50 pixel, file format jpg	<a href="#">E-Mail</a>	<input type="checkbox"/>	<input type="checkbox"/>
2	Registraion for quality assurance (QA) <ul style="list-style-type: none"> <li>• Site name:</li> <li>• Site ID:</li> <li>• hybrid App: yes/no</li> <li>• URL: (only necessary if it is a hybrid app)</li> <li>• Operation system:</li> <li>• Store version:</li> <li>• Store date:</li> <li>• Login area existent : yes/no</li> <li>• Login data: (only if there is a login possibilty for the users of your app)</li> <li>• Contact data of the contracting authorities:</li> </ul>	<a href="#">E-Mail</a>	<input type="checkbox"/>	<input type="checkbox"/>
3	Rectify errors given in the QA report		<input type="checkbox"/>	<input type="checkbox"/>
4	Pass quailty assurance sucessfully		<input type="checkbox"/>	<input type="checkbox"/>

## 4 Relaunch of your site

### 4.1 New Code structure

	To do	Link	Ja	Nein
1	Prepare a code structure		<input type="checkbox"/>	<input type="checkbox"/>
2	Allocate the codes in the Code management tool	<a href="#">Kunden Center</a>	<input type="checkbox"/>	<input type="checkbox"/>
3	Implement the codes at developer level and publish them		<input type="checkbox"/>	<input type="checkbox"/>

### 4.2 Code structure remains

	To do	Link	Ja	Nein
1	Implement the existing code structure into your site		<input type="checkbox"/>	<input type="checkbox"/>

### 4.3 Existing Code structure with additional codes

	To do	Link	Ja	Nein
1	Implement existing code structure into your site		<input type="checkbox"/>	<input type="checkbox"/>
2	Allocate new codes in the Code management tool	<a href="#">Kunden Center</a>	<input type="checkbox"/>	<input type="checkbox"/>

## 5 Merge of several sites

**NOTE!** Please terminate the site(s), that you do not need any more!

	To do	Link	Ja	Nein
1	Termination via mail to INFOonline	<a href="#">E-Mail</a>	<input type="checkbox"/>	<input type="checkbox"/>
2	Termination via mail to IVW	<a href="#">E-Mail</a>	<input type="checkbox"/>	<input type="checkbox"/>
3	Termination via your marketer to the AGOF office		<input type="checkbox"/>	<input type="checkbox"/>

### 5.1 Merge with existing code structure

The following steps are necessary regarding the terminated site(s):

	To do	Link	Ja	Nein
1	Change of the site ID		<input type="checkbox"/>	<input type="checkbox"/>
2	Adapt the Look 'n Feel criteria according to IVW guidelines		<input type="checkbox"/>	<input type="checkbox"/>

The following steps are necessary regarding the existing site(s):

	To do	Link	Ja	Nein
1	Allocate the codes in the Code management tool	<a href="#">Kunden Center</a>	<input type="checkbox"/>	<input type="checkbox"/>
2	Expand the locallist with new URL's	<a href="#">Kunden Center</a>	<input type="checkbox"/>	<input type="checkbox"/>

## 5.2 Merge with a new code structure

The following steps are necessary regarding the terminated site(s):

	To do	Link	Ja	Nein
1	Prepare a new code structure			
2	Add the codes into the terminated sites			
3	Change site ID		<input type="checkbox"/>	<input type="checkbox"/>
4	Adapt the Look 'n Feel criteria according to IVW guidelines		<input type="checkbox"/>	<input type="checkbox"/>

The following steps are necessary regarding the existing site(s):

	To do	Link	Ja	Nein
1	Allocate the codes in the Code management tool	<a href="#">Kunden Center</a>	<input type="checkbox"/>	<input type="checkbox"/>
2	Expand the locallist with new URL's	<a href="#">Kunden Center</a>	<input type="checkbox"/>	<input type="checkbox"/>