



PRESS RELEASE

Sport1 becomes AGF Videoforschung shareholder

Frankfurt | Ismaning, 4 April 2019. AGF Videoforschung GmbH continues to add to its shareholder group, most recently welcoming the tenth, Sport1 GmbH, a subsidiary of Constantin Medien AG. Andreas Gerhardt, Director Distribution/Regulation of Sport1 GmbH, joins the AGF Supervisory Board. Kurt Aimiller, Director Media Research at Sport1, will remain on the Research Advisory Board as before.

“The expansion of the AGF convergence approach for video is proceeding at full speed. As one of the leading 360° platforms, Sport1 is an important market participant and partner for us in implementing this pioneering project. This is also shown by AGF’s research on YouTube video use, where Sport1 underscored its strong position with eight million video views in October,” says **Kerstin Niederauer-Kopf**, Chairperson of AGF Executive Management.

“With the October performance data for YouTube we just published, AGF Videoforschung has shown that the video standard of the future is developing here. This is one of the most important market research projects right now, and we want to actively support and participate in it,” explains **Olaf Schröder**, Chairman of the Board of Constantin Medien AG and Chairman of the Executive Management of Sport1 GmbH.

The shares of AGF Videoforschung GmbH are owned to 15 percent each by ARD, ProSiebenSat.1, Mediengruppe RTL and ZDF, and 5 percent by each of the other shareholders. The remaining 10 percent of share capital is reserved for future shareholders – preferably in the streaming category – and is held until then by the shareholders in the ratio of their holdings.

Kerstin Niederauer-Kopf, Chairperson of the Executive Management of AGF Videoforschung: “AGF’s Executive Management and shareholders are very happy to add Sport1 to the shareholder group. This again confirms our convergent research approach for the video and the relevance of AGF as a standard system for the future.”

Olaf Schröder emphasizes: “The shared development of future-oriented, cross-platform video measurement is a great challenge for us as well as an important matter – after all, with

our TV, digital and social media offerings under the Sport1 umbrella brand we play a leading role on the German sport media market. My special thanks go out to my board colleague Dr. Matthias Kirschenhofer, who had an important part in our becoming a shareholder. Through Andreas Gerhardt and Kurt Aimiller we are represented on the appropriate AGF committees by two experienced experts.”

About AGF Videoforschung GmbH (www.agf.de)

AGF Videoforschung is an association formed by the broadcasters ARD, Discovery, Mediengruppe RTL Deutschland, ProSiebenSat.1 Media, Sky Deutschland, Sport 1, Tele 5, WeltN24, Viacom and ZDF to jointly conduct and refine the continuous collection of quantitative data on the use of video content in Germany, including the elicitation and analysis of the data. It invests many millions of euros per year to continuously refine its instruments in order to deliver reliable data on the use of video content to the market on a daily basis. Besides the shareholders, licensed TV stations, advertisers and media agencies also play an active role in designing the measurement and research conducted by AGF Videoforschung.

About SPORT1 (www.sport1.de)

RIGHT IN THE MIDDLE WITH SPORT1: The leading 360° sport platform in the German-speaking countries stands for high quality live sport, proven sport expertise and well-researched, entertaining reporting. Under its SPORT1 umbrella brand Sport1 GmbH, a Constantin Medien AG company headquartered in Ismaning near Munich, unites all TV, online, mobile, audio and social media activities. Its TV portfolio comprises free TV broadcaster SPORT1 and pay TV broadcasters SPORT1+ and eSPORTS1, which are offered on a range of platforms in Germany, Austria and Switzerland. As one of Germany’s leading online sport platforms, sport1.de offers current multimedia content as well as extensive live streaming and video offerings. Sport1 also has its own SPORT1 YouTube channel as well as gaming and e-sport offerings. In the mobile category, the SPORT1 apps are among the most successful German sport apps.

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