

## PRESS RELEASE

### AGF Videoforschung takes on Juliane Paperlein as Head of Communications

**Frankfurt, 2 May 2019.** A powerful voice for AGF Videoforschung: Experienced trade journalist Juliane Paperlein becomes Head of Corporate Communications as of 15 July 2019. In this newly created function, she will be responsible for the entirety of the press work for the Joint Industry Committees (JIC). Her remit will also include the expansion of AGF's communications and events activities.

Juliane Paperlein comes to AGF from Deutscher Fachverlag where she led the media department of advertising industry publication HORIZONT for the past ten years. In this position she organized numerous congresses and moderated many events. Paperlein studied economics and joined the Frankfurt trade title in late 2000. From 2002 until 2008 she was a correspondent, reporting from Berlin.

**Kerstin Niederauer-Kopf**, Chairperson of the Executive Management of AGF Videoforschung: "With Juliane Paperlein we have been able to gain one of the best known media journalists for AGF. She has a practiced eye for developments on the advertising market, and brings proven expertise to the research efforts of the JIC and associated initiatives. With her long and extensive experience, she can help AGF build a strong communications operation that can relieve Executive Management of much of the burden of internal and external dialogue. We are very happy to have Juliane as a capable and likeable addition to our team, and wish her the best of success in all of the projects we undertake with her."

#### About AGF Videoforschung GmbH ([www.agf.de](http://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.*

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