

PRESS RELEASE

Always moving: AGF Videoforschung delivers convergent data daily

Frankfurt, 13 May 2019. The next milestone for the convergent video standard has been reached. As previously announced, with the delivery of the new videoSCOPE 1.2 software AGF Videoforschung GmbH has now greatly accelerated the evaluation of streaming data.

Effective immediately, convergent reach data will be provided on a daily, not just monthly, basis. The time lag from measurement to evaluation of data from the streaming project is now just eight days after the close of the data collection day, instead of about 28 days from the close of the data month, as before.

This brings the German video project up to the international lead level in terms of data provision. Also, data from the mobile panel is available for the first time. Like desktop measurement, data can be evaluated only for those mobile streaming offerings that are fitted with AGF measurement software (Nielsen – SDK). Unlike in the desktop panel, in the mobile panel the use of streaming video on smartphones and tablets is measured for German speakers age 18 and up who were online with a mobile device within the preceding four weeks. Broadcasters and agencies will now be able to show device-specific performance figures for streaming use, i.e. differentiated for desktop and mobile.

On 14 May 2019 videoSCOPE version 1.2 will replace its predecessor version. The market standard TV remains in the lead for the time being, but can be enhanced with streaming use (video standard).

Kerstin Niederauer-Kopf, Chairperson of the Executive Management of AGF Videoforschung: “After a successful test phase we’ve given a green light for daily convergence reach data. This is an important development, and with it we have met our scheduling targets. We’re glad that we can now take the AGF streaming project to the next level. It gives the market much faster access to data that show TV and online video in a convergent standard. In the next stage we’ll further accelerate data delivery, but with this change we already offer the market decidedly better convenience.”

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.

Contact at AGF Videoforschung:

Kerstin Niederauer-Kopf

Executive Management Chairperson | AGF Videoforschung GmbH

Tel. 069 - 95 52 60 0 | Fax: 069 - 95 52 60 60 | E-Mail: presse@agf.de

www.agf.de