

PRESS RELEASE

AGF Videoforschung launches pilot project for cross-platform campaign measurement

Frankfurt, 19 June 2019. “Follow the content” also means “Follow the campaign.” With this in mind, AGF Videoforschung GmbH is continuing to push the development of its video standard, and has started a comprehensive pilot project for the measurement of campaign-specific performance data for in-stream advertising (ex-post analysis). AGF is using Nielsen DAR (Nielsen Digital Ad Ratings), a proven tool used internationally that works with campaign tagging.

Agencies Mediaplus and Publicis are participating in the ongoing pilot project, which will track multiple campaigns with different planning parameters in the FMCG, Beauty, Fashion and Lifestyle categories, including advertisers Deichmann and Logocos Naturkosmetik.

With this pilot project AGF is expanding its Nielsen-based measurement approach in the streaming project. Together with Nielsen, AGF has established a hybrid approach for measuring online video content, which has been delivering data since 2014. This quantitative usage measurement (census measurement) requires providers/publishers to insert SDKs (Software Development Kits) from Nielsen in their players. Parallel to this, on behalf of AGF Nielsen operates an online panel with 15,000 active respondents per month and a mobile panel with 6000 users, which deliver information on target group structures in addition to streaming use.

Campaign monitoring on all relevant online platforms

“The test run with Nielsen DAR for measuring video usage is a logical and pragmatic consequence of our shared research project with Nielsen,” explains **Kerstin Niederauer-Kopf**, chairman of AGF Executive Management. “DAR adapts its technology synergistically to the AGF streaming approach, because measurement takes place within Nielsen’s existing technological ecosystem. That makes the data consistently comparable and processable.”

The Nielsen DAR tag is accepted by all OVK marketers and Facebook, YouTube and Amazon for audience verification. That means that performance numbers for video campaigns can be tracked on all platforms and players relevant to the advertising industry, i.e. all devices and all relevant delivery channels. The test run is slated to finish at the end of September, to be followed by the methodological validation of the results. **Kerstin Niederauer-Kopf**: “Our goal

is to offer the market a methodologically elaborated option for the monitoring and timely in-flight optimization of video campaigns, and through the subsequent methodical linkage with TV, to document net reach extension to AGF standards as well as make it possible to evaluate overlaps. In doing so, AGF is meeting the advertising market's demand for more agility, alignment, transparency and 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 GmbH:

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