

PRESS RELEASE

AGF Forum 2019: Total Video is not enough – Advertising impact needs reach

Frankfurt, 19/08/2019. Reach and advertising impact: The interplay of these two disciplines is a focal point of this year's AGF Forum. Held under the motto "Total Video is not enough", the industry get-together in Frankfurt will present the latest studies highlighting the critical importance of reach for quickly achieving a strong advertising impact. Other key points will be addressed by the futurologist and trend researcher **Matthias Horx** and the data specialist **Tobias Degsell**, a former employee of the Nobel Prize Museum in Stockholm and founder of the Swiss consulting firm Combiner.

"True to this year's motto, 'Total Video is not enough', AGF will highlight the importance of reach research not only as the basis for media planning, but also as the basis for valid advertising impact research. We must always keep this in mind as we refine our convergent measurement approach", said **Kerstin Niederauer-Kopf**, Chairperson of the Executive Management of AGF Videoforschung. AGF tracks convergent video usage in Germany in consultation with advertising companies and media agencies.

Once a year, AGF invites representatives of TV broadcasters and video platforms, agencies and advertisers to Frankfurt to discuss the current status of reach research and AGF projects. Other relevant industry topics are also addressed. AGF expects around 300 participants to attend the AGF Forum, which will be held in the Gesellschaftshaus Palmengarten on **26 September 2019**.

Guido Modenbach (Managing Director of the ProSiebenSat1 marketing arm SevenOne Media), **Dr. Andrea Malgara** (Chairperson of the Management Board of Mediaplus) and **Kristian Meinken** (Managing Director of Pilot), among other speakers, will present the latest findings of advertising impact research. They will be joined by **Katja Hofem** (Managing Director of Joyn) and **Martin Krapf** (Managing Director of Screenforce). Other speakers include **Andrea Tauber-Koch** (Media Management Commerzbank and Vice Chairperson of **OWN** (Organisation Werbungtreibende im Markenverband, "Organization of Brand Advertisers")), **Klaus-Peter Schulz** (Managing Director of **OMG** (Organisation der Mediaagenturen, "Organization of Media Agencies")), **Dr. Torsten Rossmann** (Managing Director of WeltN24), and **Kerstin Niederauer-Kopf**, Chairperson of the Executive Management of AGF Videoforschung.

Kai Blasberg (Managing Director of Tele 5) and **Thomas Koch** (Managing Director of The DOOH Consultancy) will take the AGF stage as part of their podcast series “Zwei Herren mit Hund” (“Two Men with a Dog”). In addition, the AGF management will inform the participants of the current status of AGF projects. “We have quite some work to do and an ambitious program for continuously improving reach research and delivering the data that the market needs”, said Kerstin Niederauer-Kopf.

About AGF Videoforschung GmbH (www.agf.de)

AGF Videoforschung GmbH specializes in impartial video research. AGF continuously tracks the use of video content in Germany on a quantitative basis and analyses the data collected. 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. AGF consults closely with all market partners, including licensed TV stations, advertisers and media agencies.

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