

## PRESS RELEASE

### AGF Forum 2019: From TV to Total Video

#### **AGF and Screenforce deepen their collaboration / Interim assessment of the pilot project “Follow the Campaign” / More households under measurement**

**Frankfurt, 27/09/2019.** Cross-media reach measurement, cooperation ventures, and panel build-up: AGF Videoforschung is working at a fast pace to refine its reach research and video standard. “We have forcefully tackled many issues and want to do that in the future as well, of course”, said Kerstin Niederauer-Kopf, Chairperson of the Executive Management of AGF, at this year’s AGF Forum in the Gesellschaftshaus Palmengarten in Frankfurt.

This industry event set a new record for participants with more than 300 representatives of advertising companies, media agencies and media in attendance. In his keynote speech on the future of total video, the trend researcher and futurologist Matthias Horx said: “No medium will be completely replaced by another medium. New media always fuel a renaissance of known formats. You can count on that.”

Under the motto “Total Video is Not Enough”, the forum centred on the importance of both reach and advertising impact for media planning. Accordingly, AGF and the genre marketing initiative Screenforce announced a closer collaboration. Screenforce Managing Director Martin Krapf: “Because reach and advertising impact are inseparable, it only makes sense for AGF and Screenforce to collaborate more closely in the future.” For example, the partners want to cooperate on events such as an agency roadshow planned for 2020 and on research projects. “People need guidance to navigate the media jungle. Both AGF and Screenforce are contributing their respective capabilities to provide this guidance as impartial institutions for a relevant advertising medium”, Kerstin Niederauer-Kopf said.

AGF offered a first interim assessment of the pilot project “Follow the Campaign” launched in the middle of June together with Nielsen Digital Ad Ratings (DAR). This evolution of the measurement approach aims to allow for the cross-media performance measurement of in-stream campaigns and the optimization of campaigns while they are still ongoing. AGF has since tested or is currently testing the use of Nielsen DAR for about a dozen campaigns of big advertisers including Ferrero, Henkel, Deichmann, Sodastream and Logocos Naturkosmetik (L’Oréal), which is more than originally planned. “The positive response of agencies and advertisers shows that we have hit a nerve with DAR and are satisfying a genuine market need”, Niederauer-Kopf said. She wants to evaluate the results of the pilot project in the next few weeks and explore “further steps, including the connection to TV”.

At the AGF Forum, Mediaplus presented some initial ideas for how agencies and advertisers can work with “Follow the Campaign”. Mediaplus Managing Director Dr. Andrea Malgara and Facit Managing Director Dr. Tanja Boga said the following about the project: “The AGF pilot project for cross-media video measurement is an important step in the right direction. Today, every market actor employs different computation methods for counting total video campaigns. We absolutely must curb the fragmentation of definitions and conventions to avoid a Babel effect”.

Representatives of OWM (Organisation Werbungtreibende im Markenverband, “Organization of Brand Advertisers”) and OMG (Organisation der Mediaagenturen, “Organization of Media Agencies”) likewise emphasized the importance of neutral standards of the kind that AGF delivers for video content. “AGF is faced with the challenge of developing an open market standard for video usage”, said OMG Managing Director Klaus-Peter Schulz. Andrea Tauber-Koch, Deputy OWM Chairperson who is responsible for Commerzbank’s media management, said: “The discussion and definition of contact quality in TV and online are critical.”

AGF also reported good news on the subject of conventional TV measurement. The AGF Panel operated by GfK was increased from 5,000 to 5,400 households. Thus, the number of reporting persons rose from around 10,000 to around 11,000. In this way, AGF is reacting to the increasing fragmentation of the TV broadcaster landscape and meeting the demands of market players.

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

#### **Photo materials and additional information:**

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