



## **PRESS RELEASE**

### **AGF evaluates Visoon broadcaster combination**

#### **Marketer construct evaluations now available in AGF planning and analysis tools**

**Frankfurt, 15 October 2019.** AGF Videoforschung has responded to the fragmentation of the TV universe. Visoon is another pure marketing combination in the AGF system that can be separately evaluated. This national marketer has been a licensee of AGF since October, and has successfully passed the requisite tests for participation in the AGF system.

“We're very glad to welcome Visoon as a new licensee. With its varied broadcaster portfolio and focus on the 14 to 29 year old target group, Visoon is a valuable new partner for AGF,” says Kerstin Niederauer-Kopf, Chairperson of the Executive Management of AGF Videoforschung.

Visoon is a joint venture of Axel Springer and Viacom International Media Networks. The marketer construct of the same name comprises Welt, N24Doku, Nickelodeon, Comedy Central, MTV, MTV+ and Zee.One. Effective immediately, Visoon is evaluated in AGF planning and analysis tools. Data are provided retroactively to 1 October 2019. This gives media agencies and advertisers the ability to access all broadcasters at the same time with a single booking.

Franjo Martinovic, CEO Visoon Video Impact: “With the target group combination we have succeeded in minimizing the effort for our customers, and offer the targeting of 14 to 29 year olds as a compact cross-broadcaster commercial block. Delivery and optimized placement are handled entirely by Visoon.”

AGF will also add the marketer constructs group to its systems. Visoon is included in the group, which contains marketers that offer advertising space on broadcasters of different media houses. The group is open to further potential partners.

With the introduction of the marketer constructs group, AGF is once again improving reach research. “With this step AGF has responded to market demands, creating the prerequisites for creating and expanding combination models and simplifying booking processes,” notes Niederauer-Kopf.

**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 analyzes 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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