



## **PRESS RELEASE**

### **AGF Videoforschung takes over Convergence Monitor**

#### **Well-known Kantar research series now to be released under the AGF umbrella**

**Frankfurt, 19 May 2020.** AGF Videoforschung now sponsors the Convergence Monitor, which Kantar has been performing since 2008. This well-known research series on German media use was formerly supported by founding members ARD-Werbung SALES & SERVICES and the RTL Germany media group, as well as Discovery as of 2017. AGF Videoforschung is now taking over the study as a neutral institution for reach research, thereby expanding its extensive media research by another large market study.

“The Convergence Monitor offers a broad overview of video and internet use in Germany, and so is the ideal addition to the information AGF gets from our daily reach measurement and other supplementary studies,” says Kerstin Niederauer-Kopf, CEO of AGF Videoforschung. “We are very happy to be able to expand our toolkit with the Convergence Monitor, and now can provide the market with even more information on the use of devices and media, especially the digital ones.”

For the annual Convergence Monitor, Kantar surveys around 1500 people aged 14 to 69 in personal, face-to-face interviews (CAPI). Due to the corona pandemic, this year the interviews will be done by telephone by experienced Convergence Monitor interviewers. The survey is representative for the set of German speakers residing in private households. Appearing this year for the 13th time, the series is one of the few studies that documents the ongoing shift to digital, using detailed usage questions. It also gives a look at other topics and trends. For example, it focuses on the use of smart TVs and on-demand video content, mobile internet use and usage of TV content online.

“For twelve years the Convergence Monitor has examined the changes and trends in the video market, and shows in a unique way how new opportunities and offerings are developing as digitalization continues,” relates Petra Dittrich, Senior Director at Kantar. “We are very glad to have in AGF a partner with whom we can continue through this trend study to provide valid insights into the leading edge innovations around video use.”

Kantar already does Platform studies for AGF twice each year. This study's design offers linkage points with the Convergence Monitor. “We’re also glad to intensify our long-standing and beneficial relationship with Kantar,” says Kerstin Niederauer-Kopf.

The Convergence Monitor was most recently sponsored by ARD-Werbung SALES & SERVICES, Discovery and Mediengruppe RTL. These media houses and their shareholders are also shareholders in AGF Videoforschung. “The Convergence Monitor is an important and established instrument that has accompanied convergence on the German market from the beginning, and today delivers key insights, developments and trends, representative across the population,” explains Karin Immenroth, Chief Data & Analytics Officer of Mediengruppe RTL Deutschland. “For many years we were glad to be part of this joint study. We were involved in developing and refining it, and now is the right time to give it a home at AGF Videoforschung, and bring together what belongs together – the convergence currency and the view of the trends of converging media usage.”

The fieldwork for the Convergence Monitor just started, so this year the data will reflect how the corona pandemic has influenced media usage. “We’re very much looking forward to the results of the Convergence Monitor 2020, which will be published in September,” says Kerstin 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 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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