



PRESS RELEASE

AGF becomes a member of BVDW

Research company joins digital association

Frankfurt, 15 Oct. 2020. AGF Videoforschung GmbH has joined the German Association for the Digital Economy (BVDW) e.V.. By doing so, Frankfurt research organization AGF intends to ramp up its activities in the further development of the digital topics and issues that are in the focus of the association.

“Data are the DNA of AGF. Data-gathering on TV and video reach has continuously improved since the start of digitalization, and we want to work on the issues important for the digital economy and contribute our expertise to the BVDW committees. In return, we look forward to gaining insights from other leading digital experts in the BVDW,” says Kerstin Niederauer-Kopf, Chairperson of the Executive Management of AGF Videoforschung.

BVDW Vice President Thomas Duhr (IP Germany): “Last year digital advertising reached two milestones. 25 years after the first banner ad, digital advertising is now the largest media category. AGF’s joining underlines the fact that the BVDW has taken the right approach with its many years of focus on data, standardization and quality assurance, including in the international context. We are glad that AGF will now contribute their expertise to the BVDW in the continuing digital transformation.”

Data are the DNA of AGF

AGF has more than 30 years of experience in TV and video measurement for programming and advertising. In order to gather data and provide it to the market daily, AGF continually refines its measurement instruments, methods and software together with its service providers.

Today, TV broadcasting is entirely digitalized, as are AGF measurement techniques. AGF started using digital audio matching as early as 2012. AGF has been measuring the reach of online video since 2014. On behalf of AGF, Nielsen measures the video usage of all offerings measured by AGF, using a desktop panel with some 15,000 participants, a mobile panel with around 6000 participants and a census measurement.

In order to better link TV and video streaming data for convergent reach and get a more comprehensive picture of the video universe, AGF is expanding the single source proportion in its core panel. In the AGF panel that the GfK operates for the AGF, currently each day the usage behaviour of over 11,000 persons in some 5400 households is measured. Around 800 households (as per 30 Sep. 2020) are equipped with AGF Smart Meter router technology, which has the potential to measure not just smart TV use, but also that of other internet devices like smartphones and tablets.

Data security is also important at AGF. As a German company enjoying the confidence of the entire industry, data security has top priority. AGF Videoforschung takes special

precautions to protect the anonymity of panelists and data. In measuring digital inventory, AGF also uses a forward-looking cookie-free solution.

“In our daily work we are seeing more and more points of contact with topics where the BVDW is very capable and active. We are very glad to become a member of the BVDW, since our shared interests increasingly mesh, and media use is also becoming more and more convergent,” says Kerstin Niederauer-Kopf. Numerous companies that work closely with AGF are BVDW members, including marketers, media agencies, advertisers, broadcasters and research companies.

About the BVDW (bvdw.org)

The German Association for the Digital Economy (BVDW) is the central body for the representation of interests of companies that operate digital business models and whose value creation is based on the implementation of digital technologies. As the driving force, guide and accelerator of digital business models, the BVDW represents the interests of the digital economy towards politics and society, and campaigns for the creation of market transparency and framework conditions that encourage innovation. With figures, data and facts, its network of experts provides orientation for a central area of the future. Besides DMEXCO and the German Digital Award, the BVDW organizes a multitude of professional events. With members from many different industries, the BVDW is the voice of the digital economy.

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 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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