

## AGF joins Media Rating Council

### International commitment to transparent standards and key performance indicators

**Frankfurt, 26/04/2022.** After joining the Bundesverband Digitale Wirtschaft (BVDW) 2020, AGF Videoforschung strengthens its involvement in relevant organisations and becomes a member of the Media Rating Council (MRC). Founded in the 1960s and based in New York, the MRC sets internationally recognised minimum standards for reach measurement and accredits and audits measurement service providers.

"Transparent standards that are recognised by all sides of the market are a great asset. Therefore, we are very pleased to now be able to contribute our expertise and broaden our perspective at the international level," says Kerstin Niederauer-Kopf. The CEO of AGF Videoforschung will also represent the AGF on the MRC Board of Directors, which has over 140 representatives. "Currently discussed cross-media projects such as WFA's North Star show that not only media companies and their customers are increasingly internationalising, but also reach measurement. From the AGF's point of view, it is therefore important to gain direct insights into international standard discussions in order to be able to 'think along' with them in the local market at an early stage," says Niederauer-Kopf. North Star is an approach of the worldwide client association WFA for cross-media reach measurement of TV and digital.

The MRC's standards are recognised worldwide. The organisation has set itself the goal of improving the quality of reach measurement and creating a better understanding of the applications and also limitations of information from research. To ensure that measurement offerings are valid, reliable and effective, the MRC defines standards. To ensure compliance, the MRC has audits conducted by independent auditing firms. Accredited companies, such as Nielsen and Comscore, must provide their clients with extensive information on methodology and performance metrics, including sample structure, response rates and survey methods for hard-to-recruit respondent groups.

MRC members include companies such as Google, Group M, Verizon, Twitter, Discovery Communications, Nestlé and Nike.

### 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.*



**Press contact:**

**Juliane Paperlein**

Head of Corporate Communication | AGF Videoforschung GmbH |

T +49 69 95 52 60 55 | [presse@agf.de](mailto:presse@agf.de) | [www.agf.de](http://www.agf.de)