

# PRESS RELEASE



## With DAZN AGF takes its first international streaming platform under measurement

**Frankfurt, November 28, 2023.** With DAZN, AGF Videoforschung is including the first independent international streaming platform in the measurement. DAZN is thus the first mover among the international players on the German streaming market and contributes to greater transparency in the increasingly convergent media market. Following the signing of the contract, the final optimisations to the implementations and quality checks are now being carried out so that the figures can be reported promptly.

DAZN has established itself as one of the world's leading sports and entertainment platforms. The live sports offerings are mainly used on the big screen and create campfire moments, including broadcasts of the UEFA Champions League or the Bundesliga - attractive environments for advertisers in every respect. Thanks to measurement in the AGF system, a gap relevant to the advertising market can now be closed: As a platform, DAZN has figures on the devices reached, but not on the people behind the devices, those are now provided by the AGF panel. As Haruka Gruber, Senior Vice President Media DACH at DAZN, emphasised at this year's AGF Forum, the reporting of viewer figures in the recognised AGF standard is the next step towards even more successful advertising sales of DAZN's offering.

For more than thirty years, AGF has provided the standard for TV and video, applied according to the same criteria for all system participants and using a proven set of measurement tools. DAZN is now the first international platform to be included in this measurement, which is based on approaches and methods that AGF already uses to map streaming offerings on their own or in combination with TV as convergence reach.

Like every other player under AGF measurement, DAZN is certified by Nielsen to ensure that the measurement data is used for further processing according to the same criteria and on the basis of the same rules. By participating in the existing system, DAZN is the first international streaming platform to trust the relevance of the AGF system as a basis for cross-provider and cross-offer comparability.

Kerstin Niederauer-Kopf, CEO of AGF Videoforschung: "Together with DAZN, we have reached a real milestone: We are delighted to be able to report DAZN in the AGF standard with immediate effect. We not only have the first internationally operating platform under measurement, but also a platform that is primarily focussed on the video streaming universe but occupies a significant place on the big screen. These are good prerequisites for the possible integration of other relevant players who are vying for the viewer's favour in a dynamic media market."

Haruka Gruber, Senior Vice President Media DACH at DAZN: "We are delighted to be the first streaming-first provider to pioneer convergent audience measurement. Together with

AGF, we are proud to offer a blueprint for all streaming-first platforms that ensures full transparency and comparability. This strengthens our competitive advantage as a streaming platform in the advertising market, especially with regard to our attractive and unique content and viewers."

**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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