

## PRESS RELEASE

# OWM Chairman Uwe Storch takes over as Chairman of the Supervisory Board of AGF

## Seven One manager Guido Modenbach remains deputy

**Frankfurt, 02/02/2023** Uwe Storch is the new Chairman of the Supervisory Board of AGF Videoforschung GmbH. He is currently also Chairman of the Organisation der Werbungtreibenden im Markenverband (OWM) – the association of advertising companies in Germany. This is the first time that a representative of the advertising association has headed AGF's supervisory board. Storch has already been involved in AGF since 2014 and has been a member of the AGF Supervisory Board since the GmbH was founded in 2017.

Storch succeeds Dr. Torsten Rossmann, who chaired the Supervisory Board from January 1, 2021 to December 31, 2022. Rossmann, who represented WeltN24 on the board, left the supervisory board at the turn of the year. The Axel Springer subsidiary is now represented by WeltN24 Managing Director Frank Hoffmann.

Deputy on the AGF Supervisory Board remains Guido Modenbach, EVP Research, Analytics & Consulting at Seven.One Entertainment Group, who took over as Deputy Chairman in 2021 and has now been re-elected.

Kerstin Niederauer-Kopf, CEO of AGF Videoforschung: "With Uwe Storch and Guido Modenbach we have a strong duo at the top of the AGF Supervisory Board. The fact that an advertiser representative is leading the board for the first time also shows how important it is to AGF to further develop the standard in the interest of all market parties. We are looking forward to the cooperation, which has already been characterized by intensive commitment in terms of content and personal commitment. With Uwe Storch and Guido Modenbach, we have strong sparring partners with excellent specialist knowledge and very good market expertise. We are very pleased about that."

Uwe Storch has been an OWM board member since 2010 and chairman of the association since 2019. As Head of Media at Ferrero, his responsibilities include media buying and planning for one of the three largest advertising companies in Germany. In this role, he is responsible for the advertising of around 30 brands. At the AGF, Storch has been a strong advocate for expanding research in recent years. "It is a special honor and challenge for me to continue the very successful era of Dr. Rossmann, neutrally committed to the company. Together with Mr. Modenbach and the Supervisory Board, we want to continue to actively support AGF in setting it up in an agile, sustainable and future-proof manner as an independent JIC solely committed to the interests of the overall market."

Guido Modenbach has been EVP Research, Analytics & Consulting at Seven.One Entertainment Group since April 2020 and has also been Managing Director Market Intelligence at Seven.One Media since 2010. The research expert has been involved in the AGF in various functions for more than a decade. "I am delighted to be working as a team with Uwe Storch to support the AGF in the challenges surrounding cross-platform video research and changing media usage. Especially in times of uncertainty, reliable institutions supported by all market partners are important to guarantee orientation and reliability for the market," explains Guido Modenbach.

Kerstin Niederauer-Kopf also expresses special thanks to the previous Chairman of the Supervisory Board: "Torsten Rossmann led the AGF Supervisory Board with a clear orientation and great foresight, thus ensuring a very open and calm atmosphere. He was a valuable interlocutor for AGF Managing Director Anke Weber and me, and we wish him all the best in the future."

### **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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