

PRESSEMITTEILUNG



Cordelia Wagner takes over as Head of Corporate Communications at AGF

Communication expert strengthens AGF Videoforschung

Frankfurt, 11/04/2023. Change of baton at AGF: Cordelia Wagner becomes Head of Corporate Communications at AGF Videoforschung. She succeeds Juliane Paperlein, who is leaving the company at the end of April. Wagner is the owner of the agency CW Communications and has many years of extensive experience in the media world, especially in the TV and digital sector relevant to AGF, from her time as spokesperson for the Ad Alliance and at ProSiebenSat.1.

"With Cordelia Wagner, we are gaining a high-profile and very well-connected communications expert for AGF Videoforschung," says Kerstin Niederauer-Kopf, CEO of AGF Videoforschung. "With her expertise and extensive contacts, she is a great asset and will make a valuable contribution and certainly also provide new impulses for the further communicative development of AGF Videoforschung. We are very much looking forward to working together."

Cordelia Wagner worked for RTL Deutschland from 2005 to 2020, since 2005 as press spokesperson and head of communications for the marketer IP Deutschland, and from 2017 she was also press spokesperson for the Ad Alliance. She was responsible for building up the communications of the Ad Alliance and in 2020 accompanied the launch of d-force, the joint venture of RTL Deutschland and ProSiebenSat.1 for the programmatic marketing of advertising inventory. Before joining RTL, she was deputy head of corporate communications at ProSiebenSat.1. Cordelia Wagner started her professional career in the press office of the TV channel VOX after graduating.

The outgoing head of communications and former HORIZONT department head Juliane Paperlein has been working for AGF since July 2019 in the newly created position at the time, in which she reported directly to Kerstin Niederauer-Kopf. She is leaving the company at her own request and on the best of terms to set up her own business as a journalist and presenter. "Juliane has played a major role in shaping AGF's communication and has raised it to a new level with the introduction of the new corporate design, the website relaunch of agf.de and the realignment of the AGF Forum. We thank her sincerely for her dedicated work, are pleased that we will remain connected in individual projects in the future and wish her the very best for the new stage," says Kerstin Niederauer-Kopf.

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 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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