

PRESSEMITTEILUNG

hr media researcher Matthias Eckert becomes chairman of AGF shareholders' meeting

Seven.One manager Guido Modenbach remains deputy chairman

Frankfurt, 02/05/2023 Matthias Eckert, Head of Media Research at Hessischer Rundfunk, will take over as shareholder representative for ARD as Chairman of the AGF Shareholders' Meeting with immediate effect. A sociology graduate, Eckert has been a member of AGF's operational committees and research advisory board for years, and has represented ARD on both the supervisory board and the shareholders' meeting since 2020. Guido Modenbach remains deputy chairman.

Kerstin Niederauer-Kopf, CEO of AGF Videoforschung: "After the chairmanship of the Supervisory Board was filled with Uwe Storch for OWM and in the deputy Guido Modenbach for ProSiebenSat.1, we are very pleased that Matthias Eckert could be won as chairman in the shareholders' meeting. He has accompanied the AGF in various functions for many years and provides valuable impulses for the strategic as well as content-related and technological development of our research system."

Matthias Eckert, Head of Media Research at Hessischer Rundfunk: "We may still be talking about television, but in the meantime it has become a broad video and digital offering that is used by people via numerous distribution channels on different devices - the AGF has been part of this transformation, is still playing a key role in shaping measurement and is expanding it. In this way, it ensures that the video market remains transparent for all stakeholders. I'm looking forward to playing my part in the further development."

About AGF Videoforschung GmbH (www.agf.de)

AGF Videoforschung GmbH is a company for neutral moving image research. AGF continuously and quantitatively records the use of moving image content in Germany and evaluates the data collected. It continuously develops its instruments with an annual amount in the multi-digit millions in order to provide the market with reliable data on the use of moving image content on a daily basis. The AGF is in close contact with all market partners, including licensed broadcasters, advertisers and media agencies.

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