



## Press Release

# AGF and GIK Expand Existing Partnership

## b4p 2024: Initial Integration of AGF X REACH Data and Expansion of TV Channel Set

Frankfurt am Main, September 26, 2024 – [AGF](#) and the Society for Integrated Communication Research (GIK) are continuing their successful collaboration. With the release of "best for planning 2024" (b4p 2024) on September 26, 2024, GIK will be provided with selected digital performance metrics from AGF's X REACH measurement. This move follows the recent integration of b4p's feature set into the AGF system and marks another milestone in their partnership.

For the first time, AGF is providing GIK with data on net reach, contacts, and structural information from its cross-media pilot project, AGF X REACH. In addition to TV, a current digital total value for streaming & display will be measurable and plannable through the study for AGF offerings. Beyond AGF's proprietary tools, the integration of these data into b4p 2024 offers users valuable insights and a deeper analysis of digital usage based on up-to-date data.

In addition to the AGF X REACH data, the partners have also agreed to include more linear TV channels from AGF's data into b4p 2024 than in previous editions. Alongside existing channels, b4p 2024 will, for the first time, feature WELT, sixx, Sat.1 Gold, ProSieben MAXX, and Kabel Eins Doku.

### Test Phase and Flexibility

The contract partners reserve the right to update b4p 2024 to include more participants and offerings from digital measurement.

"With the test integration of AGF X REACH data into b4p 2024, we are sending an important signal to the market. The successful cooperation with GIK impressively demonstrates that a clear, common goal can quickly deliver results that benefit all parties. The provision of the latest AGF X REACH data once again allows users to gain comprehensive and deeper insights into the usage of individual offerings, which is increasingly needed in the dynamic cross-media world," **said Kerstin Niederauer-Kopf, CEO of AGF Videoforschung GmbH.**

"We are committed to providing a robust measurement of Germany's media landscape and to further expanding and developing our cross-media study, best for planning, using the best available data in the market. With b4p 2024, we have taken Germany's largest market media study to the next level, making media convergence increasingly plannable. The collaboration with AGF shows that we take the demands of media agencies, advertisers, and all our licensees for convergent and unified planning data, as well as valid and deep insights, not only seriously but are actively addressing them," **said Natalie Schwarz, Marketing Director of Bauer Advance at Bauer Media Group, this year's lead company for GIK.**



## 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:

AGF VIDEOFORSCHUNG GMBH

Gärtnerweg 4-8

D-60322 Frankfurt am Main

T +49 69 955 260-55

F +49 69 955 260-60

[presse@agf.de](mailto:presse@agf.de) | [www.agf.de](http://www.agf.de)

Bauer Media Group

Katrin Hienzsch

Tel: 0171 / 977 00 64

Mail: [katrin.hienzsch@bauermedia.com](mailto:katrin.hienzsch@bauermedia.com)

Hubert Burda Media

Elisabeth Worack

Tel.: 089 / 9250-3787

Mail: [Elisabeth.Worack@burda.com](mailto:Elisabeth.Worack@burda.com)

FUNKE Mediengruppe

Dennis Barkhausen

Tel.: 0201 / 804 8863

Mail: [dennis.barkhausen@funkemedien.de](mailto:dennis.barkhausen@funkemedien.de)

Gruner + Jahr Deutschland GmbH

Zarifa Schmitt

Tel.: 0221 456-74201

Mail: [zarifa.schmitt@rtl.de](mailto:zarifa.schmitt@rtl.de)

Axel Springer SE

Christian Senft

Tel.: 030 / 2591-77610

Mail: [christian.senft@axelspringer.com](mailto:christian.senft@axelspringer.com)