

AGF Joins Audience Measurement Coalition (AMC)

Strengthening Independent Audience Measurement in Europe

Frankfurt, February 11, 2025. AGF Videoforschung GmbH has joined the newly established Audience Measurement Coalition (AMC) to collaborate with leading European Joint Industry Committees (JICs), Media Owner Committees (MOCs), and research companies in strengthening the standards and independence of audience measurement across Europe.

With AMC, a central point of contact is created for regulatory authorities and policymakers regarding audience research and measurement. This initiative aligns with the European Media Freedom Act (EMFA), the first legislative framework of its kind to regulate audience measurement. The EMFA came into effect on 7 May 2024, with its new regulations fully applicable as of 8 August 2025.

AGF CEO Kerstin Niederauer-Kopf states: “Reliable, independent, and comparable audience measurement is the foundation of a functioning media market. AGF has long been committed to ensuring uniform standards in Germany and beyond. The AMC provides us with the opportunity to actively shape these principles at the European level.”

The AMC unites nearly 20 organizations from across the EU and aims to:

- Represent the interests of audience measurement research with political and regulatory bodies,
- Serve as an international reference for expertise and information on audience measurement,
- Support international alignment on regulatory requirements.

Alongside AGF, AMC members include Médiamétrie (France), ARMA (Romania), MMS (Sweden), Mediapulse (Switzerland), NMO (Netherlands), Comscore, Gemius, Ipsos, as well as research companies Nielsen, Kantar Media, and GfK.

AGF has been engaged in audience measurement for video content in Germany for decades, providing reliable data to media companies, advertisers, and public institutions. After joining the Media Rating Council (MRC) in 2022, AGF is once again making a strong statement in promoting audience research and measurement beyond national borders, advocating for transparent, uniform, and independent media measurement in Europe.

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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