

# PRESS RELEASE



## AGF launches pilot project for the integration of return channel data with TV Insight

Frankfurt am Main, May 20, 2025 – Last week, AGF Videoforschung successfully launched a pilot project for the integration of return channel data. In collaboration with TV Insight, a Proof of Concept (PoC) will be conducted, initially planned for six months, to test the enhancement of the AGF panel measurement with return channel data.

As part of the project, an approach for enhancing the AGF panel measurement with return channel data will be tested. By integrating usage data from HbbTV measurements and Sky set-top boxes into the AGF panel, the aim is to expand representative panel data with return channel data. The goal is to stabilize the data base for evaluations and reduce the occurrence of zero ratings in fragmented structures.

The measurement is carried out using the HbbTV measurement library from TV Insight. Active consent from viewers is required to collect the data. This consent can be granted via a consent banner on participating channels and can be revoked at any time.

"We are very pleased with the successful start of the test phase of this ambitious project with around 100 channels. The test for integrating return channel data is an important step in the further development of AGF's measurement methods. Our thanks go to all the partners involved who have contributed their expertise to bring this innovative initiative to life. We look forward to the first test results, which we expect in the coming months," **says Kerstin Niederauer-Kopf, CEO of AGF Videoforschung.**

**Sebastian Hinterstoisser, CEO of TV Insight, adds:** "It is a great honor for TV Insight to be involved as the technology partner of AGF in this groundbreaking project. AGF is one of the most renowned and influential institutions in the field of TV and video research in Europe, and we are especially pleased to have the opportunity to contribute our technology in this environment. We hope that our methodological approach will contribute to the further development of existing measurement standards."

### 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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