

# PRESS RELEASE



## Matthias Heinze represents Warner Bros. Discovery on the Supervisory Board and in the Shareholders' Meeting of AGF Videoforschung

Frankfurt am Main, June 10, 2025 – Matthias Heinze, Senior Vice President Commercial GSA and Managing Director of Warner Bros. Discovery's German entities, has been a new member of the Shareholders' Meeting and the Supervisory Board of AGF Videoforschung since April 2025. He succeeds Markus Spangler, who had represented the company in AGF's governing bodies since March 2023 and actively supported AGF's work during this time.

In his current role at Warner Bros. Discovery, Matthias Heinze, Senior Vice President Commercial GSA and Managing Director of the company's German entities, is responsible for Ad Sales, Affiliate Distribution, Home Entertainment, and Content Licensing across the German-speaking markets. Previously, he held various international leadership positions at WarnerMedia and Time Warner, including General Manager CEE & Benelux and Vice President Commercial for Turner GSA & CEE. Heinze began his career in Ad Sales and Marketing at ProSiebenSat.1.

### **Kerstin Niederauer-Kopf, CEO of AGF Videoforschung, welcomes the appointment:**

"With Matthias Heinze, AGF gains an internationally experienced media executive whose in-depth market knowledge and strategic perspective will be a valuable asset to our committees. We look forward to working together and engaging in a fruitful exchange. At the same time, we extend our sincere thanks to Markus Spangler for his always constructive and trust-based collaboration. He has supported AGF with great commitment and played an active role in shaping key developments."

**Matthias Heinze, SVP Commercial GSA and Managing Director of Warner Bros. Discovery Germany, adds:** "For more than three decades, AGF has set the standard for measuring TV and streaming usage in Germany. As the media industry continues to transform, measurement and data evaluation are also facing new challenges. As a member of AGF's Supervisory Board and Shareholders' Meeting, I look forward to actively contributing to forward-looking topics for the media and advertising industry."

Sonja Schnierer, Director Research & Insights GSA at Warner Bros. Discovery, will assume Matthias Heinze's role as the company's representative on AGF's working committees.

**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)