

AGF elects new Supervisory Board Chair – Thanks to Uwe Storch for his many years of service

Kristina Bulle (P&G) and Carsten Kollmus (Dentsu) strengthen the voices of advertising associations and agencies on the Supervisory Board

Frankfurt, 24 September 2025 – At their meeting on 22 September 2025, the members of the Supervisory Board of AGF Videoforschung elected a new chair for the next two years. From among their ranks, they appointed Matthias Eckert (Hessischer Rundfunk) as chair and Carsten Schwecke (RTL Deutschland) as deputy chair. Schwecke succeeds Guido Modenbach (Seven.One Entertainment Group), who previously held this position and who will remain associated with AGF as a member of the Supervisory Board.

Kerstin Niederauer-Kopf, Chairwoman of the AGF Management Board, explains:

‘We are very much looking forward to working together in this new constellation. With Matthias Eckert and Carsten Schwecke at the helm, the Supervisory Board has sent a clear signal: for continuity and reliability as well as for innovation and new impetus. This balance is crucial for the successful further development of AGF.’

Tribute to Uwe Storch (Ferrero)

The election also marks the end of Uwe Storch's term as Chairman of the Supervisory Board. Storch has been a member of the OWM Executive Board and the AGF Supervisory Board since 2014 and has supported the work of the committee in various roles for more than ten years – most recently as Chairman since February 2023.

The AGF management would like to thank him very much for his many years of outstanding commitment. Uwe Storch is an influential voice in the market. With his clear stance, expertise and commitment to the interests of advertisers, he has made a decisive contribution to developing AGF into a cross-platform, standard-setting authority – far beyond the boundaries of traditional TV measurement.

In May of this year, Storch also handed over the baton to Maike Abel (Nestlé) after 15 years on the board of the Organisation of Advertisers in the Brand Association (OWM), six of which he spent as chairman.

Kerstin Niederauer-Kopf, Chairwoman of the Management Board of AGF: "For many years, Uwe Storch has been a highly committed, critical and reliable source of inspiration for us from the market. His clear stance, his willingness to take on responsibility and his constructive view of AGF's further development have had a decisive influence on our work.

We would like to express our sincere thanks to him for his contribution and the intensive, trusting cooperation – also on behalf of the entire Supervisory Board and the shareholders."

'Special thanks also go to Guido Modenbach, who, alongside Uwe Storch, has recently enriched the Supervisory Board as Deputy Chairman with his great professional competence and his passion for research into the TV genre. We are very pleased that he will remain with AGF as a member of the Supervisory Board and will continue to contribute his experience and market knowledge in the future,' **said Niederauer-Kopf.**

Kristina Bulle and Carsten Kollmus new to the AGF Supervisory Board – AGF welcomes them warmly

New to the board is Kristina Bulle, Chief Marketing Officer DACH and Vice President Brand Building at Procter & Gamble. She takes over the deputy role on the Supervisory Board from Susanne Kunz (Managing Director OWM). Carsten Kollmus (Dentsu) was also newly elected from the circle of agencies. He will take over the deputy role for Klaus-Peter Schulz (Die Mediaagenturen).

"With Kristina Bulle and Carsten Kollmus, we are gaining two strong personalities who will bring the perspectives of advertisers and agencies to the Supervisory Board. Kristina Bulle combines international brand management at Procter & Gamble with a deep understanding of media performance and market transparency. As an agency representative, Carsten Kollmus brings with him many years of experience in media strategy, measurement issues and innovation processes. Together, they represent competence, experience and fresh impetus – and thus a valuable addition to our work," said Niederauer-Kopf.

Continuity in the shareholders' meeting

The chairmanship of the shareholders' meeting remains unaffected by the current elections of the Supervisory Board chairpersons: Matthias Eckert remains Chairman and Guido Modenbach remains Deputy Chairman.

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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