

## AGF and Amazon Achieve Milestone

### Prime Video's VoD offerings included for the first time in standardized AGF Measurement

**Frankfurt, October 28, 2025.** AGF Videoforschung, together with Amazon, has taken a significant step forward in the development of video audience measurement in Germany. For the first time, Prime Video's VoD offering is being subjected to a certified, comparable, and neutral measurement framework by AGF. In November, data from Prime Video's ad-supported VoD content will also be integrated for the first time into the ex-post analysis tool AGF SCOPE. The database within the AGF REACH PLANNER® will be adjusted accordingly. AGF is thus the first Joint Industry Committee (JIC) worldwide to integrate an international video streaming service into its standardized measurement system using server-to-server technology. The collaboration marks a decisive milestone on the path toward a cross-media standard and underscores AGF's central role as a trusted authority in the market.

The integration takes place as part of AGF's digital measurement framework, which Prime Video has implemented together with the technical service provider Nielsen. The server-to-server-based solution enables active, content-specific measurement of Prime Video's VoD offering. Initially, only ad-supported VoD content will be reported. The technology relies on the same methodological setup already used for other digital offerings in the AGF system – such as SDK- or Cloud API-based measurements. Prime Video's offerings have been certified by Nielsen according to uniform parameters. This ensures comparability with other providers.

"It is a great milestone that we have succeeded in integrating an international provider like Prime Video under active measurement via server-to-server integration. The collaboration demonstrates that even large global players respect local market conditions and are willing to participate in a joint measurement system. That is a strong signal for trust, cooperation, and standardization," says **Kerstin Niederauer-Kopf**, CEO of AGF Videoforschung GmbH.

**Nils Gräf**, Managing Director at Amazon Ads Germany, also emphasizes the significance of the cooperation: "We're very pleased about the integration of Prime Video into active AGF measurement; it's an important milestone. Prime Video offers particularly attractive environments with premium inventory, such as award-winning Amazon Originals, blockbuster films, and popular series. Through the server-to-server integration, advertisers and media planners can access neutrally measured insights at title and format levels—a advancement that enables differentiated analyses of individual formats and opens up new strategic planning possibilities."

Since September 2024, data from Prime Video's passive measurement has already been available to the market in AGF REACH PLANNER® for strategic planning purposes. There is, however, a clear distinction between the previous passive measurement and the new active

integration. Until now, the usage of Prime Video was captured through AGF's GfK router measurement – based on the AGF panel and with planning options at the target group level. However, the passive method was technically limited to evaluating HTTPS URLs, meaning it could not be distinguished between types of content – such as series, films, livestreams, or ads. Co-viewing – i.e. the joint use of an offering by several people – was already taken into account, as the measurement took place directly within the AGF Panel.

The new active measurement is based on a hybrid methodology: it combines Nielsen and AGF panel data with census data at a much more granular level using a server-to-server integration between Prime Video and Nielsen, which – similar to other streaming services – is subsequently merged into the AGF panel. The measurement enables content-specific reporting for the first time – down to title and format level. This allows for differentiated insights into the usage of individual series, films, and other content – a major step toward transparency and analytic depth. Analyses at target group level remain possible. Prime Video's offerings are available in all AGF software products providing integrated convergence data to the market. Co-viewing measurement is currently being developed by AGF and will follow in the next development phase.

It is important to note: due to different technological and methodological foundations and scopes of measurement, the results from active and passive measurement may differ. While router-based measurement includes all transmitted content – including advertising or trailers – the active measurement initially only captures Prime Video's ad-supported VoD content. With the successful implementation of this project, AGF once again highlights its shared goal with market participants to promote unified, transparent, and comparable measurement standards – thus creating the foundation for a future cross-media campaign standard, as increasingly demanded by the market.

Representatives of advertising and advertiser associations assess the integration of the international video streaming service as follows:

**Klaus-Peter Schulz**, CEO, Die Mediaagenturen e.V.: “The integration of a global streaming provider like Prime Video into the AGF measurement system is a decisive step toward the cross-media standard that has been demanded for years. For media agencies, this means more comparability, more transparency, and significantly improved planning capabilities across all channels in the video market. The fact that an international player is actively participating in the joint measurement system is a strong signal for the future of the market and the relevance of unified standards in Germany.”

**Susanne Kunz**, General Manager, OWM – Organisation Werbungtreibende im Markenverband: “Integrating of Amazon Prime Video into AGF measurement is an important signal toward including international platforms under neutral and comparable standards. OWM explicitly welcomes this step toward urgently needed transparency and comparability in the fragmented video market.”

**Kristina Bulle**, CMO and Vice President Brand Building at P&G DACH and OWM Board Member: “As an advertising company, we have long advocated for comparable, valid, and cross-provider measurement standards. The integration of Prime Video into the AGF system is a significant step forward on this path. Only with independently collected, comparable metrics can we evaluate campaign effectiveness comprehensively across all channels and manage our marketing efficiently. The fact that international providers are joining this path strengthens the entire advertising market.”

### 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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