

PRESS RELEASE



AGF Supervisory Board Elects Frank Vogel as Deputy Chairman

RTL Deutschland's Head of Advertising Sales Takes on New Role on the Supervisory Board of AGF Videoforschung

Frankfurt, October 2, 2026. The Supervisory Board of AGF Videoforschung has elected Frank Vogel as its Deputy Chairman. Vogel is CEO of Ad Alliance and has been responsible for all advertising sales activities at RTL Deutschland, including Sky, since June 2026. Matthias Eckert (Hessischer Rundfunk) will continue to serve as Chairman of the AGF Supervisory Board. Vogel succeeds Carsten Schwecke (formerly of RTL Deutschland), who stepped down from the position this spring.

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

Videoforschung, comments: "With Frank Vogel, the AGF Supervisory Board gains an experienced expert in the advertising and video markets who will take on additional responsibility. The coming months will be crucial for the further development of our measurement systems and standards. His expertise in advertising sales and market research will be highly valuable in this process. I look forward to working with Matthias Eckert and Frank Vogel."

Frank Vogel, CEO of Ad Alliance and Deputy Chairman of the AGF Videoforschung Supervisory Board, says: "Media markets are changing, and so are the demands placed on measurement. One thing is clear to me: the more diverse the market becomes, the more important comparability will be. AGF provides a common, reliable foundation for this. The task now is to build on this strength for the future and further develop measurement to meet the needs of a converged video and advertising market. I look forward to playing an even more active role in shaping this process in my new position."

Frank Vogel has headed Ad Alliance since June 2022. Since June 2026, he has been responsible for national advertising sales, including Sky, international advertising sales through RTL AdAlliance, and the strategic development of the AdTech business. A graduate in psychology, Vogel has many years of experience in media, advertising sales, market research, and advertising effectiveness. He previously held various senior management positions at Gruner + Jahr.

About AGF Videoforschung GmbH (www.agf.de)

AGF Videoforschung GmbH is Germany's neutral authority for video audience measurement. AGF continuously and quantitatively measures the consumption of video content in Germany and analyses the data collected. The company invests several million euros annually in the ongoing development of its measurement systems in order to provide the market with reliable daily data on video usage. AGF works closely with all market stakeholders, including licensed broadcasters, advertisers and media agencies.

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