

PRESS RELEASE



Barbara Sold takes over newly created “Client Success & Data Consultancy” division at AGF Videoforschung

Frankfurt, January 16, 2024. Barbara Sold joins AGF Videoforschung as a Senior Consultant in the newly created Client Success & Data Consultancy division, which focuses primarily on advising new and existing clients on how to work with AGF data and the analysis options.

Barbara Sold has many years of experience in the research sector, most recently as Senior Research Manager at GGmedia Forschung & Beratung, where she had overall responsibility for analyses based on the AGF panel and advised broadcasters and production companies on research issues. After studying education at the University of Koblenz-Landau, she joined MGM Media Group Munich (now SevenOne Media) as a media analyst in 1994. After working as a Research Manager, she was promoted to Senior Research Manager in 2000 - first at SevenOne Media and then at ProSiebenSat.1 Media AG following the integration of the research division into the holding company in 2011. Her responsibilities there until 2013 included audience research for the broadcasting group in the fiction segment and the development of group-wide reporting tools.

Kerstin Niederauer-Kopf, CEO of AGF Videoforschung: "Customer proximity is crucial for AGF, our topics are becoming increasingly complex, our measurement mandate is becoming more extensive, and in Barbara Sold our licence holders and data recipients have an excellent contact person who can provide them with the best possible advice thanks to her many years of experience. At the same time, she will work with our experts to develop new forms and aggregates of analysis, always in line with the needs of the market. Having worked together for years, I am also personally delighted to have Barbara Sold on the team; her expertise will take us a big step forward in our customer approach."

Barbara Sold: "Having worked intensively with the AGF figures on the broadcaster, marketer and service provider side, I am looking forward to delving even deeper and now also being able to support the client side of video measurement."

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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