

AGF and Utiq launch new pilot project

Representative research panel combined with AdTech: Smart & Big Data to be merged into unified, neutral, transparent and comparable target group data to perspectively open up new dimensions for media planning and control

Frankfurt, May 28, 2024. AGF Videoforschung GmbH and the European AdTech company Utiq are now working together in a pilot project. The aim is to deliver target group structures for digital content and campaigns in a new kind of quality. In an initial proof of concept, the two companies are combining panel-based, representative smart data sets with privacy-first, consented big data sets that are based on a valid, compliant, and trustworthy determination of unique audiences.

“The increasing fragmentation of the market has required a consistent rethinking in selection of measurement approaches for years. With panel-based measurement, AGF is placing a proven, representative sample at the center of its research approach as a 'source of truth',” **says Kerstin Niederauer-Kopf, CEO of AGF Videoforschung GmbH.** “The collaboration with Utiq is intended to provide the market with valuable insights for various use cases through the combination of panel-based, target group-specific information and large pseudonymized network signals.”

“The multitude of data silos continues to make it difficult for publishers and advertisers to identify the structures and usage patterns of their target groups. In addition, despite all the delays, the end of the cookie is in sight and will not help many players in their search for valid data,” **says Norman Wagner, Managing Director Germany at Utiq.** “Together with the AGF, we want to provide the industry with a standardized, neutral and data compliant offer free of third-party profiling that is unique in this form.”

The combination of AGF's panel-based measurement approach, which has served as the market standard since 1988, and Utiq's consent-based identifier solution brings together smart and big data and has the potential to set a new benchmark on the way to a responsible and trustworthy digital world. At the heart of the test pilot, which will include various use cases based on synthetic data and is designed as a blueprint, is the identification of usage patterns of “real people” for publishers, campaigns, and media brands.

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.

About Utiq

Utiq is a European AdTech company with a unique Telco-powered first party identifier, that harnesses Authentic Consent to enable responsible digital marketing.

Utiq empowers brands and publishers to address first party Authentic Audiences at scale, delivering relevant ad-funded experiences while embracing the very toughest privacy standards, through its secure and encrypted consentpass solutions.

Our easy-to-use and centralised consenthub platform also gives users simple control and choice over their data, and is part of our ambition to build an ecosystem based on trust and transparency.

Utiq was launched in 2023 and is backed by the telecommunications providers Deutsche Telekom AG, Orange SA, Telefónica S.A. and Vodafone Group plc.

More about Utiq: utiq.com



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