

Expansion of Cooperation: Integration of "Best for Planning" Features into the AGF System

Frankfurt, September 11, 2024. AGF Videoforschung GmbH and the Gesellschaft für integrierte Kommunikation (GIK) are intensifying their collaboration in media research. Starting in October 2024, an extensive set of features from GIK's "best for planning" (b4p), one of the most significant market-media studies, will also be available in the AGF system. This integration provides AGF tool users with an expanded dataset of features, transferred to the AGF system annually through a fusion by GfK.

The integration of selected b4p features enables a more comprehensive analysis and evaluation of media usage, based on user target groups from b4p's market areas. The extended dataset will be available to licensed partners in all relevant AGF analysis and planning tools, such as plan-tv, tv-control, AGF Scope, and AGF REACH PLANNER.

The b4p feature set is based on b4p 2023 and will be retroactively available from January 1, 2024, covering the entire year of 2024. The upcoming b4p 2024, set to be released at the end of September, is expected to be available in the AGF database as a new fusion in January 2025.

"We are very pleased with the expansion of this now mutual cooperation, as well as with the constructive and always forward-looking collaboration with GIK. We are confident that the provision of fusion data will add significant value for AGF system participants," **said Kerstin Niederauer-Kopf, Chair of the Board of AGF Videoforschung GmbH.**

About AGF Videoforschung GmbH (www.agf.de)

AGF Videoforschung GmbH is a company specializing in neutral video research. AGF continuously and quantitatively captures the usage of video content in Germany and evaluates the collected data. It continuously develops its tools with a multi-million euro annual investment to provide the market with reliable daily data on the use of video content. AGF maintains close communication with all market partners, including licensed broadcasters, advertisers, and media agencies.

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