

## AGF launches cooperation with Prime Video in Germany

### First step is to integrate prime video data from AGF's own router measurement into the established cross-media planning tool AGF REACH PLANNER®

Frankfurt, September 18, 2024. [AGF Videoforschung GmbH](#) is now including the total reach of Prime Video in the cross-media strategic planning tool AGF REACH PLANNER®. This data is collected autonomously by the passive GfK measurement technology Smart Meter in the AGF panel and has already been available to the market for years in the [AGF Smart Meter Report](#) on a monthly basis, highly aggregated for a limited set of target groups. It is not possible to differentiate between the supply structure as part of this passive measurement, as this requires the cooperation of the providers.

By integrating the data collected for Amazon into the cross-media planning tool AGF REACH PLANNER®, it can be used more flexibly for planning scenarios. AGF REACH PLANNER® already contains the data from AGF TV and streaming measurement with GfK and Nielsen and is now supplemented by the usage data from Prime Video, which is at a high aggregation level. This data is currently available for the entire Prime Video streaming offering on the big screen, including the co-viewing information available from the measurement in the panel households.

The integration of AGF data from Smart Meter measurement expands the data basis already available in AGF REACH PLANNER® to a high aggregate level so that it can be combined with TV and streaming data in strategic planning processes. This makes it possible to show the total reach of a planned campaign and to determine the incremental and exclusive reach of individual channels, offers and providers for a large number of target groups.

"The high-reach international providers also have an interest in knowing the usage data of different target groups for their offerings from a standardized system and being able to locate them among the competition," **says Kerstin Niederauer-Kopf, CEO of AGF Videoforschung GmbH.** "We are very pleased to be working in parallel with Prime Video to examine the feasibility of integrating the platform at the level of AGF streaming measurement. The offer of such an entry into a cross-offer mapping according to comparable criteria and principles is open to all platforms."

"We are very pleased about the integration of Prime Video data into AGF video research. This gives agencies and advertisers the opportunity to access neutrally measured reach data in addition to our first-party insights," **says Nils Gräf Managing Director Amazon Ads Germany.**

AGF has been providing reach data for moving images from a neutral panel-based measurement approach, which is considered the market standard, since 1988. As part of the initially time-limited data usage license, the autonomously measured router data for Amazon's entire streaming offering on the big screen will be integrated into the AGF REACH PLANNER® in a first step.

### **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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