

Starting 2025: AGF and Netflix launch collaboration

Frankfurt, January 15, 2025 – AGF Videoforschung GmbH and Netflix have agreed on a cooperation to examine the integration of Netflix into the AGF system. The intention is to map the use of content from the streaming service according to the same criteria as content from local providers that are actively measured by AGF. This should enable comparability across all distribution channels.

Netflix and AGF will examine solutions for direct participation in active AGF video streaming measurement as well as integration into the AGF Reach Planner.

‘Streaming services are a central part of today's media landscape. The cooperation with Netflix is another important step towards providing an even more comprehensive and transparent picture of video consumption in Germany. We very much appreciate Netflix's openness to participate in neutral measurement and look forward to working together, ’ **says Kerstin Niederauer-Kopf, CEO of AGF Videoforschung GmbH.** ’

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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