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| | MSPA Allowlisted | |
| | Certified Vendor | Approved on Reserved Ad Server, GAM & DSP |
| | Certified Vendor with Restrictions | Approved on Reserved Ad Server, GAM, DSP & Native/Gemini Ad Platforms |
| | Approved EU Vendor | Approved on DSP & Native/Gemini Ad Platform |
| | Approved on Reserved Ad Server Ad Platform and GAM | Approved on One Video (1V) Ad Platform for O&O Publishers |
| | Approved on DSP Ad Platform | Approved on DSP & One Video (1V) |

Third Party Vendors

The Certification Program at Yahoo is a series of checks run against all new and updated ad creative technologies prior to their first use as part of a campaign. This process includes business evaluation, technology compatibility testing, completion of our standard legal agreement and updates to our tools and systems that are all required in order to implement, deliver and report against a given creative execution. All third party vendor technologies that have been evaluated by this process are listed here with their current certification status. In addition to certification, all vendors operating at Yahoo in the EU are evaluated against criteria established by our legal and policy teams to determine if they meet the minimum standards required to run against users from the EU that are subject to the GDPR legal framework. Vendors that have been approved are listed in this doc with a checkmark under EU Allowlist. EU/EEA validation is separate and distinct from overall vendor certification and is required to run in the EU region regardless of other approvals.

If your preferred partner does not appear on this page, please contact your Yahoo Sales Representative for assistance. **Please Note:** Some publishers have exceptions and do not guarantee the ability to serve all formats and approved technologies. Check with your Yahoo Sales Representative for more details.

| VENDOR | CERT STATUS | EU ALLOWLIST | INBANNER | TRACKING | | | | | VIDEO | | RICH MEDIA | | | | | | MSPA ALLOWLIST |
|-----------------------|-------------|--------------|----------|----------|----|-------|----------|----------|-------|-------|------------|----------------|-----------|--------|-------------|-----|----------------|
| | | | | 1x1 | JS | CLICK | BLOCKING | SSAI 1x1 | VAST | VPAID | EXP | RESP BILLBOARD | RESP SKIN | CUSTOM | HIGH IMPACT | DCO | |
| 1000mercis (Numberly) | | | | | | | | | | | | | | | | | |
| 90Degree | | | | | | | | | | | | | | | | | |
| A Million Ads | | | | | | | | | | | | | | | | | |
| A.Mob | | | | | | | | | | | | | | | | | |
| AAX LLC | | | | | | | | | | | | | | | | | |
| ACTV8me | | | | | | | | | | | | | | | | | |
| Acxiom | | | | | | | | | | | | | | | | | |
| Ad2iction | | | | | | | | | | | | | | | | | |
| Ad3plus | | | | | | | | | | | | | | | | | |
| ad4mat | | | | | | | | | | | | | | | | | |
| ad6media | | | | | | | | | | | | | | | | | |
| Adacado | | | | | | | | | | | | | | | | | |
| Adara Media | | | | | | | | | | | | | | | | | |
| AdBlade | | | | | | | | | | | | | | | | | |
| AdButler | | | | | | | | | | | | | | | | | |
| AdCentric | | | | | | | | | | | | | | | | | |
| AdClear | | | | | | | | | | | | | | | | | |
| Addroid | | | | | | | | | | | | | | | | | |
| AddThis (Oracle) | | | | | | | | | | | | | | | | | |
| Adelaide Lift | | | | | | | | | | | | | | | | | |
| Adelphic | | | | | | | | | | | | | | | | | |
| Adform | | | | | | | | | | | | | | | | | |
| AdGear | | | | | | | | | | | | | | | | | |
| Adimo | | | | | | | | | | | | | | | | | |
| Adition | | | | | | | | | | | | | | | | | |
| Adjust | | | | | | | | | | | | | | | | | |
| Adkernel | | | | | | | | | | | | | | | | | |
| Adledge | | | | | | | | | | | | | | | | | |
| Adloox | | | | | | | | | | | | | | | | | |
| Adludio | | | | | | | | | | | | | | | | | |
| Adman | | | | | | | | | | | | | | | | | |
| Admetrics | | | | | | | | | | | | | | | | | |
| Adnami Aps | | | | | | | | | | | | | | | | | |
| Adnuntius | | | | | | | | | | | | | | | | | |
| Adobe | | | | | | | | | | | | | | | | | |

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|-----------------------------------|---|---|-------------------|--------------------------|------------|--------------------------|--|-----|-----|-----|--|--|--|--|--|--|--|-----|--------------------------|
| AdPredictive | ✓ | | | RAS GAM DSP NAT | | | | | | | | | | | | | | | |
| Adsolutions BV | ✓ | ✓ | DSP | | | | | | | | | | | | | | | | |
| AdSpirit | ✓ | ✓ | RAS GAM DSP | RAS GAM DSP NAT | | | | | | | | | | | | | | | |
| Adstra | ✓ | | | RAS GAM DSP NAT | RAS GAM | | | | | | | | | | | | | | |
| AdSupply | ✓ | | DSP | | | | | | | | | | | | | | | | |
| AdTech | ✓ | ✓ | RAS GAM | | | | | | | | | | | | | | | | |
| Adtechnacy | ✓ | | | | | RAS GAM DSP NAT | | | | | | | | | | | | | |
| AdTrek | ✓ | | DSP | | | | | | | | | | | | | | | | |
| AdTriba | ✓ | ✓ | | RAS GAM DSP NAT | | | | | | | | | | | | | | | |
| AdUnity | ✓ | ✓ | | RAS GAM DSP NAT | | | | | | | | | | | | | | | |
| AdUp | ✓ | ✓ | RAS GAM | | | | | | | | | | | | | | | | |
| Advance | ✓ | | RAS GAM DSP | | | | | | | | | | | | | | | | |
| ADventori | ✓ | ✓ | RAS GAM DSP | RAS GAM DSP NAT | | | | DSP | DSP | DSP | | | | | | | | | |
| Advida | ✓ | | DSP | | | | | | | | | | | | | | | | |
| Advolution (Digital Control) | ✓ | | RAS GAM DSP | | | | | | | | | | | | | | | | |
| Advrtas | ✓ | | DSP | | | | | | | | | | | | | | | | |
| AdYouLike | ✓ | ✓ | RAS GAM | | | | | | | | | | | | | | | | |
| Adways | ✓ | ✓ | | | | | | | | | | | | | | | | | |
| Adzerk | ✓ | | DSP | | | | | | | | | | | | | | | | |
| Adzymic | ✓ | | RAS GAM DSP | | | | | | | | | | | | | | | | |
| Amazon | ✓ | ✓ | RAS GAM DSP | RAS GAM DSP NAT | | | | | | | | | | | | | | | |
| Amino Payments, Inc | ✓ | | | | | | | DSP | | | | | | | | | | | |
| Amnet | ✓ | ✓ | | RAS GAM DSP NAT | | | | | | | | | | | | | | | |
| Amobee | ✓ | ✓ | RAS GAM DSP | RAS GAM DSP NAT | | | | | DSP | DSP | | | | | | | | | ✓ |
| Amplified Intelligence | ✓ | ✓ | | | | | | DSP | | | | | | | | | | | |
| Aniview | ✓ | ✓ | DSP | | | | | | | | | | | | | | | | |
| Annalect | ✓ | | | RAS GAM DSP NAT | | | | | | | | | | | | | | | |
| AppNexus | ✓ | ✓ | RAS GAM DSP | RAS GAM DSP NAT | | | | | DSP | | | | | | | | | | |
| AppsFlyer | ✓ | | | | | | | | | | | | | | | | | | DSP NAT |
| App Science | ✓ | | | | | | | | | | | | | | | | | | |
| Arrivalist | ✓ | ✓ | | RAS GAM DSP NAT | | | | | | | | | | | | | | | |
| Artsai | ✓ | | DSP | DSP | | | | | | | | | | | | | | | |
| Atlum (SVG Media) | ✓ | | DSP | RAS GAM DSP NAT | | | | | DSP | | | | | | | | | | |
| Audience2media | ✓ | | RAS GAM DSP | RAS GAM DSP NAT | | | | | | | | | | | | | | | |
| AudienceProject | ✓ | ✓ | | RAS GAM DSP NAT | | | | | | | | | | | | | | | |
| Augur | ✓ | | | | | | | DSP | | | | | | | | | | | |
| Avid | ✓ | ✓ | RAS GAM DSP | | | | | | | | | | | | | | | | |
| AvivID Innovative Media CO., LTD. | ✓ | | RAS GAM | | | | | | | | | | | | | | | | |
| Avocet | ✓ | ✓ | | | | | | | | | | | | | | | | | |
| Awin | ✓ | ✓ | | RAS GAM DSP NAT | | | | | | | | | | | | | | | |
| Axis Media | ✓ | | DSP | | | | | | | | | | | | | | | | |
| Bankrate | ✓ | | | | | | | | | | | | | | | | | | RAS GAM |
| Bannerflow | ✓ | ✓ | RAS GAM DSP | | | | | | | | | | | | | | | | |
| Barometric | ✓ | | | RAS GAM DSP NAT | | | | | | | | | | | | | | | |
| Basis Global Technologies Inc | ✓ | ✓ | RAS GAM DSP | RAS GAM DSP NAT | | | | | | | | | | | | | | | |
| Basketful Co. | ✓ | | | | | | | | | | | | | | | | | | RAS GAM DSP NAT |
| Beintoo | ✓ | ✓ | | RAS GAM DSP NAT | | | | | | | | | | | | | | | |
| Bet365 | ✓ | | | RAS GAM DSP NAT | | | | | | | | | | | | | | | |
| BidSwitch | ✓ | ✓ | | RAS GAM DSP NAT | | | | | | | | | | | | | | | ✓ |
| Big Mobile Pty Ltd | ✓ | | | | | | | | | | | | | | | | | DSP | |

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| Data+Math | ✓ | | | RAS GAM DSP NAT | | | | | | | | | | | | | | | |
| DataLogix (Oracle) | ✓ | | | RAS GAM DSP NAT | | | | | | | | | | | | | | | |
| Dataxu | ✓ | ✓ | | RAS GAM DSP | RAS GAM DSP NAT | | | | | | | | | | | | | | |
| Datonics (Almondnet) | ✓ | | | RAS GAM DSP | RAS GAM DSP NAT | | | | | | | | | | | | | | |
| DeltaX | ✓ | | | RAS GAM DSP NAT | | | | | | | | | | | | | | | |
| Digital Turbine | ✓ | | | | | DSP | | | | | | | | | | | | | |
| Disqo | ✓ | | | RAS GAM DSP NAT | | | | | | | | | | | | | | | |
| DMA Institute | ✓ | | | RAS GAM DSP NAT | DSP | | | | | | | | | | | | | | |
| Dot (Yahoo) | ✓ | ✓ | | RAS GAM DSP | RAS GAM DSP NAT | RAS GAM DSP | RAS GAM DSP NAT | DSP | DSP IV | DSP | RAS GAM DSP | | | | | | | | |
| DoubleClick / Google / CM360 | ✓ | ✓ | | RAS GAM DSP | RAS GAM DSP NAT | RAS GAM DSP | RAS GAM DSP NAT | DSP | DSP | DSP IV | DSP IV | | | | | | | | |
| DoubleVerify | ✓ | ✓ | | RAS GAM DSP | RAS GAM DSP NAT | RAS GAM DSP | | DSP | DSP | DSP IV | DSP IV | | | | | | | | |
| Drawbridge | ✓ | | | RAS GAM DSP NAT | | | | | | | | | | | | | | | |
| Dstillery | ✓ | | | RAS GAM DSP NAT | | | | | | | | | | | | | | | |
| Dun & Bradstreet | ✓ | | | RAS GAM DSP NAT | | | | | | | | | | | | | | | |
| Dynad | ✓ | | | RAS GAM DSP | | | | | | | | | | | | | | | |
| Dynata | ✓ | ✓ | | RAS GAM DSP NAT | | | | | DSP | | | | | | | | | | |
| e-retail development | ✓ | ✓ | | RAS GAM DSP NAT | | | | | | | | | | | | | | | |
| eBay | ✓ | ✓ | | RAS GAM DSP | RAS GAM DSP NAT | RAS GAM DSP | RAS GAM DSP NAT | | | | | | | | | | | | |
| Econda | ✓ | | | RAS GAM DSP NAT | | | | | | | | | | | | | | | |
| Effective Measure | ✓ | | | RAS GAM DSP NAT | DSP | | | | | | | | | | | | | | |
| Effiliation / Effinity | ✓ | ✓ | | RAS GAM DSP | | | | | | | | | | | | | | | |
| eMarketingSolutions, Online Marketing S.L. | ✓ | ✓ | | RAS GAM DSP | RAS GAM DSP NAT | | | | | | | | | | | | | | |
| EMX | ✓ | | | RAS GAM DSP NAT | | | | | | | | | | | | | | | ✓ |
| Ensignten | ✓ | ✓ | | RAS GAM DSP NAT | RAS GAM | | | | | | | | | | | | | | |
| EPICA | ✓ | | | RAS GAM DSP NAT | | | | | | | | | | | | | | | |
| Epom | ✓ | ✓ | | | | | | | DSP | | | | | | | | | | |
| Escalated Solutions LLC | ✓ | | | DSP | DSP | | | | | | | | | | | | | | |
| ESV Digital | ✓ | | | RAS GAM DSP NAT | DSP | | | | | | | | | | | | | | |
| Eulerian | ✓ | ✓ | | DSP | RAS GAM DSP NAT | | | | | | | | | | | | | | |
| Everquote | ✓ | | | RAS GAM DSP | | | | | | | | | | | | | | | |
| Exactag | ✓ | ✓ | | RAS GAM DSP NAT | | | | | | | | | | | | | | | ✓ |
| eXelate | ✓ | ✓ | | RAS GAM DSP NAT | | | | | | | | | | | | | | | |
| Exponential | ✓ | ✓ | | DSP | | | | | | | | | | | | | | | |
| Extreme Reach | ✓ | ✓ | | RAS GAM DSP NAT | | | | | DSP | DSP | | | | | | | | | ✓ |
| EyeReturn | ✓ | | | RAS GAM DSP | RAS GAM DSP NAT | | | | | | | | | | | | | | |
| Facebook | ✓ | ✓ | | RAS GAM DSP NAT | | | | | | | | | | | | | | | |
| Factor Eleven | ✓ | ✓ | | RAS GAM | | | | | | | | | | | | | | | |
| Factual | ✓ | | | RAS GAM DSP NAT | | | | | DSP | | | | | | | | | | |
| Flashtalking | ✓ | ✓ | | RAS GAM DSP | RAS GAM DSP NAT | RAS GAM DSP | | | | DSP IV | DSP | RAS GAM DSP | | | | | | | RAS GAM DSP |
| Flite | ✓ | | | RAS GAM DSP | | | | | | | | | | | | | | | |
| Flowcode | ✓ | | | | | | | | | | | | | | | | | | |
| Flybuys | ✓ | | | RAS GAM DSP NAT | | | | | | | | | | | | | | | |
| Fortis Participacoes | ✓ | | | DSP | | | | | | | | | | | | | | | |
| Foursquare | ✓ | | | RAS GAM DSP NAT | | | | | | | | | | | | | | | |
| France Television Publicite | ✓ | | | | | | | | | | | | | | | | | | DSP |
| Freckle IOT | ✓ | | | RAS GAM DSP NAT | | | | | | | | | | | | | | | |
| FreeWheel | ✓ | ✓ | | | | | | | | DSP | | | | | | | | | |
| Frequency | ✓ | ✓ | | | | | | | | DSP | | | | | | | | | |
| Fresh8 Gaming | ✓ | | | DSP | | | | | | | | | | | | | | | |
| Gamesight Inc | ✓ | ✓ | | RAS GAM DSP | | | | | | | | | | | | | | | |

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| LeadsRx, Inc. | ✓ | | | RAS GAM DSP NAT | | | | | | | | | | | | | | | |
| Leaf Ad Server | ✓ | | | RAS GAM DSP | | | | | | | | | | | | | | | |
| LG Ads Solutions | ✓ | ✓ | | RAS GAM DSP NAT | | | | | | | | | | | | | | | |
| Lifesight | ✓ | | | RAS GAM DSP NAT | | | | | | | | | | | | | | | |
| LifeStreet | ✓ | | | DSP | | | | | | | | | | | | | | | |
| Ligatus | ✓ | | | RAS GAM DSP | | | | | | | | | RAS GAM | | | | | | |
| Liquidus | ✓ | | | RAS GAM DSP | | | | | | | | | | | | | | DSP | |
| LITV | ✓ | | | | | | | | | | | | | | | | | DSP | |
| LiveRamp | ✓ | ✓ | | RAS GAM DRP NAT | | | | | | | | | | | | | | | |
| Location Sciences | ✓ | | | DSP NAT | | | | | | | | | | | | | | | |
| LnData | ✓ | | | RAS GAM DSP NAT | | | | | RAS GAM DSP NAT | | | | | | | | | | |
| LoopMe | ✓ | ✓ | | DSP | | | | | | | | | DSP | | | | | | |
| Lotame | ✓ | ✓ | | RAS GAM DRP NAT | | | | | | | | | | | | | | | ✓ |
| Lucid | ✓ | ✓ | | RAS GAM DRP NAT | | | | | | | | DSP | | | | | | | |
| Lucidity | ✓ | | | RAS GAM DRP NAT | | | | | | | | | | | | | | | |
| M6 | ✓ | | | | | | | | | | | | | | | | | DSP | |
| Magnetic | ✓ | | | RAS GAM DRP NAT | | | | | | | | | | | | | | | |
| Marchex Sales | ✓ | | | RAS GAM DRP NAT | | | | | | | | | | | | | | | |
| Marketcast Inc. | ✓ | | | RAS GAM DRP NAT | | | | | | | | | | | | | | | |
| Marketing Science Consulting Group | ✓ | | | DSP NAT | | | | DSP NAT | | | | | | | | | | | |
| Massively | ✓ | | | | | | | | | | | | | | | | | RAS GAM DSP | |
| Massmotionmedia | ✓ | | | RAS GAM DRP NAT | | | | | | | | | | | | | | | |
| Matterport | ✓ | N/A | | | | | | | | | | | | | | | | | |
| Maximus | ✓ | | | RAS GAM DRP NAT | | | | | RAS GAM DSP NAT | | | | | | | | | | |
| Maxpoint Interactive | ✓ | | | RAS GAM DRP NAT | | | | | | | | | | | | | | | |
| Mediaforce | ✓ | ✓ | | DSP | | | | | | | | | | | | | | | |
| Medialets | ✓ | | | RAS GAM DSP | | | | | | | | DSP | | | | RAS GAM DSP | | | |
| MediaMath | ✓ | ✓ | | RAS GAM DSP | | | | RAS GAM DRP NAT | | | | | | | | | | | ✓ |
| Mediarithmics | ✓ | ✓ | | DSP | | | | | | | DSP | | | | | | | | |
| Mediasmart | ✓ | ✓ | | RAS GAM DRP NAT | | | | | | | | | | | | | | | ✓ |
| MediaWallah | ✓ | | | | | | | | | | DSP | | | | | | | | |
| Medicx Health | ✓ | | | | | | | | | | | | | | | | | | |
| Meetrics | ✓ | | | | | | | | | | | | | | | | | | |
| MercuryMedia | ✓ | | | RAS GAM | | | | RAS GAM DRP NAT | | | | | | | | | | | |
| Metapeople | ✓ | | | DSP | | | | RAS GAM DRP NAT | | | | | | | | | | | |
| Method Media Intelligence | ✓ | | | | | | | | | | DSP | | | | | | | | |
| Metrixlab | ✓ | ✓ | | RAS GAM DRP NAT | | | | | | | | | | | | | | | |
| Miaozen | ✓ | | | RAS GAM DRP NAT | | | | | | | | | | | | | | | |
| Microsoft | ✓ | ✓ | | RAS GAM DRP NAT | | | | | | | | | | | | | | | |
| Millward Brown Digital (Kantar) | ✓ | ✓ | | RAS GAM DRP NAT | | | | | | | | | | | | | | | |
| MOAT (Oracle) | ✓ | ✓ | | DSP | | | | RAS GAM DSP | | | | DSP | | | | DSP IV | | DSP | |
| MobileWalla | ✓ | ✓ | | RAS GAM DRP NAT | | | | | | | | | | | | | | | |
| Money Map Press | ✓ | | | RAS GAM DRP NAT | | | | | | | | | | | | | | | |
| Nativo | ✓ | ✓ | | | | | | | | | | | | | | | | DSP | |
| nativeMsg, Inc. | ✓ | | | | | | | | | | | | | | | | | RAS GAM DSP | ✓ |
| Navegg | ✓ | | | RAS GAM DRP NAT | | | | | | | | | | | | | | | |
| Near Pte Ltd | ✓ | ✓ | | RAS GAM DRP NAT | | | | | | | DSP | | | | | | | | |
| Neodata | ✓ | ✓ | | DSP | | | | RAS GAM DRP NAT | | | | | | | | | | | |
| NEORY | ✓ | ✓ | | DSP | | | | | | | | | | | | | | | |
| Netseer | ✓ | | | DSP | | | | | | | | | | | | | | | |

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| Ram Panel | ✓ | ✓ | | RAS GAM DSP NAT | | | | | | | | | | | | | | | |
| Real Media Group | ✓ | | | RAS GAM DSP | RAS GAM DSP NAT | | | | | | | | | | | | | | |
| Realytics | ✓ | ✓ | | | | | | | | | | | | | | | DSP | | |
| Refined Labs | ✓ | | | | RAS GAM DSP NAT | | | | | | | | | | | | | | |
| Resonate | ✓ | | | | RAS GAM DSP NAT | | | | | | | | | | | | | | |
| ResponsiveAds, Inc. | ✓ | ✓ | | DSP | | | | | | | | | | | | | | | |
| Revtrax | ✓ | | | | RAS GAM DSP NAT | | | | | | | | | | | | | | |
| RhythmOne | ✓ | ✓ | | | RAS GAM DSP NAT | | | | | | | | | | | | | | |
| Rich Audience | ✓ | ✓ | | | | | | | | | | | | | | | DSP | | |
| Rock Internet | ✓ | ✓ | | DSP | | | | DSP | | | | | | | | | | | |
| Rockerbox | ✓ | ✓ | | | RAS GAM DSP NAT | RAS GAM DSP NAT | | DSP | | | | | | | | | | | |
| ROI Media Consultants | ✓ | | | RAS GAM DSP | | | | | | | | | | | | | | | |
| Rubicon Project | ✓ | ✓ | | RAS GAM DSP | | | | | | | | | | | | | | | |
| Salestring | ✓ | | | | RAS GAM DSP NAT | RAS GAM DSP NAT | | | | | | | | | | | | | |
| Sam4Mobile | ✓ | ✓ | | DSP | RAS GAM DSP NAT | | | | | | | | | | | | | | |
| Samba TV | ✓ | ✓ | | | RAS GAM DSP NAT | | | DSP | | | | | | | | | | ✓ | |
| Scoota | ✓ | ✓ | | RAS GAM DSP | | | | | | | | RAS GAM DSP | | | | | | | |
| SEACRUX PTE. LTD. | ✓ | | | RAS GAM | | | | | | | | | | | | | DSP | | |
| Seedtag | ✓ | ✓ | | | | | | | | | | | | | | | DSP | | |
| Seenthis | ✓ | ✓ | | DSP | | | | | | | | | | | | | | ✓ | |
| Semasio | ✓ | ✓ | | | RAS GAM DSP NAT | RAS GAM | | | | | | | | | | | | | |
| Shoplifr | ✓ | | | DSP | | | | | | | | | | | | | | | |
| Signal | ✓ | ✓ | | | RAS GAM DSP NAT | | | | | | | | | | | | | | |
| Signals | ✓ | ✓ | | RAS GAM DSP | RAS GAM DSP NAT | | | | | | | | | | | | | | |
| Similarbid | ✓ | ✓ | | | DSP | | | | | | | | | | | | | | |
| SimpleReach | ✓ | ✓ | | | | | DSP | | | | | | | | | | | | |
| Sincro Digital | ✓ | ✓ | | RAS GAM DSP | RAS GAM DSP NAT | | | | | DSP | | | | | | | | | |
| Singular | ✓ | ✓ | | | | | | | | | | | | | | | DSP NAT | | |
| Sizmek | ✓ | ✓ | | RAS GAM DSP | RAS GAM DSP NAT | RAS GAM DSP NAT | | DSP | DSP IV | DSP IV | RAS GAM DSP | | RAS GAM | DSP | | RAS GAM | | | |
| Skaze | ✓ | ✓ | | RAS GAM DSP | RAS GAM DSP NAT | | | | | | | | | | | | | | |
| Sketchfab | ✓ | ✓ | | | | | | | | | | | | | | | RAS GAM | | |
| Smart Adserver | ✓ | ✓ | | RAS GAM DSP | RAS GAM DSP NAT | | | DSP | | | RAS GAM | | | | | | | | |
| Smart Analytics SL | ✓ | ✓ | | | RAS GAM DSP NAT | | | | | | | | | | | | | | |
| SmartClip | ✓ | ✓ | | | | | | | | 1V | | | | | | | | | |
| Smart Commerce | ✓ | ✓ | | | | RAS GAM DSP NAT | | | | | | | | | | | | | |
| SmartAsset | ✓ | ✓ | | | | | | | | | | | | | | | RAS GAM | | |
| SNT Media | ✓ | ✓ | | DSP | | | | | | | | | | | | | | | |
| Softcrylic | ✓ | ✓ | | | RAS GAM DSP NAT | | | | | | | | | | | | | | |
| Somplo Ltd | ✓ | ✓ | | DSP | | | | | | DSP | | | | | | | | | |
| SourceKnowledge | ✓ | ✓ | | RAS GAM DSP | RAS GAM DSP NAT | | | | | | | | | | | | | | |
| Source Digital, Inc. | ✓ | ✓ | | | | | | | | DSP | DSP | | | | | | | | |
| Space | ✓ | ✓ | | RAS GAM DSP | RAS GAM DSP NAT | | | | | DSP | DSP | | | | | | | | |
| Specless | ✓ | ✓ | | DSP | | | | | | | | | | | | | | | |
| Spirable | ✓ | ✓ | | | | | | | | DSP | | | | | | | | | |
| SpotX | ✓ | ✓ | | | RAS GAM DSP NAT | | | | | | | | | | | | | ✓ | |
| SpringServe | ✓ | ✓ | | RAS GAM DSP | | | | | | DSP | | | | | | | | | |
| Statiq | ✓ | ✓ | | | RAS GAM DSP NAT | | | | | | | | | | | | | | |
| Steel House | ✓ | ✓ | | RAS GAM DSP | | | | | | | | | | | | | | | |
| Stirista, Inc. | ✓ | ✓ | | | DSP | | | | | | | | | | | | | | |
| Stream Eye | ✓ | ✓ | | RAS GAM DSP | | | | | | | | | | | | | | | |

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| Wootag | ✓ | | | | | | | | | | DSP | DSP | | | | | | |
| X+1 | ✓ | | | RAS GAM DSP | RAS GAM DSP NAT | | | | | | | | | | | | | |
| Xaxis | ✓ | ✓ | | RAS GAM DSP | RAS GAM DSP NAT | | | | | | | | | | | | | |
| xpln.ai | ✓ | ✓ | | | | DSP | | | | | DSP | | | | | | | |
| Yahoo / Yahoo Creative Studios (IAB TCF EU/EEA Regis | ✓ | ✓ | | RAS GAM DSP | | | | | | | DSP | DSP | RAS GAM DSP | RAS GAM | | RAS GAM DSP | DSP | ✓ |
| Yahoo / Yahoo Creative Studios (IAB TCF Canada Regis | ✓ | | | RAS GAM DSP | | | | | | | DSP | DSP | RAS GAM DSP | RAS GAM | | RAS GAM DSP | DSP | |
| Yieldmo | ✓ | ✓ | | | | | | | | | | | | | | | DSP | ✓ |
| Yieldr | ✓ | | | DSP | | | | | | | | | | | | | | |
| ZBO Media | ✓ | | | | RAS GAM DSP NAT | | | | | | | | | | | | | |
| Zentrick | ✓ | | | | | | | | | | DSP | | | | | | | |
| Zeta Global | ✓ | ✓ | | | DSP | | | | | | | | | | | | | |
| Zirca | ✓ | | | | RAS GAM DSP NAT | | | | | | | | | | | | | |