



## **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 CDPR 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.

	CERT	EU			Т	RACKIN			VID	EO			RICH	IEDIA			MSPA
VENDOR	STATUS	EU ALLOWLIST	INBANNER	1x1	JS	CLICK	BLOCKI NG	SSAI 1x1	VAST	VPAID	EXP	RESP BILLBOARD	RESP SKIN	CUSTOM	HIGH IMPACT	DCO	ALLOWLIST
1000mercis (Numberly)		$\odot$		RAS GAM DSP NAT													
90Degree			DSP														
A Million Ads		$\odot$							DSP								
A.Mob	Ó	Ø		RAS GAM DSP NAT													
AAX LLC	<u></u>	Ť	RAS GAM DSP														
ACTV8me		$\bigcirc$				RAS GAM DSP NAT											
Acxiom		Ø		DSP		NAT											
		V	RAS GAM DSP														
Ad2iction			DSP														
Ad3plus		0	DSP														
ad4mat		X	DSP														
ad6media	8	0000	RAS GAM DSP	RAS													
Adacado	<b>X</b> _	×.	DSP	ASM PARAMAN SAMPAT ASM PARAMAN													
Adara Media		Ø		DSP NAT RAS													
AdBlade				GAM DSP NAT RAS													
AdButler	0000		RAS GAM DSP RAS GAM	GAM DSP NAT					DSP								
AdCentric	<u> </u>		GAM								RAS GAM						
AdClear				GAM DSP NAT													
Addroid	0000		RAS	RAS GAM DSP NAT RAS GAM DSP NAT RAS GAM DSP NAT													
AddThis (Oracle)																	
Adelaide Lift		$\odot$		DSP NAT	RAS GAM DSP												
Adelphic			DSP														
Adform	<b>Ø</b>	$\odot$	RAS GAM DSP	RAS GAM DSP NAT					DSP	DSP	RAS GAM DSP RAS GAM		RAS	DSP			
AdGear		$\odot$	RAS GAM DSP	RAS GAM DSP NAT RAS GAM DSP NAT							RAS						$\odot$
Adimo	<b>O</b>	0000	RAS GAM DSP														
Adition	Ø	Ó	RAS GAM DSP RAS GAM DSP RAS GAM DSP	RAS GAM DSP NAT		RAS GAM DSP NAT			DSP								
Adjust	- Č													DSP			
Adkernel	- Č	$\odot$				RAS GAM DSP NAT											
Adledge	<u></u>	-		RAS GAM DSP	RAS GAM DSP												
Adloox	- ŏ	$\odot$		RAS GAM DSP NAT RAS GAM DSP NAT	RAS GAM DSP RAS GAM DSP				DSP	DSP							
Adludio		ă		NAT											DSP		
	ŏ	ă								DSP							
Adman	ŏ	X		RAS GAM DSP NAT RAS GAM NAT	DSP				DSP	DSP							
Admetrics	ŏ	X		NAT											DSP		
Adnami Aps	Š	0000000	DSD							DSP							
Adnuntius	<b>X</b>	×	DSP	RAS						USP						RAS	
Adobe		U U	RAS GAM DSP	RAS GAM DSP NAT												RAS GAM	

AdPredictive				RAS GAM DSP NAT								
Adsolutions BV	<b></b>	$\odot$	DSP									
	Ö	00	RAS GAM DSP	RAS GAM DSP								
AdSpirit		$\mathbf{\nabla}$	USP	RAS GAM DSP NAT RAS GAM DSP NAT	RAS							
Adstra			DSP	NAT	GAW							
AdSupply	000000000000000000000000000000000000000	$\odot$	RAS									
AdTech	X	U.	GAM			RAS GAM DSP NAT						
Adtechnacity	X		DSP			DSP						
AdTrek	X	0		RAS								
AdTriba		000		RAS GAM DSP NAT RAS GAM DSP NAT								
AdUnity		×.		DSP								
AdUp	<u> </u>	Q	RAS GAM RAS GAM DSP									
Advanse	- Ø	~	GAM DSP	PAS								
ADventori	<u> </u>	$\odot$	GAM DSP	RAS GAM DSP NAT			DSP	DSP	DSP			
Advida			DSP									
Advolution (Digital Control)			RAS GAM DSP									
Advrtas			DSP						RAS	DSP		
AdYouLike	000000000000000000000000000000000000000	00	RAS									
Adways		$\odot$						DSP			DSP	
Adzerk	<b>Ø</b>		DSP									
Adzymic			RAS GAM DSP								DSP	
Amazon	Ö 🕹	$\odot$	RAS GAM DSP RAS GAM DSP	RAS GAM DSP NAT								
Amino Payments, Inc		Ť			DSP							
Amnet		$\bigcirc$		RAS GAM DSP								
	<b>S</b>	ă	RAS GAM DSP	RAS GAM DSP NAT RAS GAM DSP NAT			DSP	DSP				$\odot$
Amobee	ŏ	ă	DSP	NAT	DSP		DSP					$\checkmark$
Amplified Intelligence		0000	DSP									
Aniview		U		RAS								
Annalect	X	$\odot$	RAS GAM DSP	RAS GAM DSP NAT RAS GAM DSP NAT			DSP					
AppNexus		Q	DSP	DSP						DSP		
AppsFlyer	<b>×</b>									DSP		
App Science		$\sim$		DSP								
Arrivalist	<u> </u>	$\odot$		RAS GAM DSP NAT								
Artsai	<b>Q</b>		DSP	DSP								
Atlum (SVG Media)	<b>Q</b>		DSP	RAS GAM DSP NAT RAS GAM DSP NAT			DSP					
Audience2media		_	RAS GAM DSP	GAM DSP NAT								
AudienceProject		$\odot$		GAM DSP NAT								
Augur					DSP							
Avid		$\odot$	RAS GAM DSP RAS GAM									
AviviD Innovative Media CO., LTD.			RAS									
Avocet		$\odot$			RAS GAM DSP			DSP				
Awin	<b>O</b>	00		RAS GAM DSP NAT								
Axis Media	<b></b>		DSP									
Bankrate	<b></b>									RAS		
Bannerflow		$\odot$	RAS GAM DSP							-		
		$\checkmark$		RAS GAM DSP								
Barometric		$\odot$	RAS GAM DSP	RAS GAM DSP NAT RAS GAM DSP NAT								
Basis Global Technologies Inc		U.	DSP	NAT		RAS GAM DSP NAT						
Basketful Co.		0		RAS		NAT						
Beintoo		$\odot$		RAS GAM DSP NAT RAS GAM DSP NAT								
Bet365		$\frown$		RAS								$\frown$
BidSwitch		$\odot$		DSP NAT								$\odot$
Big Mobile Pty Ltd											DSP	

Big Happy												DSP		
		$\odot$		RAS	RAS GAM DSP									
Bilendi	ŏ	0		RAS	DSP									
Bitqueen (RippII)		$\odot$		RAS GAM DSP RAS GAM DNAT RAS GAM DNAT RAS GDSP RAS GDSP RAS GDSP RAS GDSP RAS GDSP RAS GAM DNAT										
BLIINK	000	U U		RAS										
Bliss Point Media / Prospect Point Media	X	0		RAS GAM	DSP									
BlueKai (Oracle)	ŏ	-X-		DSP										
Blockthrough, Inc.	ŏ	000		RAS							N/A			
Bombora	Š	<u>ی</u>	RAS	RAS GAM DSP NAT										
Bonzai			RAS GAM DSP								DSP			
Branch				RAS							DSP			
Brandful			DSP	GAM DSP RAS										
Bridgetrack	<u> </u>		RAS GAM DSP RAS GAM DSP	RAS GAM RAS CAM DNAT RAS GAM DNAT RAS GAM DNAT										
Brightline	<u> </u>		GAM	GAM DSP NAT								DSP		
C3 Metrics	<b>Q</b>			GAM DSP NAT	RAS GAM DSP									
Cablato	<b>Q</b>		DSP					DSP		DSP				
Cake Marketing	<b>Q</b>			GAM DSP NAT										
Cardlytics	<b>Q</b>			RAS GAM DSP NAT RAS GAM DSP NAT										
Catalina	000000000000000000000000000000000000000	_		RAS GAM DSP NAT										
Cavai		00	RAS GAM DSP											
Cazamba		$\odot$	DSP											
Cedato			DSP											
Celtra		$\odot$	RAS GAM DSP					DSP	DSP	RAS GAM DSP	RAS GAM DSP	DSP		$\odot$
ChannelSight						DSP								
CHEQ		$\odot$		RAS GAM DSP					DSP					
Cint		00		RAS GAM DSP NAT RAS GAM DSP NAT										
Clicktivated									DSP					
Clinch Labs		$\odot$	RAS GAM DSP	RAS GAM DSP				DSP	DSP				RAS GAM DSP	
Clipcentric	Ö	000	RAS GAM DSP RAS GAM DSP	RAS GAM DSP NAT RAS GAM DSP NAT				DSP	DSP	RAS GAM DSP	DSP	DSP		$\bigcirc$
Clipr	Ó	Ō	DSP											Ť.,
Coastal Digital Group (Neptune Platform Inc)		Ŭ	DSP					DSP						
Commanders Act		$\bigcirc$		RAS GAM DSP										
comScore	Ö	$\odot$		RAS GAM DSP NAT RAS GAM DSP NAT	RAS GAM DSP			DSP						
	- <u>&gt;</u>	V		NAT				DSP		DSP				
Contobox Comune	Ø		RAS GAM DSP					DSP		RAS GAM DSP				
			DSP											
Connexity			DSP											
Connextra	0000										DSP			
Consumable Inc			RAS											
ConsumerTrack	Ž		RAS GAM DSP RAS GAM DSP	RAS										
Conversant	ŏ		DSP	RAS GAM DSP NAT RAS GAM DSP NAT						GAW				
Conversion Logic	Ž		DSP	DSP										
Converto AG			RAS GAM DSP											
Creatopy			DSP								RAS			
Credible	- X	0		RAS							RAS GAM DSP			
Crimtan	X	$\odot$	DSP	RAS GAM DSP NAT				DSP			DSP			$\sim$
Criteo	×.	Ś	DSP											$\odot$
CrossInstall	<b>¥</b>	$\sim$		RAS							DSP			
Cuebiq	0000000	$\odot$		RAS GAM DSP NAT			DSP							
Dable Inc.	<u> </u>		RAS GAM DSP											
Dailyhunt	<u> </u>		DSP											
Dashbid								DSP						

Data+Math				RAS GAM DSP										
DataLogix (Oracle)				RAS GAM DSP										
Datazu		$\odot$	RAS	RAS GAM DSP										
		$\mathbf{\nabla}$	RAS GAM DSP RAS GAM DSP	RAS GDSP RAB GDSP RAS GDSP RAS GDSP RAS GDSP RAS GDSP RAS GDSP RAS GDSP RAS GDSP RAS										
Datonics (Almondnet)	000000		DSP	RAS										
DeltaX				NAT		DSP								
Digital Turbine				RAS										
Disqo				RARRY CARPY	DSP									
DMA Institute	X	0		RAS GAM	DSP									
Dot (Yahoo)	ŏ	000	RAS	RAS GAM	RAS	RAS		020	DSP		RAS	RAS		
DoubleClick / Google / CM360		×.	RAS GAM DSP	DSP NAT RAS	RAS GAM DSP RAS GAM DSP	RAS GAM DSP NAT	DSP	DSP DSP	DSP 1V DSP 1V	DSP DSP 1V	RAS GAM DSP			
DoubleVerify		Ø		RAS	GAM DSP		DSP	DSP	10	11				
Drawbridge	0000			GAM DSP NAT										
Dstillery	<b>9</b>			GAM DSP NAT										
Dun & Bradstreet	<b>Q</b>			GAM DSP NAT										
Dynad			RAS GAM DSP											
Dynata		Ø		RAS GAM DSP NAT				DSP						
e-retail development		$\bigcirc$		RAS GAM DSP NAT										
еВау	000000000000000000000000000000000000000	000	RAS GAM DSP	ASMAA RGBAA RGBAA RGBAA RGBAA RGBAA RGBAA RGBAA RGBAA RGBAA	RAS GAM DSP	RAS GAM DSP NAT								
Econda				RAS GAM DSP NAT										
Effective Measure				RAS GAM DSP NAT	DSP									
Effiliation / Effinity	Ö	$\bigcirc$	RAS GAM DSP											
eMarketingSolutions, Online Marketing S.L.	- Ö	00	RAS GAM DSP RAS GAM DSP	RAS GAM DSP										
EMX		Ŭ		RASM RASPT RASM RASTT RASM RASTT RASM RASTT RASM RASTT RASM RASTT RASM RASTTT RASM RASTTTT RASM RASTTTTTTTTTTTTTTTTTTTTTTTTTTTTTTTTTTTT										$\bigcirc$
		$\odot$		RAS GAM DSP	RAS									$\mathbf{\nabla}$
Ensighten		$\mathbf{\nabla}$		RAS										
EPICA		$\odot$		NAT					DSP					
Epom		U		DSP	DSP				-					
Escalated Solutions LLC					DSP									
ESV Digital		0		RAS GAM DSP NAT RAS GAM NAT										
Eulerian		$\odot$	DSP RAS GAM DSP	DSP NAT										
Everquote		$\sim$	GAM DSP	RAS										$\sim$
Exactag		Ø		RAS GAM DSP NAT RAS GAM DSP NAT										$\odot$
eXelate	Q	000		GAM DSP NAT										
Exponential	<b>Q</b>	Q	DSP											
Extreme Reach	Q	$\odot$		GAM DSP NAT					DSP	DSP				$\odot$
EyeReturn			RAS GAM DSP	RAS GAM DSP NAT							RAS GAM DSP			
Facebook		00		RAS GAM DSP NAT RAS GAM DSP NAT RAS GAS DSP NAT										
Factor Eleven	000000000000000000000000000000000000000	$\odot$	RAS											
Factual				RAS GAM DSP NAT				DSP						
Flashtalking		$\odot$	RAS GAM DSP	RAS GAM DSP NAT RAS GAM DSP NAT	RAS GAM DSP				DSP 1V	DSP	RAS GAM DSP		RAS GAM DSP	
Flite	Ö	-	RAS GAM DSP RAS GAM DSP								RAS GAM DSP RAS GAM			
Flowcode												DSP		
Flybuys	- A			RAS GAM DSP NAT										
			DSP	NAT										
Fortis Participacoes				RAS GAM DSP NAT										
Foursquare				NAT									DSP	
France Television Publicite				RAS										
Freckle IOT		$\mathbf{\hat{c}}$		RAS GAM DSP NAT										
FreeWheel	<b>Q</b>	$\odot$							DSP					
Frequency									DSP					
Fresh8 Gaming		~	DSP											
Gamesight Inc		$\odot$		RAS GAM DSP		RAS GAM DSP								

GeistM Technologies LTD						RAS GAM DSP NAT										
Gemius	Ø	$\odot$	RAS GAM DSP	RAS GAM DSP												
Genius Monkey	Ø	-		RAS GAM DSP												
Ghostery				RAS GAM DSP	RAS GAM DSP											
Gimbal	00000			RAS GDSPT RAAM GDSPT RAS R												
GlobalWebIndex		$\odot$		RAS GAM DSP												
		$\sim$		RAS												
Godrej Consumer Products Limited			DSP	NAT							DSP					
Goldspot Media	X	$\oslash$		RAS GAM DSP NAT					DSP							
Good-Loop Ltd	000	<b>O</b>	RAS GAM DSP	NAT					-							
Groovinads	X		DSP						DSP							
GroupeConnect			USP	DSP					Usr					DSP		$\bigcirc$
GumGum		$\odot$		DSP										DSP		$\odot$
hbfstech			DSP													
Herolens	Q		RAS GAM DSP						DSP							
HIRO	Q		DSP													
Hitokuse	Ø	~	DSP													
Hurra	Ø	00		RAS GAM DSP NAT												
HyperTV Inc.	Ø	$\odot$	DSP						DSP	DSP						
I Behavior KBMG	Ø				RAS GAM DSP											
IAG	Ø			RAS GAM DSP NAT												
IBM Digital Analytics	Ø			RAS GAM DSP NAT												
IHS Markit Digital			RAS GAM DSP	RAS GDSAT RAAM DSAT RAS GDSAT RAAM DSAT RAS GDSAT RAS GDSAT RAS GDSAT RAS GDSAT							RAS GAM DSP					
Impact Radius	Ø			RAS GAM DSP												
Impact+	Ø			RAS GAM DSP												
Innervate (RevJet)	Ø	$\odot$	RAS GAM	RAS GAM DSP					DSP	DSP	DSP					
	Ø	00	RAS GAM DSP RAS GAM DSP	NAT					DSP		DSP					
Innity	ŏ	$\mathbf{\nabla}$	DSP	RAS												
Innovation Interactive (Netmining)		0	RAS GAM DSP	RAS GAM DSP NAT RAS GAM DSP NAT				DSP	DSP 1V	DSP 1V				DSP	RAS GAM DSP	
Innovid	X	$\odot$	DSP	NAT											DSP	
InSkin	X	Ø	RAS GAM DSP								DSP					
Inspired Mobile		00	DSP	RAS	RAS		DSP				USP					
Integral Ad Science		Ø		RAS GAM DSP NAT RAS GAM DSP NAT	RAS GAM DSP		USP		DSP	DSP						
intelliAd	9		PAS	GAM DSP NAT												
Interpolls	<b>Y</b>		RAS GAM DSP	PAS												
Intimate Merger	Q			RAS GAM DSP NAT												
Invisibly	$\mathbf{Q}$		DSP						DSP							
iPromote	Ø	$\odot$	DSP													
Iron Source	00000									DSP						
iSpot				RAS GAM DSP NAT				DSP								
IVO Media Ltd		$\odot$	DSP													
Jivox	0	Ó	RAS GAM DSP						DSP		RAS GAM DSP				DSP	$\odot$
JustPremium		Ó										RAS		DSP		Ò
Kairos Fire	Ø	000000		RAS GAM DNA												-
Kargo	Ø	Ŏ		RAS GAM DSP NAT RAS GAM DSP NAT										DSP		$\odot$
Kerv Interactive		ð							DSP	DSP						~
	Ø			DSP	DSP											
Klover Holdings Inc	000	0	DSP	RAS GAM DSP NAT												
Knorex	Ŏ	$\bigotimes_{i \in \mathcal{O}}$		DSP		DSP							DSP			
Kochava	ŏ	Ŷ		RAS GAM DSP NAT									NAT			
Korrelate	_	0	RAS	NAT												
Kwanko	9	$\odot$	RAS GAM DSP													
Lasso Marketing					DSP	DSP										

LeadsRx, Inc.				RAS GAM DSP NAT											
Leaf Ad Server			RAS GAM DSP	NAT											
LG Ads Solutions		$\odot$	DSP	RAS											
	000000000000000000000000000000000000000	$\mathbf{\nabla}$		RAS GAM DSP NAT RAS GAM DSP NAT											
Lifesight			DSP	NAT											
LifeStreet	X										RAS				
Ligatus			RAS GAM DSP RAS GAM DSP								GAM				
Liquidus			DSP										DSP		
LiTV	×	$\mathbf{\circ}$		RAS									DSP		
LiveRamp		$\odot$		RAS GAM DSP NAT											
Location Sciences				DSP NAT RAS		RAS									
LnData	<u> </u>	$\sim$		RAS GASP RAS GASP RAS GAM DNA RAS GAM DNA RAS GAM DNA RAS CASP CASP		RAS GAM DSP NAT									
LoopMe	<b>Q</b>	Q	DSP	GAM DSP NAT					DSP						_
Lotame	Ø	000		GAM DSP NAT										(	<u> </u>
Lucid		$\odot$		RAS GAM DSP NAT				DSP							
Lucidity				RAS GAM DSP NAT											
M6													DSP		
Magnetic	000000000000000000000000000000000000000			RAS GAM DSP NAT											
Marchex Sales				RAS GAM DSP											
Marketcast Inc.	<b>Ö</b>			RAS GAM DSP NAT RAS GAM DNAT RAS GAM DNAT											
Marketing Science Consulting Group	Ö			DSP	DSP										
Massively	Ö											RAS GAM DSP			
Massmotionmedia	Ö			RAS GAM DSP NAT											
	N/A			NAT											
Matterport	0			RAS		RAS GAM DSP NAT									
Maximus	ŏ			RAS GAM DSP NAT RAS GAM DSP NAT		NAT									
Maxpoint Interactive		0	DED	DSP											
Mediaforce		$\odot$	DSP						DSP		RAS				
Medialets	ŏ	$\mathbf{\circ}$	RAS GAM DSP RAS GAM DSP	RAS					USP		RAS GAM DSP				$\sim$
MediaMath	<b>Y</b>	000	GAM DSP	RAS GAM DSP NAT											୭
Mediarithmics	Q	$\bigotimes$		DSP		DSP									~
Mediasmart	0000	$\odot$		RAS GAM DSP NAT										(	<u>છ</u>
MediaWallah	<b>Q</b>				DSP										
Medicx Health															
Meetrics					RAS GAM DSP										
MercuryMedia			RAS GAM DSP	RAS GAM DSP NAT											
Metapeople			DSP	RAS GAM DSP NAT RAS GAM DSP NAT											
Method Media Intelligence					DSP										
Metrixlab		$\odot$		RAS GAM DSP NAT											
Miaozhen	<b>O</b>			RAS GAM DSP NAT RAS GAM DSP NAT RAS GAM DSP NAT RAS GAM DSP NAT											
Microsoft	Ø	$\bigcirc$		RAS GAM DSP											
Millward Brown Digital (Kantar)	- Č	Ŏ		RAS GAM DSP	RAS GAM			DSP							
MOAT (Oracle)		0000		DSP	RAS GAM DSP RAS GAM DSP		DSP		DSP 1V	DSP					
		X		RAS	USP										
MobileWalla		$\mathbf{\nabla}$		RAS GAM DSP RAS GAM DSP NAT											
Money Map Press		Ø		DSP								DSP			<b>છ</b>
Nativo		Ś										RAS GAM DSP			<u>ن</u>
nativeMsg, Inc.	X			RAS								DSP			
Navegg				RAS											
Near Pte Ltd	<u> </u>	000		RAS GAM DSP NAT RAS GAM DSP NAT	DSP										
Neodata	<u> </u>	$\bigotimes$	DSP	GAM DSP NAT											
NEORY	Ø	$\odot$	DSP												
Netseer			DSP												

Netsertive, Inc.			DSP					6	SP					
Neural.ONE	Ø	$\odot$		RAS GAM DSP NAT RAS GAM NAT	DSP									
Neustar	Ø	Ō		RAS GAM DSP	DSP RAS GAM DSP			DSP						
Newsroom	Ø	Ō	DSP								DS			
NEXD	Ø	Ŏ	RAS GAM DSP	RAS GAM DSP						DSP				$\odot$
NextRoll, Inc.	<b>Ö</b>	000000	RAS GAM DSP DSP RAS GAM DSP	RAS BAM DSP FRAS BDSP FRAS FRAS FRAS FRAS FRAS FRAS FRAS FRAS										<b>~</b>
Nielsen	Ø	Ŏ	RAS	RAS GAM DSP	RAS GAM DSP		6	DSP						
NinthDecimal		•		RAS GAM DSP				DSP						
Norstat		$\odot$		RAS GAM DSP										
NTT DOCOMO, Inc		$\checkmark$		RAS GAM										
				NAT	RAS GAM DSP									
Nudge		0	DSP		DSP									
Octaive Ltd.		00							SP					
Ogury Ltd.	X	Ċ,	RAS GAM DSP						Ds	P RAS GAM	DS			
Omnivirt	X	0	DSP	RAS						GAM				
On Device	X	$\odot$		RAS GAM DSP NAT					SP					
OneAD	000000000000000000000000000000000000000	$\mathbf{O}$												
One Tech Group GmbH		00												
Ooyala	_	Ø							Ds	2				
Origin Media				RAS					DSP					
OwnerIQ	Q			RAS GAM DSP NAT										
PadSquad	Q								SP			DSF	)	
Pear Commerce	Ø		DSP											
Peer39	Ø			RAS GAM DSP NAT	RAS GAM DSP									
Pelmorex		$\odot$		RAS GAM DSP NAT										
Phoenix Marketing International				RAS GAM DSP NAT RAS GAM DSP NAT RAS GASP NAT										
Phluant	000000000000000000000000000000000000000		RAS GAM DSP RAS GAM DSP							DSP				
PilotX			RAS GAM DSP						DSP DS	P				
Pixalate				DSP	DSP	DSP								
Piximedia		$\odot$	RAS GAM DSP											
Placed (Powered by Foursquare)	Ø			RAS GAM DSP NAT RAS GAM DSP NAT				DSP						
PlacelQ				RAS GAM DSP										
Playground XYZ		$\odot$			DSP							DSF		
Playhill Limited	Ø	Ø	DSP											
Plexop	Ø	~	DSP											
Plista	Ø										DS			
Podi.ai	ò		DSP											
Polar	Ø	$\odot$	RAS GAM DSP							RAS				
		$\checkmark$				RAS GAM DSP NAT								
PopWallet	000000000000000000000000000000000000000		RAS GAM DSP	RAS		NAT				RAS GAM DSP				
Predicta			DSP	RAS GAM DSP NAT RAS GAM DSP NAT						DSP				
Prodege	X	$\odot$		NAT							RA GAI DS NA			
Protected Media		U	DSP								DS	7		
Pubvantage	X	$\odot$		RAS GAM DSP NAT										Ø
Pulsepoint	X	Ś		DSP							RA			Ś
PureRED	X	$\mathbf{\circ}$		RAS							RA GA DS			
Quantcast	X	$\odot$	PAG	RAS GAM DSP NAT										
QuinStreet	×.		RAS	RAS										
Quisma			DSP	RAS GAM DSP NAT RAS GAM DSP NAT										
Quotient	<b>Y</b>		RAS GAM DSP	GAM DSP NAT										
R-Advertising	<b>Y</b>	~	DSP											
Rakuten		$\odot$	DSP	RAS GAM DSP NAT										

Ram Panel		$\odot$		RAS GAM DSP										
Real Media Group	Ø	Ť	RAS GAM DSP	RAS GAM DSP NAT RAS GAM DSP NAT										
Realytics	Ø	$\odot$											DSP	
Refined Labs	00000	Ŭ		RAS GAM DSP										
Resonate				RAS GAM DSP NAT RAS GAM DSP NAT										
ResponsiveAds, Inc.		$\odot$	DSP	NAT										
		$\mathbf{\nabla}$		RAS GAM DSP										
Revtrax	Ö	$\odot$		RAS GAM DSP NAT RAS GAM DSP NAT										
RhythmOne	Ö	0000		NAT									DSP	
Rich Audience	ŏ	X	DSP			DSP								
Rock Internet	ŏ	-X-		RAS GAM DSP NAT		RAS GAM DSP NAT	DSP							
Rockerbox	ŏ	<b>O</b>	RAS	DSP		DSP								
ROI Media Consultants	X	0	RAS GAM DSP RAS GAM DSP											
Rubicon Project	000	$\odot$	DSP	RAS		RAS								
Salestring	X	$\mathbf{\circ}$		RAS		RAS GAM DSP NAT								
Sam4Mobile	X	×.	DSP	RAS GAM DSP NAT RAS GAM DSP NAT RAS GAM DSP NAT										$\sim$
Samba TV	X	000	RAS	GAM DSP NAT			DSP			RAS				$\odot$
Scoota	000	$\heartsuit$	RAS GAM DSP RAS GAM							RAS GAM DSP				
SEACRUX PTE. LTD.		$\sim$	GAM										DSP	
Seedtag	$\mathbf{Q}$	$\bigotimes$											DSP	~
Seenthis	000	000	DSP											$\odot$
Semasio	Ø	$\odot$		RAS GAM DSP NAT	RAS									
Shopliftr	Ø		DSP											
Signal				RAS GAM DSP NAT RAS GAM DSP NAT										
Signals	Ø		RAS GAM DSP	RAS GAM DSP NAT										
Similarbid	Ø			DSP										
SimpleReach	Ø				DSP									
Sincro Digital	Ø		RAS GAM DSP	RAS GAM DSP NAT				DSP						
Singular	0											DSP		
Sizmek	Ø	$\odot$	RAS GAM DSP	RAS GAM DSP		RAS GAM DSP NAT	DSP	DSP 1V	DSP 1V	RAS GAM DSP	RAS	DSP		
Skaze	Ø	00	RAS GAM DSP RAS GAM DSP	RAS GAM DSP NAT RAS GAM DSP NAT										
Sketchfab	Ø	- <b>-</b>												
Smart Adserver	Ø	$\bigcirc$	RAS GAM DSP	RAS GAM DSP				DSP						
Smart Analytics SL	Ø	000		RAS GAM DSP NAT RAS GAM DSP NAT										
SmartClip	Ø	ŏ		NAT				IV						
		~				RAS GAM DSP NAT								
Smart Commerce	000000					NAT						RAS		
SmartAsset SNT Media	Å		DSP											
	Å			RAS GAM DSP NAT										
Softcrylic	X	$\odot$	DSP	NAT				DSP						
Somplo Ltd	X	U	RAS GAM DSP	RAS GAM DSP NAT										
SourceKnowledge	ŏ		DSP	NAT				DSP	DSP					
Source Digital, Inc.		0	RAS	RAS GAM DSP NAT				DSP	DSP					
Space	X	$\odot$	RAS GAM DSP	DSP NAT				USP	USP					
Specless	X		USP											
Spirable	X			RAS				DSP						0
SpotX	X	$\sim$	RAS	RAS GAM DSP NAT										$\odot$
SpringServe	×	$\odot$	RAS GAM DSP	RAS				DSP						
Statiq	<b>Y</b>			RAS GAM DSP NAT										
Steel House	$\mathbf{\mathbf{Y}}$		RAS GAM DSP											
Stirista, Inc.	000000000000000000000000000000000000000			DSP										
Stream Eye		$\odot$	RAS GAM DSP											

Stuzo			DSP										
Sublime	0	$\odot$	DSP									DS	
SunMedia	Ø	$\odot$	DSP					DSP					
Tail Target Audience & Insights Lab	Ø	~		RAS GAM DSP NAT		RAS GAM DSP NAT							
Tapad	Ø						DSP	)					
Tasty Media			RAS GAM DSP										
Teads	0	$\bigcirc$	RAS GAM DSP RAS GAM						DSP			DS	
TF1	Ø	0000										DS	
The Reach Group	Ø	Ō	DSP										
The Trade Desk	Ø	Ō		RAS GAM DSP NAT				DSP					
Thorndyke	Ø			DSP									
Thunder (PaperG)	000		RAS GAM DSP					DSP					
TIM Media			RAS GAM DSP RAS GAM										
TimeOne	Ø	$\odot$		RAS GAM DSP NAT									
TradeDoubler	Ø	Ť	RAS GAM DSP										
TrafficGuard	Ø				DSP								
Transmit Live	000000							DSP					
Tredia Solutions SL	ŏ	$\bigcirc$	DSP	DSP	DSP								
Tremor International	ŏ	0										DS	
TrenDemon	Ø	$\checkmark$		RAS GAM DSP									
TripAdvisor	Ø			RAS GAM DSP NAT RAS GAM DSP NAT									
TrustArc	Ø			NAT	RAS GAM DSP								
TUNE (HasOffers)	<b>Ö</b>										6	SP	
	Ø			RAS GAM DSP NAT	RAS GAM DSP								
TVadSync Inc	Ø	$\odot$		DSP	DSP								
TVSquared	Ø	$\checkmark$										DS	$\bigcirc$
Ucfunnel	ŏ	0	DSP										
Underdog Media	ŏ	Ř	DSP						DSP			DS	
Undertone		000		RAS			DSP						
Upwave	X	0		RAS									
Varick Media	0000			RAS GAM DSP NAT RAS GAM DSP NAT RAS GAM DSP									
Velti	X	Ø		NAT				DSP					$\bigcirc$
VGI CTV	<b>—</b>	<b>O</b>		RAS									U
VideoAmp	S			RAS GSP NAT RAS GAM DSP NAT									
ViewersLogic	X		DSP	NAT				DSP	DSP				
ViralGains, Inc.		$\odot$	RAS GAM DSP									SP	
Visarity		Ś	DSP	RAS									
Visible Measures	000000000000000000000000000000000000000	$\odot$		RAS GAM DSP NAT RAS GAM DSP NAT									
Visual IQ	X	Ś	DSP	DSP									
Vivalu				DSP									
Vizio Inc.	X											DSI	
Vox Media			DSP										
Voxus	X		USP	RAS									
Wayfair		0		RAS GAM DSP NAT	DSP								
WebMediaRM	X	00	RAS	RAS	USP					RAS			
Weborama	X	Ś	RAS GAM DSP	RAS				DSP	DSP	RAS GAM DSP			
WhatRocks	X	$\mathbf{a}$		RAS GAM DSP NAT RAS GAM DSP NAT RAS GAM DSP NAT	RAS								
White Ops		$\odot$		GAM DSP NAT	RAS GAM DSP								
Widespace			RAS GAM DSP RAS GAM DSP										
Wishabi		$\sim$	GAM	RAS									
Wizaly		$\odot$		RAS GAM DSP NAT	DSP								

Wootag	Ø					DSF	DSP					
X+1	0		RAS GAM DSP	RAS GAM DSP NAT								
Xaxis	0	$\odot$	RAS GAM DSP	RAS GAM DSP NAT								
xpln.ai		$\odot$			DSP	DSF						
Yahoo / Yahoo Creative Studios (IAB TCF EU/EEA Regis		$\odot$	RAS GAM DSP			DSF	DSP	RAS GAM DSP	RAS GAM DSP		DSP	$\odot$
Yahoo / Yahoo Creative Studios (IAB TCF Canada Regis			RAS GAM DSP			DSF	DSP	RAS GAM DSP	RAS GAM DSP		DSP	
Yieldmo	0	$\odot$								DSP		$\odot$
Yieldr			DSP									
ZBO Media	$\bigcirc$			RAS GAM DSP NAT								
Zentrick							DSP					
Zeta Global	Ø	$\odot$		DSP								
Zirca				RAS GAM DSP NAT								