

Publisher Legend		Icon Legend			
AOL O&O	Includes AOL, MSN, Huffpost, Autoblog, Techcrunch & Engadget		Certified Vendor		Video
			VM EU Approved		Tracking
Yahoo O&O	Includes all properties (News, Finance, Sports etc.)		Desktop		Not Approved
DSP	VM DSP (formerly Brightroll DSP)		Mobile		

Third Party Vendors

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				Web	App				Web	App							
1000mercis																	
1Advertising																	
33Across																	
4Info																	
A.Mob																	
A4G																	
Aarki																	
ActionX																	
Active Agent AG																	
Acuity Ads																	
ad4mat																	
ad6media																	
Adacado																	
Adara Media																	
AdBlade																	
AdButler																	
AdCentric																	
AdClear																	
AdColony (fka Opera Mediaworks Performance)																	
Addictive Mobility																	
Addoox																	
Addroid																	
AdDThis																	
Adelphic																	
Adform																	
AdGear																	
Adikteev																	
Adimo																	
Adinfinity (Viziads)																	
Addition																	
Adjust																	
Adkernel																	
Adledge																	
Adloox																	
Adlytics																	
Adman																	
ADman Media																	

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				Web	App				Web	App							
AdMaxim																	
Admetrics																	
AdMotion																	
AdNear																	
Adobe																	
Adotmob																	
Adotube																	
AdPredictive																	
AdRoll																	
AdSpirit																	
adstuna																	
AdSupply																	
AdTech																	
AdTheorent																	
AdTiming																	
AdTriba																	
AdUnity																	
AdUp																	
Advangelists																	
Advanse																	
ADventori																	
Adverline																	
Advolution (Digital Control)																	
Advrtas																	
AdXcel																	
Adxperience																	
AdYouLike																	
Adzerk																	
Adzync																	
AerServ(BSW)																	
Alphonso																	
Amazon																	
AMG (Adconion Media Group)																	
Amillionads																	
Aniview																	
Annalect																	
Appier																	
AppNexus																	
AppsFlyer																	

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AppTV																	
Apsalar (Singular)																	
Arcspire																	
ARMIS																	
Arrivalist																	
Art of Click																	
ATG																	
Atlas / Facebook																	
Audience2media																	
AudienceProject																	
Augur																	
Avazu																	
Avid Ad Server																	
Avocet																	
Awin																	
Axonix																	
Bankrate																	
Bannerflow																	
Barometric																	
Beeswax																	
Beintoo																	
Bell Media																	
Bidsopt																	
Bidstalk																	
BidSwitch																	
BidTheatre																	
Biga Bid Media Ltd																	
Bitqueen (Rippl)																	
BizzClick																	
BlisMobile Media																	
BlueCava																	
BlueKai																	
Bombora																	
Bonzai																	
Brand.net																	
Bridgetrack																	
BrightRoll																	
Bucksense																	
Buyer A																	

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C3 Metrics																	
Cablato																	
Cake Marketing																	
Captify																	
Cardlytics																	
Casale Media (Index Exchange)																	
Catalina																	
Cazamba																	
CDK Global																	
Cedato																	
Celtra																	
Centro																	
Chalk Digital																	
Chango																	
ChannelSight																	
CHEQ																	
Chitika																	
Cint AB																	
Clear Pier																	
Click Tech																	
Clickbooth																	
Clinch Labs																	
Clipcentric																	
Codewise																	
Collective Media (now Visto)																	
Comet (fka Gamut Smart Media)																	
Commanders Act																	
comScore																	
Comune																	
Connexity																	
Connextra																	
Contobox																	
Conversant																	
Conversion Logic																	
Convert Media																	
CPX																	
Cravelabs																	
Crimtan																	

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Criteo																	
CrossInstall																	
Cuebiq																	
Cxense																	
Dailymotion																	
Dashbid																	
Datalicious																	
DataLogix																	
Dataxu																	
Datonics (Almondnet)																	
DBA Gamut																	
Delta Projects																	
DeltaX																	
Demandbase																	
Deqwas																	
Digilant																	
Digital Ad Systems																	
Digital Turbine																	
Digitize																	
Dimstore (GFK)																	
DMA Institute																	
Dot (Yahoo)																	
DoubleClick / Google / Adx																	
DoubleVerify																	
Downstream																	
Drawbridge																	
Dstillery																	
Dynad																	
DynAdmic																	
E-Planning																	
eBay																	
Econda																	
Effective Measure																	
Affiliation																	
Egentic																	
Emediate																	
Emetriq																	
EMX (f.k.a. bRealTime)																	
Engage																	

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Ensignten																	
EnvisionX																	
Epom																	
EQ Ads																	
ESV Digital																	
Etarget																	
Eulerian																	
Everquote																	
Exactag																	
eXelate																	
Exponential																	
ExtendTV																	
Extreme Reach																	
Eyeota																	
EyeReturn																	
EyeviewInc																	
F.O.X.																	
Factor Eleven																	
Feature Forward (TLV Media)																	
Flashtalking																	
Flite																	
FM Labs LLC																	
Forensiq																	
Fortis Participacoes																	
Foursquare																	
Fractional Media																	
France Television Publicite																	
Freakout																	
Freckle IOT																	
FreeWheel																	
Fuisz Media																	
Fullspeed																	
FUSIO																	
Fyber(BSW)																	
Gammed																	
Gemius																	
Genius Monkey																	
Getintnt																	
Ghostery																	

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				Web	App				Web	App							
Gimbal																	
GlobalWebIndex																	
Go2mobi																	
Golden Bees																	
Goldspot Media																	
GrapeShot																	
Groovinads																	
GroundTruth (f/k/a xAd)																	
GroupM Server																	
GumGum																	
hbfstech																	
Herolens																	
HIRO																	
Hitokuse																	
Hurra																	
I Behavior KBMG																	
IAG																	
IBM Digital Analytics																	
IGA Works																	
IgnitionOne																	
IHS Markit Digital																	
Illuma Technology																	
Impact Radius																	
Impression Desk																	
Improve Digital																	
Ingenius Technologies																	
Inneractive(BSW)																	
Innity																	
Innovation Interactive (Netmining)																	
Innovid																	
InSkin																	
Inspired Mobile																	
Integral Ad Science (IAS/AdSafe)																	
intelliAd																	
Intent Media																	
IntentIQ																	
Internet BillBoard																	
Interpolls																	

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Interrogare																	
Intimate Merger																	
Invite Media																	
IPONweb																	
iPromote																	
IQM																	
IRI																	
iSpot																	
Jaduda GmbH																	
Jamloop																	
Jampp																	
Jetpack Digital																	
Jinni aka Platform IO																	
Jivox																	
Juice Mobile																	
Kargo																	
Kenshoo																	
Knorex																	
Kochava																	
Korrelate																	
Krux Digital																	
Leaf Ad Server																	
Lian Media																	
LifeStreet																	
Liftoff																	
Ligatus																	
Lightspeed Research																	
Likqid Media (LKQD)																	
Linkstorm																	
LiquidM																	
Liquidus Media																	
LiveRamp																	
LnData																	
LoopMe																	
Lotame																	
Lucid																	
Lucidity																	
Magnetic																	
MainADV																	



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				Web	App				Web	App							
Manage.com (fka RTB.com)																	
Marchex Sales																	
Marin Software																	
Marketing Science Consulting Group																	
Marketshot (fka Onesixty2)																	
Massively																	
Massmotionmedia																	
Maximus																	
Maxpoint Interactive																	
MBR Targeting																	
Media Force																	
Medialets																	
MediaMath																	
mediarithmics																	
Mediasmart																	
MediaWallah																	
Meetrics																	
Mega Electric																	
Meme Video																	
MercuryMedia																	
Metapeople																	
Metrigo																	
Metrixlab																	
MGID Inc.																	
Miaozhen																	
Microsoft																	
Millward Brown Digital																	
MiQ																	
Mixpo																	
Moasis																	
MOAT																	
MobileWalla																	
MobPro																	
Mobusi Mobile Advertising																	
MoPub																	
myThings																	
Native Touch																	
Nativo																	
Navegg																	

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Neodata																	
NEORY																	
Netseer																	
netzeffekt																	
Neural.ONE																	
Neustar AdAdvisor																	
NEXD																	
neXeps																	
NexTag																	
Nielsen																	
NinthDecimal																	
Norstat Denmark																	
NTT DOCOMO, Inc																	
Nudge																	
Nugg.Ad																	
O2 Telefonica																	
Omnivirt																	
On Device																	
OnAudience																	
ONE Creative																	
ONE DMP / ONE Audience																	
Ooyala																	
OpenX																	
Optimise																	
ORU																	
Outbrain																	
OwnerIQ																	
PA Technology Solutions Limited																	
Parship Greatviews																	
Pelmorex																	
Perfect Audience																	
Performash																	
Phluant																	
Phoenix Marketing International																	
PilotX																	
Pixalate																	
Piximedia																	
PK4 Media																	

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Placecast																	
Placed																	
PlacedQ																	
Platform161																	
Plista																	
PLYmedia																	
Polar																	
PopWallet																	
PowerLinks																	
Predicta																	
Primis																	
Prodege																	
Pubmatic																	
PubNative GmbH																	
Pubvantage																	
Pulsepoint																	
Qriously																	
Quantcast																	
QuinStreet																	
Quisma																	
Quotient																	
R-Advertising																	
Rads Media																	
Rakuten																	
Ram Panel																	
Reach Dynamics																	
Real Media Group																	
Realzeit																	
Refined Labs																	
Remerge																	
Research Now																	
Resonate																	
RevContent																	
RevJet																	
Revtrax																	
Rhythm One (fka Radium One UK Ltd)																	
RhythmOne																	
Rich Audience International																	

Publisher Legend		Icon Legend			
AOL O&O	Includes AOL, MSN, Huffpost, Autoblog, Techcrunch & Engadget		Certified Vendor		Video
			VM EU Approved		Tracking
Yahoo O&O	Includes all properties (News, Finance, Sports etc.)		Desktop		Not Approved
DSP	VM DSP (formerly Brightroll DSP)		Mobile		

Third Party Vendors

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	Certified Vendor	VM EU/EEA Approval	Desktop	Mobile		Video	Tracking	Desktop	Mobile		Video	Tracking	Desktop	Mobile		Video	Tracking
				Web	App				Web	App							
Rich Media Studio																	
Rockerbox																	
Roq.ad																	
RTB House																	
RTB.Cat																	
RTBIQ																	
Rubicon Project																	
Run																	
Sabio Mobile																	
Sam4Mobile																	
Samba TV																	
Scaleout																	
SceneStealer																	
Scoota																	
Semasio																	
Sentrant																	
Shanghai Chuye Information Technology																	
ShareThis																	
ShareThrough																	
Showheroes																	
Sift																	
Signal.co																	
SimpleReach																	
Simpli.fi																	
Sirdata																	
SiteScout																	
SITO Mobile																	
Sizmek																	
Skenzo																	
Sketchfab																	
SkimLinks																	
smaato																	
Smadex																	
Smart Adserver																	
SmartAsset																	
SmartClip																	
Smartstream.TV																	
SmartX																	

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				Web	App				Web	App							
SNT Media																	
So-Net Entertainment Taiwan																	
sociomantic																	
Softcrylic																	
Sojern																	
SourceKnowledge (Sokno Media Inc)																	
Sovrn Holdings																	
Space																	
Sparklit																	
Specless																	
Speed Shift Media																	
Spongecell																	
SpotX																	
Spree7																	
SpringServe																	
Startapp																	
Statiq																	
Steel House Media																	
Stroer-AdScale(BSW)																	
Stuzo																	
Sub2 Technologies Ltd																	
Sublime Skinz																	
SundaySky																	
Survata																	
Switch Concepts																	
Taboola																	
Taggify																	
Tail Target Audience & Insights Lab																	
Tambo																	
Tapad																	
Tapit (Phunware)																	
Teads																	
Tealium																	
Telaria																	
TF1																	
The ADEX																	
The Reach Group (Formerly redvertisement)																	
The Trade Desk																	

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				Web	App				Web	App							
ThinkNear																	
Thunder (PaperG)																	
TimeOne																	
TNS																	
TradeDoublar																	
Tradelab																	
TradeTracker																	
Travel Audience																	
Trend Research																	
Triad Retail																	
Triapodi																	
TripAdvisor																	
TripleLift																	
Trueffect																	
TrustE (now TrustArc)																	
Tune																	
Turbo																	
Turn																	
UberMedia																	
Ubimo																	
UCFunnel																	
Underdog Media																	
Undertone																	
Unprecedented Media Limited																	
Unrulyx(BSW)																	
usemax advertisement (Emego GmbH)																	
Varick Media																	
Vdopia																	
Velti																	
Verve																	
Vidazoo																	
Video Intelligence AG																	
VideoAmp																	
Videology																	
ViewersLogic																	
Virol, Inc																	
Visarity																	
Visible Measures																	



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				Web	App				Web	App							
Visual IQ																	
Vivalu																	
Wapstart																	
Wayfair																	
Weborama																	
White Ops																	
Widespace																	
Wishabi																	
Wizaly																	
X+1 (formerly Poindexter)																	
Xaxis																	
YellowHammer Media Group																	
Yieldlab																	
YieldMo																	
Yieldr																	
Zebestof																	
Zedo																	
Zemanta																	
Zentrick																	
Ziff Davis																	
Zirca																	
Zygon																	