

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

Third Party Vendors

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1000mercis														
1Advertising														
33Across														
4Info														
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)														
Adition														
Adjust														
Adledge														
Adloox														
Adlytics														
Adman														

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ADman Media														
AdMaxim														
Admetrics														
AdMotion														
AdNear														
Adobe														
Adotmob														
Adotube														
AdPredictive														
AdRoll														
AdSpirit														
adstuna														
AdSupply														
AdTech/Canvas														
AdTheorent														
AdTiming														
AdTriba														
AdUp														
Advangelists														
Advance														
ADventori														
Adverline														
Advolution (Digital Control)														
Advrtas														
AdXcel														
Adxperience														
AdYouLike														
Adzerk														
AerServ(BSW)														
Alphonso														
Amazon														
AMG (Adconion Media Group)														
Aniview														
Annalect														

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AppNexus														
AppsFlyer														
AppTV														
Apsalar														
Arcspire														
Arrivalist														
Art of Click														
ATG														
Atlas / Facebook														
Audience2media														
AudienceProject														
Augur														
Avazu														
Avid Ad Server														
Avocet														
Awin														
Axonix														
Bannerflow														
Barometric														
Batch Media														
Beeswax														
Beintoo														
Bell Media														
Bidsopt														
Bidstalk														
BidSwitch														
BidTheatre														
Biga Bid Media Ltd														
BizzClick														
BlisMobile Media														
BlueCava														
BlueKai														
Bombora														

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Brainient														
Brand.net														
Bridgetrack														
BrightRoll														
Bucksense														
Buyer A														
C3 Metrics														
Cablato														
Cake Marketing														
Captify														
Cardlytics														
Casale Media (Index Exchange)														
Catalina														
Cazamba														
CDK Global														
Cedato														
Celtra														
Centro														
Chalk Digital														
Chango														
ChannelSight														
Chitika														
Cint AB														
Clear Pier														
Click Tech														
Clickbooth														
Clinch Labs														
Clipcentric														
Codewise														
Collective Media (now Visto)														
Comet (fka Gamut Smart Media)														
Commanders Act														
comScore														

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Connexity														
Connextra														
Contobox														
Conversant														
Conversion Logic														
Convert Media														
CPX														
Cravelabs														
Crimtan														
Criteo														
Cuebiq														
Dailymotion														
Dashbid														
Datalicious														
DataLogix														
Dataxu														
Datonic (Almondnet)														
DBA Gamut														
Delta Projects														
Demandbase														
Deqwas														
Digilant														
Digital Ad Systems														
Digitize														
Dimestore (GFK)														
DMA Institute														
Dot (Yahoo)														
DoubleClick / Google / Adx														
DoubleVerify														
Downstream														
Drawbridge														
Distillery														
Dynad														

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DynAdmic														
E-Planning														
eBay														
Econda														
Effective Measure														
Effiliation														
Egentic														
Emediate														
Emetriq														
EMX (f.k.a. bRealTime)														
Engage														
Ensignten														
EnvisionX														
Epom														
EQ Ads														
ESV Digital														
Etarget														
Eulerian														
Everquote														
Exactag														
eXelate														
Exponential														
ExtendTV														
Extreme Reach														
Eyeota														
EyeReturn														
Eyeviewinc														
Factor Eleven														
Feature Forward (TLV Media)														
Flashtalking														
Flite														
FM Labs LLC														
Fortis Participacoes														
Foursquare														

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Fractional Media														
France Television Publicite														
Freakout														
Freckle IOT														
FreeWheel														
Fuisz Media														
Fullspeed														
FUSIO														
Fyber(BSW)														
Gammed														
Gemius														
Genius Monkey														
Getintent														
Ghostery														
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														

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IHS Markit Digital														
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														
Interrogare														
Intimate Merger														
Invite Media														
IPONweb														
iPromote														
IQM														
IRI														
iSpot														
Jaduda GmBH														
Jamloop														
Jampp														
Jetpack Digital														
Jinni aka Platform IO														
Jivox														
Juice Mobile														
Kargo														

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Knorex														
Kochava														
Korrelate														
Krux Digital														
Lian Media														
LifeStreet														
Liftoff														
Ligatus														
Lightspeed Research														
Likqid Media (LKQD)														
Linkstorm														
LiquidM														
Liquidus Media														
LiveRamp														
LnData														
LoopMe														
Lotame														
Lucid														
Lucidity														
Magnetic														
MainADV														
Manage.com (fka RTB.com)														
Marchex Sales														
Marin Software														
Marketing Science Consulting Group														
Marketshot (fka Onesixty2)														
Massively														
Massmotionmedia														
Maxpoint Interactive														
MBR Targeting														
Media Force														
Medialets														
MediaMath														

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mediarithmics														
Mediasmart														
MediaWallah														
Meetrics														
Mega Electric														
MemeVideo														
MercuryMedia														
Metapeople														
Metrigo														
Metrixlab														
MGID Inc.														
Miaozhen														
Microsoft														
Millward Brown Digital														
MiQ														
Mixpo														
Moasis														
MOAT														
MobPro														
Mobusi Mobile Advertising														
MoPub														
myThings														
Native Touch														
Nativo														
Navegg														
Neodata														
NEORY														
Netseer														
Neural.ONE														
Neustar AdAdvisor														
NEXD														
neXeps														
NexTag														
Nielsen														

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NinthDecimal														
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														
Phluent														
PilotX														
Pixalate														
Piximedia														
PK4 Media														
Placecast														
Placed														
PlacelQ														
Platform161														
Plista														
PLYmedia														
Polar														
PopWallet														

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Predicta														
Primis														
Pubmatic														
PubNative GmbH														
Pubvantage														
Pulsepoint														
Qriously														
Quantcast														
QuinStreet														
Quisma														
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 Media Studio														
Rippl														
RTB House														
RTB.Cat														
RTBiQ														
Rubicon Project														
Run														

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			OATH EU Approved		Tracking
Yahoo O&O	Includes all properties (News, Finance, Sports etc.)		Desktop		Not Approved
DSP	Oath DSP (formerly Brightroll DSP)		Mobile		

Third Party Vendors

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	Certified Vendor	OATH EU/EEA Approval	Desktop	Mobile	Video	Tracking	Desktop	Mobile	Video	Tracking	Desktop	Mobile	Video	Tracking
Sabio Mobile														
Sam4Mobile														
Samba TV														
Scaleout														
SceneStealer														
Scoota														
Semasio														
Sentrant														
Shanghai Chuye Information Technology														
ShareThis														
ShareThrough														
Showheroes														
Sift														
Signal.co														
SimpleReach														
Simplifi														
Sirdata														
SiteScout														
SITO Mobile														
Sizmek														
Skenzo														
Sketchfab														
SkimLinks														
smaato														
Smadex														
Smart Adserver														
SmartClip														
Smartstream.TV														
SmartX														
SNT Media														
So-Net Entertainment Taiwan														
sociomantic														
Softcrylic														
Sojern														

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SourceKnowledge (Sokno Media Inc)														
Sovrn Holdings														
Space														
Sparkflow														
Sparklit														
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(BSW)														
Telaria														
TF1														
The ADEX														
The Reach Group (Formerly redvertisement)														
The Trade Desk														
ThinkNear														

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Thunder (PaperG)														
TimeOne														
TNS														
TradeDoublar														
Tradelab														
TradeTracker														
Travel Audience														
Trend Research														
Triad Retail														
Triapodi														
TripleLift														
Trueeffect														
TrustE (now TrustArc)														
Tune														
Turbo														
Turn														
UberMedia														
Ubimo														
UCFunnel														
Underdog Media														
Undertone														
Unprecedented Media Limited														
Unrulyx(BSW)														
UpRival														
usemax advertisement (Emego GmbH)														
Varick Media														
Vdopia														
Velti														
Verve														
Vidazoo														
Video Intelligence AG														
VideoAmp														
Videology														
ViewersLogic														

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Virool, Inc														
Visarity														
Visible Measures														
Visual IQ														
Vivalu														
Vizu**														
Wapstart														
Wayfair														
Weborama														
White Ops														
Wishabi														
X+1 (formerly Poindexter)														
Xaxis														
YellowHammer Media Group														
Yieldlab														
YieldMo														
Yieldr														
Zebestof														
Zedo														
Zemanta														
Zentrick														
Ziff Davis														
Zygon														