

**Explanation on the structure of the list:**

To help you generate an overview of this list as easily as possible, we would like to provide the following information on the structure of the list: The iq digital vendor list is divided into global vendors according to IAB TCF (vendors who are already certified by the IAB) and custom vendors.

This list of vendors is as of 11.12.2024, as the market is currently still very much in motion it will evolve. This list is therefore not to be regarded as final and is subject to constant updates.

Sometimes we have to delete vendors from our list, in case they don't fit the criteria for our list or don't fit it anymore. You can find these vendors in the section "Deleted vendors as of...". Please consider them in you update aswell.

Global Vendor List IAB TCF (IAB)	
Vendoren (ATPs)	ID (GVL des IAB)
Updates Vendors as per 11.12.2024	
	new Vendors
Adelaide Metrics Inc	1019
Epsilon	24
	deleted Vendors
adality GmbH	649
Objective Partners BV	832

List Vendors per 11.12.2024	
1plusX AG	92
Active Agent (Virtual Minds GmbH)	40
AdDefend GmbH	539
Adelaide Metrics Inc	1019
Adex (Virtual Minds GmbH)	44
Adform A/S	50
ADDITION (Virtual Minds GmbH)	39
Adloox SA	93
Adnami Aps	612
Adnuntius AS	855
Adobe Advertising Cloud	264
Adobe Audience Manager, Adobe Experience Platform	565
AdSpirit GmbH	6
adsquare GmbH	66
AdsWizz Inc.	507
advanced store GmbH	195
AlIMediaDesk GmbH	598
Amazon Ad Server	68
Amazon Advertising	793
AudienceProject A/S	394
Audienzz AG	783
Axel Springer Teaser Ad GmbH	647
bam! interactive marketing GmbH	771
Bannernow, Inc.	801
BeeswaxIO Corporation	12
BIDSWITCH GmbH	128
BILENDI SA	625
C Wire AG	1081
Celtra Inc.	315
Claritas LLC	1146
Clinch Labs LTD	767
Commanders Act	416
ConnectAd Demand GmbH	138
Criteo SA	91
DEFINE MEDIA GMBH	440
Delta Projects AB	209
Dianomi PLC	885
DoubleVerify Inc.	126
Dynata LLC	110
EASY Marketing GmbH	796
EASYmedia GmbH	168
emetriq GmbH	213
Epsilon	24
Equativ	45
esome advertising technologies gmbh	1213
Exactag GmbH	312
Eyeota Pte Ltd	120
Factor Eleven GmbH	795
Fifty Technology Limited	100
Flashtalking	78
fraud0 GmbH	1204
Gemius SA	328
GfK GmbH	758
Google Advertising Products	755
GroupM UK Limited	98
GumGum, Inc.	61
Hearts and Science München GmbH	787
ID5 Technology Ltd	131
Improve Digital	253
Index Exchange Inc.	10
INFOOnline GmbH	730
Innovid LLC	452
Integral Ad Science (incorporating ADmantX)	278
Jaduda GmbH	252
Jivox Corporation	294
LiveRamp	97
Magnite CTV, Inc.	202
Magnite, Inc.	52
mediarithmics SAS	184
Microsoft Advertising	1126
MiQ Digital Ltd	101
NEORY GmbH	34
Nexxen Group LLC	36
Nexxen Inc.	23
Nielsen International SA	812

Nielsen Media Research Ltd.	373
OneTag Limited	241
Online Solution	602
onlineumfragen.com GmbH	1061
OpenX	69
Opinary (Affinity Global GmbH)	488
Oracle Data Cloud - Moat	772
Otto (GmbH & Co KG)	559
Outbrain UK Ltd	164
Permodo GmbH	139
Platform161 B.V.	140
Polar Mobile Group Inc.	297
Publicis Media GmbH	226
PubMatic, Inc	76
Quantcast	11
Rakuten Marketing LLC	60
RATEGAIN ADARA INC	57
Readpeak Oy	290
Republika Research & Analytics Austria GmbH	703
RevJet	759
Roku Advertising Services	71
RTB House S.A.	16
Semasio GmbH	84
Showheroes SE	111
ShowHeroes SRL	276
Smaato, Inc.	82
smartclip Europe GmbH	115
Smartology Limited	246
SMARTSTREAM.TV GmbH	134
Sovrn, Inc.	13
Sportradar AG	655
SpringServe, LLC	293
StackAdapt Inc.	238
TabMo SAS	275
Taboola Europe Limited	42
Teads France SAS	132
The Kantar Group Limited	345
The Reach Group GmbH	382
The UK Trade Desk Ltd	21
travel audience GmbH	423
Triple Lift, Inc.	28
twiago GmbH	242
Vistar Media EMEA BV	302
Weborama	284
Welect GmbH	282
Wizaly	281
Xandr, Inc.	32
Yahoo EMEA Limited	25
Yieldlab (Virtual Minds GmbH)	70
zeotap GmbH	301

## 2 Custom Vendors

### For Publishers

When creating custom vendors in your CMP, please note the selection of the following purposes:

#### Custom Vendors (ATPs)

Name: Adobe Analytics

Custom Vendor

Purposes IAB ID	Purpose name	Settings Adobe Analytics defined by iq digital
1	Store and/or access information on a device	User Consent
2	Use limited data to select advertising	Not Applicable
3	Create profiles for personalised advertising	Not Applicable
4	Use profiles to select personalised advertising	Not Applicable
5	Create profiles to select a personalised content	Not Applicable
6	Use profiles to select personalised content	Not Applicable
7	Measure advertising performance	User Consent
8	Measure content performance	User Consent
9	Understand audiences through statistics or combination of data from different sources	Not Applicable
10	Develop and improve services	Not Applicable
11	Use limited Data to select content	Not Applicable

### For Publishers

When creating custom vendors in your CMP, please note the selection of the following purposes:

Name: iq digital media marketing gmbh

Custom Vendor

Purposes IAB ID	Purpose name	Settings iq digital media marketing gmbh defined by iq digital
1	Store and/or access information on a device	User Consent
2	Use limited data to select advertising	User Consent
3	Create profiles for personalised advertising	User Consent
4	Use profiles to select personalised advertising	User Consent
5	Create profiles to select a personalised content	User Consent
6	Use profiles to select personalised content	User Consent
7	Measure advertising performance	User Consent
8	Measure content performance	User Consent
9	Understand audiences through statistics or combination of data from different sources	User Consent
10	Develop and improve services	User Consent
11	Use limited Data to select content	User Consent