

**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 01.04.2025, 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 01.04.2025		
	new Vendors	
LinkedIn Ireland Unlimited Company		804
Relevant Digital Oy		1100
Lotame Solutions, Inc		95
	deleted Vendors	
Amazon Ad Server		68
Oracle Data Cloud - Moat		772

List Vendors per 01.04.2025		
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
ADITION (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 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
Jivox Corporation		294
LinkedIn Ireland Unlimited Company		804
LiveRamp		97
Lotame Solutions, Inc		95
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
Otto GmbH & Co. KGaA	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
Relevant Digital Oy	1100
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
Splicky GmbH	252
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