

Erklärung zum Aufbau der Liste

Damit Sie sich möglichst einfach einen Überblick verschaffen können, folgende Information zum Aufbau der Liste:

Die Vendorenliste der iq digital ist in Global Vendoren nach IAB TCF v.2 (Vendoren die beim IAB zertifizierte sind) und Custom Vendors unterteilt.

Diese Vendoren-Liste bildet den Stand 01.12.2020 ab, da der Markt aktuell noch stark in Bewegung ist. Diese Liste ist daher nicht als final anzusehen und unterliegt stetigen Aktualisierungen diese finden sich in der Kategorie "Updates der Vendoren" und in der rechten Spalte.

| Global Vendor List nach IAB TCF v.2 (IAB) | |
|---|-------------------------|
| Vendoren (ATPs) | ID (GVL des IAB) |
| Updates der Vendoren zum 01.12.2020 | |
| Neue bzw. wieder hinzugefügte Vendoren | |
| Dynata LLC | 110 |
| Rakuten Marketing LLC | 60 |
| RhythmOne DBA Unruly Group Ltd | 36 |
| Roku Advertising Services | 71 |
| Vendoren die gelöscht wurden | |
| ADARA MEDIA UNLIMITED | 57 |
| AdsWizz Inc. | 507 |
| agof - daily campaign facts | 722 |
| Artefact Deutschland GmbH | 797 |
| ATG Ad Tech Group GmbH | 509 |
| Captify Technologies Limited | 2 |
| Comcast International France SAS [fka: FreeWheel Media, Inc] | 285 |
| comScore, Inc. | 77 |
| diva-e products [fka: intelliAd Media GmbH] | 852 |
| Dentsu Aegis Network Italia SpA | 707 |
| Epsilon [fka: Conversant/CJ Affiliate] | 24 |
| GlobalWebIndex | 536 |
| Google Ad Manager [Custom Vendor] | Custom Vendor |
| GP One GmbH | 657 |
| IPONWEB GmbH | 129 |
| Jivox Corporation | 294 |
| LinkedIn Ireland Unlimited Company | 804 |
| LiveRamp, Inc. | 97 |
| Lotame Solutions, inc | 95 |
| Lucidity | 764 |
| Nativo, Inc. | 263 |
| Neustar on behalf of The Procter & Gamble Company | 577 |
| NeuStar, Inc. | 468 |
| NextRoll, Inc. | 130 |
| Republika- The Research Toolbox GmbH | 800 |
| Signal Digital Inc. | 261 |
| Simplifi Holdings Inc. | 73 |
| Telaria SAS [fka: Adelphic, Inc] | 102 |
| The Kantar Group Limited | 345 |
| White Ops, Inc. | 431 |
| Bestehende Vendoren | |
| 1plusx AG | 92 |
| Active Agent [fka: ADITION technologies AG] | 40 |
| adality GmbH | 649 |
| AdClear GmbH | 299 |
| Adform | 50 |
| ADITION technologies AG | 39 |
| Adjust | 813 |
| Adloox SAS | 93 |
| admetrics GmbH | 22 |
| Adobe Advertising Cloud | 264 |
| Adobe Audience Manager, Adobe Experience Platform [fka: Adobe Audience Manager] | 565 |
| AdSpirit GmbH | 6 |

| | |
|--|-----|
| adsquare GmbH | 66 |
| advanced store GmbH | 195 |
| agof studies [fka: agof - daily digital facts] | 785 |
| Amazon Advertising | 793 |
| Amobee, Inc. | 23 |
| AudienceProject Aps | 394 |
| audio content & control GmbH [fka: audio content & control GmbH] | 598 |
| Bannernow, Inc. | 801 |
| BeeswaxIO Corporation | 12 |
| BIDSWITCH GmbH | 128 |
| BILENDI SA | 625 |
| BritePool Inc | 792 |
| Celtra, Inc. | 315 |
| Commanders Act | 416 |
| Criteo SA | 91 |
| Delta Projects AB | 209 |
| DoubleVerify Inc. | 126 |
| EASY Marketing GmbH | 796 |
| EASYmedia GmbH | 168 |
| emetriq GmbH | 213 |
| Exactag GmbH | 312 |
| Fifty Technology Limited | 100 |
| Flashtalking, Inc. | 78 |
| Gemius SA | 328 |
| GfK SE [fka: GfK Netherlands B.V.] | 758 |
| Google Advertising Products | 755 |
| GroupM UK Limited | 98 |
| Improve Digital BV | 253 |
| Index Exchange, Inc. | 10 |
| INFOonline GmbH | 730 |
| Integral Ad Science, Inc. | 278 |
| KUPONA GmbH | 424 |
| MediaMath, Inc. | 79 |
| Meetrics GmbH | 152 |
| MiQ | 101 |
| Nano Interactive GmbH | 72 |
| NEORY GmbH | 34 |
| Nielsen Marketing Cloud | 373 |
| Online Solution Int Limited | 602 |
| OpenX | 69 |
| Opinary GmbH | 488 |
| Oracle Data Cloud - Moat | 772 |
| Oracle Data Cloud [fka: Blue Kai] | 385 |
| Otto (GmbH & Co KG) | 559 |
| Outbrain UK Ltd | 164 |
| Permodo GmbH | 139 |
| Platform161 | 140 |
| plista GmbH | 177 |
| Polar Mobile Group Inc. | 297 |
| Publicis Media GmbH | 226 |
| PubMatic, Inc. | 76 |
| Quantcast International Limited | 11 |
| RevJet | 759 |
| RTB House S.A. | 16 |
| Semasio GmbH | 84 |
| Showheroes SE | 111 |
| Sizmek by Amazon | 68 |
| Smaato, Inc. | 82 |
| Smart Adserver | 45 |
| smartclip Europe GmbH | 115 |
| Smartology Limited | 246 |
| SMARTSTREAM.TV GmbH | 134 |

| | |
|---|-----|
| Sovrn Holdings Inc | 13 |
| Sportradar AG | 655 |
| SpotX, Inc. | 165 |
| STRIATUM SAS [fka: AdLedge] | 484 |
| TabMo SAS | 275 |
| Taboola Europe Limited | 42 |
| Tapad, Inc. | 89 |
| Teads | 132 |
| Telaria, Inc [fka: Magnite CTV / Telaria SAS] | 202 |
| The ADEX GmbH | 44 |
| The Reach Group GmbH | 382 |
| The Rubicon Project, Inc. | 52 |
| The Trade Desk | 21 |
| travel audience GmbH | 423 |
| TripleLift, Inc. | 28 |
| twiago GmbH | 242 |
| Verizon Media EMEA Limited | 25 |
| Wagawin GmbH | 774 |
| WEBORAMA | 284 |
| Wizaly | 281 |
| Xandr, Inc. | 32 |
| Yieldlab AG | 70 |
| zeotap GmbH | 301 |

Custom Vendors

Wichtige Anmerkung für Publisher:

Bitte beachten Sie für die Anlage der Custom-Vendors in Ihrer CMP die Auswahl folgender Purposes:

Custom Vendors (ATPs)

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 | Select basic ads | Not Applicable |
| 3 | Create a personalised ads profile | Not Applicable |
| 4 | Select personalised ads | Not Applicable |
| 5 | Create a personalised content profile | Not Applicable |
| 6 | Select personalised content | Not Applicable |
| 7 | Measure ad performance | User Consent |
| 8 | Measure content performance | User Consent |
| 9 | Apply market research to generate audience insights | Not Applicable |
| 10 | Develop and improve products | Not Applicable |