

**Explanation of 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 v.2 (vendors who are already certified by the IAB) and custom vendors.

This list of vendors is as of November 20th 2020, 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. TCF v.1 is no longer considered for this list.

<b>Global vendors according to IAB TCF v.2 (IAB)</b>	
<b>Vendors (ATPs)</b>	<b>ID (GVL des IAB)</b>
<b>Update of vendors as per 01st of December 2020</b>	
Newly added or re-added vendors	
Dynata LLC	110
Rakuten Marketing LLC	60
RhythmOne DBA Unruly Group Ltd	36
Roku Advertising Services	71
Deleted vendors	
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
<b>Existing vendors</b>	
1plusx AG	92
Active Agent [fka: ADDITION technologies AG]	40
adality GmbH	649
AdClear GmbH	299
Adform	50
ADDITION 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
INFOline 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

**Important note for publishers:**

For the creation of custom vendors in your CMP, please note the selection of the following 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