

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

This list of vendors is as of October 5th 2022, 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.

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 vendors according to IAB TCF v.2 (IAB)	
Vendors (ATPs)	ID (GVL des IAB)
Update of vendors as per 5th of January 2022	
Newly added or re-added vendors	
EMX Digital LLC	183
onlineumfragen.com GmbH	1061
Existing vendors	
1plusx AG	92
Active Agent [fka: ADITION technologies AG]	40
adality GmbH	649
AdDefend GmbH	539
Adform	50
ADDITION technologies AG	39
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
AdsWizz Inc.	507
advanced store GmbH	195
agof studies [fka: agof - daily digital facts]	785
Amazon Advertising	793
Amobe, Inc.	23
AudienceProject Aps	394
audio content & control GmbH [fka: audio content & control GmbH]	598
bam! interactive marketing GmbH	771
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
Dianomi ltd	885
diva-e Products GmbH	852
DoubleVerify Inc.	126
Dynata LLC	110
EASY Marketing GmbH	796
EASYmedia GmbH	168
emetriq GmbH	213
Exactag GmbH	312
Eyeota Pte Ltd	120
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
Jaduda GmbH	252
KUPONA GmbH	424
LiveRamp, Inc.	97
M,P,NEWMEDIA, GmbH	846
Magnite CTV, Inc. [fka: Magnite CTV / Telaria]	202
Magnite, Inc. [fka: The Rubicon Project, Inc.]	52
MediaMath, Inc.	79
mediarithmics SAS	184
Meetrics GmbH	152
MiQ	101
Mobile Professionals BV	302
Nano Interactive GmbH	72
NEORY GmbH	34
Nielsen LLC	812
Nielsen Marketing Cloud	373
Objective Partners BV	832
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
Rakuten Marketing LLC	60
Resolution Media München GmbH	787
Revlet	759
RhythmOne DBA Unruly Group Ltd	36
Roku Advertising Services	71
RTB House S.A.	16
Semasio GmbH	84
Showheroes SE	111
ShowHeroes SRL [fka:Viralize SRL]	276
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
The ADEX GmbH	44
The Kantar Group Limited	345
The Reach Group GmbH	382
The Trade Desk	21
travel audience GmbH	423
TripleLift, Inc.	28
twiago GmbH	242
Wagawin GmbH	774
WEBORAMA	284
Wizaly	281
Xandr, Inc.	32
Yahoo EMEA Limited [fka: Verizon Media EMEA Limited]	25
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