

**Erklärung zum Aufbau der Liste**

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 May 10th 2021, 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.

**Global vendors according to IAB TCF v.2 (IAB)****Vendors (ATPs)****ID (GVL des IAB)****Update of vendors as per 10th of May 2021**

## Newly added or re-added vendors

Resolution Media München GmbH	787
M,P,NEWMEDIA, GmbH	846

**Existing vendors**

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
AdsWizz Inc.	507
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
bam! interactive marketing GmbH	771
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
diva-e Products GmbH	852
DoubleVerify Inc.	126
Dynata LLC	110
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
Jaduda GmbH	252
KUPONA GmbH	424
MediaMath, Inc.	79
mediarithmics SAS	184
Meetrics GmbH	152
MiQ	101
Nano Interactive GmbH	72
NEORY GmbH	34
Nielsen LLC	812
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
Rakuten Marketing LLC	60
RevJet	759
RhythmOne DBA Unruly Group Ltd	36
Roku Advertising Services	71
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 Kantar Group Limited	345
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

## 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