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DIGITAL MEDIA TRADING, MARKETING/ADTECH & PROGRAMMATIC MEDIASCAPE

Australian Market – as at June 2018

AGENCY TRADING DESKS (ATD)

accuen
PM
vivaiki
CADREON
XAXIS
amnet
affiPerf
CHE

INDY TRADING DESKS

YANGO
MMTD
ACTIVE
TRADE
bidr
Icumulus
audience
precision
affectv
Sparcmedia
Y2.

DEMAND SIDE PLATFORMS (DSP)

RhythmOne
RTB HOUSE =
CRIMTAN
doubleclick
MediaMath
AppNexus
quantcast
theTradeDesk
DataXu
theTradeDesk
Ablis
AMOBEE
BrightRoll

SOCIAL

LinkedIn
POPJAM
RhythmOne
Social Status
YouTube
Stackla
Pinterest
Social AdMate
Spredfast
brandnetworks
TigerTrot
snapchat

SEARCH

ADCORE
Top4
Kenshoo
Marin
Google
Adobe
Reach Local
Adthena
bing Ads

PERFORMANCE/LEAD GEN

FullTango
Affectv
Icumulus
Peazie
Beyond
YANGO
upside
OPENTOP
eGENIC
SageCycle
YAHOO!
TechMpire
Microsoft Advertising
ROKT
cohort
AMOBEE
MEDIATA

CRM

NETSUITE
sage
Microsoft Dynamics CRM
Salesforce

EMAIL

ORACLE
MARKETING CLOUD
SILVERPOP
B
Playable
AMOBEE
vision
adestra
Campaign Monitor

CONTENT

triplelift
Taboola
plista
outbrain
storyful

PAYMENTS

Yieldify
vedo
PayPal
Platform

MOBILE

exponential
Zapp360
embrace
Brus Media
APEX
RhythmOne
rubicon

UNLOCKD

LEADBOLT
admob
EGG BI
CREATIVE FIRST
PLAYGROUND
SNACK MEDIA
KARGO
seventynine
VDOPIA
inMOBI
Big Mobile
Ablis
AMOBEE
AdMaxim

ARTIFICIAL INTELLIGENCE

Albert

AD BLOCKING

AdBlock
Telescope

VIRTUAL REALITY

unbnd
START
VERGE-VI
Beloved

SALES AGENTS & AD NETWORKS

Google AdSense
DTS
EDI
GORILLA NATION
MCN
exponential

VERTICAL AD NETWORKS

rombii
onthehouse
spike
INTERPLAY MEDIA
LEBA
pink media group
AdTorque
GourmetAds

AFFILIATE

Rakuten Marketing
Commission Factory
clixGalore
apd
PERFORMANCE HORIZON
AvantLink

BLOG NETWORKS/ OUTREACH

social colliout
blogget
catablog

INFLUENCE MARKETING

Social Soup
TRIBE
Vamp
HYPETAP
fan fuel

HOZZU

gravitas
BD INFLUENCER NETWORK
the remarkables

IPTV / SVOD

NETFLIX
twitch
fetch TV
Stan.

DIGITAL MUSIC STREAMING

iHeartRadio
SoundCloud
Spotify
Microsoft Groove Music
whooshkaa

VIDEO

brightcove
RhythmOne
YANGO
rubicon
SPOTX
switchmedia
VENA
telaria

INNOVIO
YouTube
f
exponential
OOYALA
IntegraPay
ZEDO
ISM
twitvh
VOLTI
UNRULY

AUTOMATED GUARANTEED

Adslot.
telaria
rubicon
DoubleClick

PROGRAMMATIC (TV/DOOH/AUDIO)

rubicon
TV
Impulse Screen
Adobe
AdBidx
Audio
Galaxy
ax

BEACONS & LOCATION

near
Skyfil
blue cats
Ablis
LANDMARKS
proximity
Airmarket

IN IMAGE MEDIA

gumgum

MEDIA-TECH

Pureprofile
bonzai
shazam
PATH 51
PressPatron

MARKETING & AD MANAGEMENT

impact
IBM
sas
CAKE
Adobe
simple
Marketo
nanigans
ORACLE MARKETING CLOUD

Display Media Trading
Marketing/Adtech
Programmatic
Measurement & Attribution

EXCHANGES

double click
exchange
rubicon

SUPPLY SIDE PLATFORMS (SSP)

SPOTX
MARKETPLACE
OOYALA
KIOSKED
rubicon
theTradeDesk
BrightRoll
telaria
AppNexus
PubMatic
AdSpac

PUBLISHER ALLIANCE

Amplifi
MBX
APEX
kpex

RETARGETING

quantcast
RTB HOUSE =
Rakuten Marketing
Google AdWords
Adobe
affectv
criteo

AD SERVING

OOYALA
SPOTX
Sizmek
double click

DATA MANAGEMENT PLATFORM (DMP)/DATA PARTNERS

SIGNAL
Salesforce
RhythmOne
quantcast
adatos
hitwise
eyeota
Pureprofile
axiom
LOTAME
datorama
AMOBEE
Cint
CRIMTAN

TIPSTONE

bluekai
lexier
QUANTUM
GRAVITY4
GMI
SSSI
inivio
audience360
ADARA
CoreLogic

TAG MANAGEMENT

TEALUM
supertag
SIGNAL
Google Tag Manager

AD VERIFICATION/ATTRIBUTION

comSCORE
MOAT
Google
adjust
adinfinity
CONVERTRO

MEASUREMENT (Audience/Campaign)

emma
Google Analytics
comSCORE
quantcast
LOCAL MEASURE
MEDIA
radian6
Pureprofile
Roy Morgan
BigData
MOAT
ebiquity
nielsen