

MEMBER PROGRAMMATIC LANDSCAPE *UPDATED THROUGHOUT THE YEAR

DEMAND SIDE

AGENCY TRADE DESKS



INDEPENDENT TRADE DESKS



DMPS/ DATA SUPPLIERS



DSPS



RESEARCH



SEARCH



AD VERIFICATION



SUPPLY SIDE

AD NETWORKS



EXCHANGES



AD SERVERS

SELL SIDE

BUY SIDE



SSPS



PUBLISHERS



NEW FRONTIERS

AUDIO



DOOH



*Watch out for the expansion of the 'New Frontiers,' to be deployed later this year

A SPECIAL THANKS TO THE FOLLOWING MEMBERS OF THE PROGRAMMATIC LANDSCAPE COMMITTEE

Katie Wolf – Peloton Media

Patrick Toppan – Crucial Interactive

Emil Torma – District M

Dave Pauk – Tremor Video DSP

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