

ADVERTISERS

HOLDING COMPANIES

WPP
 IPG
 Interpublic Group
 dentsu AEGIS network
 Omnicom Group
 PUBLICIS GROUPE
 IIVAS

TRADING DESKS

XAXIS CADREON
 AFFIPERF amnet
 accuen AOD/AUDIENCE ON DEMAND

INDEPENDENT AGENCIES

TotalMedia the7stars
 TARGETMEDIA agenda21

DSPs

TubeMogul
 Adap.TV
 BrightRoll
 doubleclick bid manager by Google

NETWORKS

videology
 VIANT
 YuMe
 collective

SSPs / PRIVATE MARKETPLACE

WIDEORBIT Freewheel
 STICKYADS.tv LiveRail
 videoplaza OOYALA

PAY TV

sky
 BT

SUBSCRIPTION OTT

TalkTalk
 Virgin media

FREE OTT

youview
 freesat
 Freeview

FREE-TO-AIR BROADCASTERS

BBC 5
 4 itv

VOD

itv The ITV Hub
 Sky Go DEMAND5
 BBC iPlayer

CONSUMER DMPs AND NETWORKS

nielsen Experian TGI
 KANTAR MEDIA acxiom

AD MANAGEMENT & INSERTION PLATFORMS

Freewheel blackarrow
 videoplaza WIDEORBIT

CREATIVE MANAGEMENT PLATFORMS

Imagine COMMUNICATIONS Landmark™
 WIDEORBIT

MEASUREMENT AND ANALYTICS

BARB nielsen
 RENTRAK MillwardBrown
 KANTAR MEDIA Lightspeed GMI

ORDER MANAGEMENT SYSTEMS

CARIA® mediaocean

DYNAMIC AD INSERTION

YOSP>CE blackarrow

PROGRAMMERS

sky
 BBC
 4
 5
 itv
 CNN
 FOX
 VIACOM INTERNATIONAL MEDIA NETWORKS
 D
 UK TV
 food network
 NETFLIX
 amazon Prime
 EUROSPORT
 Disney
 YouTube
 BT
 ESPN

CREATIVE APPROVAL

CLEARCAST

VIEWERS