



Inventory Partner Directory

Insightful Media works with an extensive portfolio of International supply partners that have expertise in publishing and aggregating different content types including display, video and mobile.

This directory lists the Insightful Media supply partner community.

This directory will be updated on a half-yearly basis.

I hope you find it useful.

All the best,

Lee Thompson

Inventory Partners					
Company Name	Channels	Social Presence	Countries	Specialities	Description
Adap.tv		www.adap.tv	Americas, EMEA, APAC	4 billion imps/month, up to 150 million unique users/month	Adap.tv operates one of the largest video ad exchanges/marketplaces, as well as providing the only true end-to-end video ad management platform.
Admeta		www.admeta.com	Americas, EMEA	EU inventory source specializing in Nordics and Poland	Admeta is a leading technology provider of Private Ad Exchange solutions to premium publishers in Europe. Admeta is an independent and experienced tech provider that not only develops its own platform, but also operates it.
Admobius		www.admobius.com	EMEA, US, APAC	450m monthly unique users	Founded in 2012 and based in San Mateo, California, AdMobius brings to Lotame an experienced data science and technology team and strong partnerships across the mobile ad-tech ecosystem. AdMobius helps these partners target large cross-device audiences by demographics and interests through standard, custom and private audience segments.
Adscale		www.adscale.de	EMEA	44.5 million = 77.2% of German Internet users	adscale is the leading marketplace for digital advertising in Germany. It offers advertisers and website owners a transparent exchange for digital advertising space with a huge reach. It combines reach with quality by leveraging cooperation arrangements with prestigious AGOF-affiliated marketers, through its leading position in the comScore ranking, and by collaboration with all the major media agencies as well as with direct customers and third-party vendors. Various optimisation technologies such as targeting and real-time bidding can be used to run cost-effective campaigns on adscale and operate targeted yield management.
AppNexus		www.appnexus.com @appnexus http://on.fb.me/171gjRm	Americas, EMEA, APAC		AppNexus offers a powerful, open, and customisable advertising technology platform that serves one of the largest and most innovative buyers and sellers of online advertising, including Microsoft Advertising Exchange, Interactive Media, and Collective. The AppNexus technology platform empowers companies to build, manage, and optimize their entire online advertising businesses using real-time ad serving technology, advanced yield management controls, optimisation algorithms, and patented brand and safety monitoring.

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BrightRoll; BRX		www.brightroll.com @BrightRoll http://on.fb.me/19FSSKS	Americas, EMEA, APAC	500 million+ monthly unique globally	As one of the largest video advertising platforms for reaching audiences across web, mobile, and connected TV, BrightRoll powers digital video advertising for the world's largest brands, including 90% of the top 50 US advertisers and 17 of the top 20 advertising technology companies. The platform enables advertisers to reach 4 in 5 video viewers online and consistently ranks among the top two video ad platforms in ads served. As a result, BrightRoll technology collects and analyses hundreds of billions of data points monthly, enabling real-time decisions that drive ROI for advertisers.
DoubleClick Ad Exchange	  	www.doubleclick.com	Global	Deal ID Inventory Partner: • Roughly 950 billion imps/month that are all enabled for RTB	DoubleClick Ad Exchange (AdX) is a real-time marketplace where ad networks, agency holding companies, and third-party technology providers can maximize advertising ROI across the world's top sites. It lets them programmatically manage campaigns across all screens and formats, and drive results for their clients with high-quality, brand-safe media from a true second-price auction. AdX's open real-time bidding system enables buyers to use proprietary data and bidding algorithms to define audiences, bids, and budgets to take full control over their media spend.
FBX		www.facebook-pmdcenter.com/fbx	Americas, EMEA, APAC	1.1 billion unique users worldwide	FBX lets you expand your reach to harness the quality and scale of Facebook, while continuing to target with the same direct response tactics and data you use on other exchanges.
Federated Media (Lijit)		www.federatedmedia.net	Americas, EMEA, APAC	185 million monthly US uniques	A Federated Media Publishing company is ranked #1 US network according to Quantcast. Advertisers leverage Lijit technology to reach 100k sites representing 185 million monthly US unique.
Improve Digital		www.improvedigital.com/en	Americas, EMEA, LATAM	Deal ID Inventory Partner: • 10 billion per month	Improve Digital provides real-time advertising technology to owners of premium digital media that want to build their own Private Ad Ecosystem. Improve Digital enables them to build, grow, manage, control, and optimize their own environment, driving revenues from direct campaigns, RTB, ad networks, exchanges, trading desks, and any other third-party media buyer. The platform also enables them to automate their premium direct sales from display, text, video, and mobile, creating significant efficiencies for their organisations.

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Index by Casale Media <small>Previously Casale</small>		www.indexexchange.com	Americas, APAC	Deal ID Inventory Partner: • 81% or 182 million unique total US audience	Index provides a neutral, transparent exchange layer that enables leading publishers and suppliers to sell their ad impressions in real time. A division of online media technology veteran Casale Media, Index equips enterprise sellers with custom architected solutions, fully transparent sell-side management technology, and access to programmatic demand that is organised and certified by humans into an ever-evolving taxonomy.
LiveRail		www.liverail.com	Americas, EMEA, APAC	A Video Private Exchange (VPX) for some of the largest video publishers in the industry and support for many premium publishers in developing and deploying programmatic strategies.	The video ad ecosystem runs on LiveRail. With over 3 billion impressions (25% of all online video ads) delivered via our platform each month, LiveRail is the technology behind many of the most sophisticated video advertising and media companies online.
Microsoft		www.microsoft.com/en-us/default.aspx	Americas, EMEA, APAC	20B impressions/month	Microsoft Advertising Exchange is a real-time bidded marketplace where you can reach audiences through high-quality, brand-safe inventory more efficiently.
Millennial		www.millennialmedia.com	EMEA, US, APAC	650m monthly unique users	Millennial Media is the leading independent audience platform in digital advertising. Our approach to audience targeting helps brands connect to consumers in powerful ways and helps developers maximize their revenue. Our robust cross-screen targeting capabilities, enabled by our unique data asset and full technology stack, deliver meaningful results for advertisers and developers.
MoPub	 	www.mopub.com	Global	<ul style="list-style-type: none"> • Auctions: 68.6B impressions • Unique: 550M impressions 	MoPub is a one-stop ad-serving platform designed to help mobile app publishers optimize their ad inventory on iOS and Android devices. MoPub works with mobile application publishers to turn their apps into businesses. Unlike other ad servers, exchanges, and mediation networks that provide only one solution, MoPub manages all your advertising inventory needs—including direct ads, house ads, ad network mediation, and real-time bidding campaigns through MoPub Marketplace—all in one product. MoPub's single open-source and flexible SDK means you get complete control over and transparency into your revenue sources. Prioritize specific campaigns and track your results—all through a completely intuitive UI.

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Nexage	 	www.nexage.com	Americas, EMEA, APAC	150M unique users/month	Nexage is a leading mobile advertising exchange, delivering some of the most advanced technology and greatest liquidity to fuel its customers' business.
OpenX		www.openx.com	Global	<ul style="list-style-type: none"> • 100B+ impressions/month • 180M+ unique visitors in US and 450M+ globally • 800+ publishers representing 12K unique domains • 300 buyers, 40K brands 	The OpenX Ad Exchange helps ad buyers reach their target audiences and maximize their campaign performance—across all screens. The scalable platform offers powerful targeting, robust reporting, and the ability to purchase via a self-service account or real-time bidding integration. With 800+ managed publishers, ad buyers will get access to 100 billion+ monthly impressions and 450 million unique users worldwide.
OpenX Market JP		www.openxmarket.jp	Japan	Japanese Inventory Only	OpenX Market JP is one of Japan's leading independent providers of digital advertising technology that enables publishers to maximize their ad revenue with a seamlessly integrated ad exchange and ad server.
PubMatic		www.pubmatic.com/index-eng.php http://linkd.in/1hICZHM http://bit.ly/GUi6xJ http://on.fb.me/1bjEFG7	Global	Deal ID Inventory Partner: Mobile, Rich Media + video: Mobile RTB w/ data targeting, Rising Stars, video, API, technical consulting. Private Marketplace: Exclusive inventory opportunities, programmatic upfronts / guarantees, full transparency. Real-Time bidding: Secure inventory, first- and third-party data targeting, cookie sync, ADAPT, multi-bid, win/loss notification. Desktop: 88B+ impressions worldwide. Mobile: 6B+ impressions. Video: Currently in Beta.	PubMatic gives publishers a platform for real-time control of revenue and brand strategy. PubMatic's ad management and monetization platform combines RTB, the most comprehensive brand protection tools, extensive audience insights, and hands-on support to serve the world's leading publishers.
PulsePoint	 	www.pulsepoint.com	Americas, EMEA, APAC	3 billion impressions/day	PulsePoint is a content creation and digital media technology company that powers real-time buying and selling with smart, actionable insights to deliver greater reach and significant business results.
Right Media		www.rightmedia.com/index.php	Global	Yahoo inventory, which is highly reached. Top sites are yahoo.com, comcast.net, and blogpost.com	Right Media Exchange is the leading global display advertising exchange, enabling buyers and sellers to efficiently trade digital media in a seamless fashion.

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Rubicon		www.rubiconproject.com	Global	Deal ID Inventory Partner: • 213.7 million, 95%	The company's automated advertising platform is used by more than 500 of the world's premium publishers to transact with over 140,000 advertisers globally. A company driven by innovation, Rubicon Project has engineered one of the largest real-time cloud and Big Data computing systems, processing trillions of transactions each month within milliseconds.
Smaato		www.smaato.com	Americas, EMEA, APAC	RTB exchange is connected to over 100 mobile DSPs and 90 ad networks, and gives publishers instant access to global ad inventory including some of the largest brands in the world.	Smaato is a leading global mobile ad exchange that helps mobile app developers and publishers make more ad revenues worldwide. They have a mobile RTB exchange (100+ DSPs connected); rich media ad formats (engage users with mobile video—expandable, interactive, and floating mobile ad banners); and they offer a wide range of mobile SDKs that allow developers to create programs for a wide variety of platforms.
SmartClip		www.smartclip.com	Global		Smartclip deploys proprietary, custom-developed technology to distribute video advertising across all platforms and devices, controlled by ad servers. Whether online users consume video on the web, on mobile devices like smartphones and tablets, or on connected TV players – including smart TVs, game consoles, set-top boxes, and Blu-ray players, advertisers and their media agencies can reach the exact target audiences they seek for their brand message.
SpotXchange		www.spotxchange.com	Global	220 million+ uniques	SpotXchange is the trusted video advertising platform for premium publishers, connecting them with advertisers, agencies, trading desks, DSPs, and ad networks to ensure they achieve maximum revenue for their inventory. SpotXchange shows premium publishers and more than 1,000 worldclass advertisers that there is a better way to buy and sell digital video—with trusted solutions that guarantee total transparency, brand safety, and real-time control in an open market or directly executed through the SpotXchange platform.
StickyXchange		www.stickyads.tv	EMEA	Over 1 billion monthly video views	StickyADS.tv is a technology company focused on the European video-advertising market. StickyADS.tv provides support and guidance to premium media production units in developing a programmatic-based video advertising offer, by giving them both control and transparency. StickyADS.tv's unique product provides an SSP platform to premium publishers (TV channels, production units, video-content syndicators) to protect their media brands while simultaneously maximising the advertising value of their content.

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Videology		www.videologygroup.com/index.php/en	Americas, EMEA, APAC	Over 67 sites reach for premium inventory in Gaming, Entertainment, Health, Movies, Music, News and Information, Parenting and Family, Sports, Technology, Travel and Adventure.	Videology Group is a video advertising technology firm that works across all video screens. The Videology Addressable Audience Platform allows a company to target precise user segments at scale by demographics, psychographics, and behavioural segments. Simply put, they have developed a digital pathway that helps capture the viewers' attention by pairing a brand's message with consumer interest.
Yieldlab		www.yieldlab.de/?lang=en	EMEA	High-quality publishers in Germany	Yieldlab is a digital advertising technology company. With our technology we enable publishers to strengthen and optimize their business relations with agencies and advertising clients.
Youtube		www.youtube.com	Global	Over 1 billion uniques	Founded in February 2005, YouTube allows billions of people to discover watch and share originally-created videos. YouTube provides a forum for people to connect, inform, and inspire others across the globe and acts as a distribution platform for original content creators and advertisers large and small.