

# MENA DOOH Automation / Programmatic ECOscape

BUYSIDE

## AUTOMATION

Self serve platforms that facilitate planning and buying but are not directly linked to an SSP



FRAMEN MEDIA CONNECTOR



MOVING WALLS VISTAR MEDIA

## DSP'S

Self serve platforms that facilitate planning and buying linked directly to an SSP



ADFORM AMAZON DSP GOOGLE DV 360



HIVESTACK THE NEURON THE TRADE DESK YAHOO DSP

## SPECIALISTS

Specialise in OOH/DOOH strategy & planning



TALON

## DATA

Provide data for activation of digital campaigns.



ADVERTIMA ADMOBILIZE BLIS



CATCH LIFESIGHT MADDICT QUIVIDI

## MEASUREMENT

A data provider able to provide impression multipliers approved by SSPs & DSPs



IPSOS SEVENTH DECIMAL

## CONTENT MANAGEMENT

Used to create, schedule, manage & modify digital content



DOOH CLICK BROADSIGN

ENABLERS

## EXCHANGE / SSP

A technology platform that helps publishers manage their inventory in real time



BROADSIGN HIVESTACK LEMMA TECHNOLOGIES



MOVING WALLS PLACE EXCHANGE VIOOH VISTAR MEDIA

## ROADSIDE / TRANSIT / NETWORK

DOOH Screen owners with presence across highways, main roads and transit areas, like bus shelters



BACKLITE CONTOUR MEDIA ELAN HILLS



HYPERMEDIA PHI PIKASSO

## IN-STORE / IN MALL / INDOOR

DOOH Screen owners with presence in malls, stores, offices, elevators



BACKLITE DOOHA MEDIA ELAN FRAMEN



ELEVISION HYPERMEDIA MAF YAZLE

SELLSIDE

Buy-side: Includes programmatic-ready or automated planning/buying providers that are significantly active in the local MENA market  
 Sell-side: Programmatic ready significant digital players that are active in the local MENA Market

Compiled by the IAB MENA DOOH Taskforce  
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