

MENA DOOH PROGRAMMATIC-READY ECOSCAPE

AUTOMATION

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



Framen



Media Connector



Moving Walls

DSP's

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



Adform



Displayce



Google DV360



Hawk (Azerion)



The Neuron



Magnite



Perion



Stackadapt



theTradeDesk



Yahoo DSP

DATA PROVIDERS

Provide data for activation of digital campaigns



Advertima



AdMobilize



AiOO



Blis



Catch



In Motion



Airport Audience



Lifesight



Maddict



Quividi

SPECIALISTS

Specialise in OOH Planning



AdCities



Billups



Talon

CONTENT MANAGEMENT

Used to create, schedule, manage & modify digital content



Broadsign



DoohClick

MEASUREMENT

Companies that provide impression multipliers



AiOO



Ipsos

VERIFICATION

Ad verification / viewability measurement



UniLED Solutions



Veridooh

SSP - SUPPLYSIDE PLATFORMS & EXCHANGES

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



AiOO



Broadsign



Lemma technologies



Moving walls



Perion



Place exchange



Viooh



Vistar

ROADSIDE/TRANSIT/NETWORK/AIRPORT/RAIL

Screens across highways, main roads and transit areas, like bus shelters



Backlite



Elan



FC Media



Hills



Hypermedia



JCDecaux



PHI



Pikasso



Viola

INSTORE/INMALL/INDOOR

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



Backlite



Dooha Media



Elan



ElanDecaux



Elevation



Framen



Hypermedia



MAF



Pikasso