

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

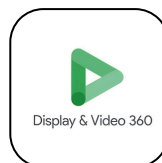
Self serve platforms that facilitate planning and buying linked directly to an SSP



Adform



Displayce



Google DV360



The Neuron



Magnite



Perion



Stackadapt



The TradeDesk



Yahoo DSP

DATA PROVIDERS

Provide data for activation of digital campaigns



Advertima



AdMobilize



Aioo



Blis



Catch



In Motion



Lifesight



Maddict



Quividi

MEASUREMENT

Companies provide impression multipliers



Ipsos



Seventh Decimal



Quividi

CONTENT MANAGEMENT

Used to create, schedule, manage & modify digital content



Broadsign



DoohClick

SPECIALISTS

Specialise in OOH Planning



Billups



Talon

VERIFICATION

Ad verification / viewability measurement



United Solutions



Veridooh

SSP - SUPPLYSIDE PLATFORMS & EXCHANGES

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



Broadsign



Lemma technologies



Moving walls



Perion



Place exchange



Viooh



Vistar

ROADSIDE/TRANSIT/NETWORK/AIRPORT

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



Backlite



Elan



FC Media



JC Decaux



Hills



Hypermedia



PHI



Pikasso

INSTORE/INMALL/INDOOR

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



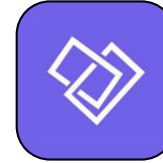
Backlite



Dooha Media



Elan



Framen



Elevison



Hypermedia



MAF



Pikasso



Yazle