

Industry Map: Online Advertising



Ad Agency Ad Exchange Demand-Side Analytics Ad Network (by type) Supply-Side Analytics (by Pricing model) Publisher

General Ad Agency Havas IPG MDC Partners Omnicom Group Publicis WPP	Media Buying Platform Mobext (Havas) ATOM AudienceFuel b3 Cadreon Varick Media Vivaki	DSP AdBuyer.com AppNexus Change Collective DataXu Invite (GOOG) LucidMedia MediaMath TheTradeDesk TURN	Ad Exchange adapTV adBrite ADECN (MSFT) BidPlace (AOL) DoubleClick (GOOG) OpenX PulsePoint RightMedia (YHOO)	Contextual PulsePoint Peer39 Pulse360 (Seevast) Yahoo!	Search Bing (MSFT) Clickable Google Kanoodle (Seevast) LookSmart Yahoo!	CPA Advertising.com Affiliate Fuel Azoogie Ads C J (VCLK) CPX	Social Tool Clearspring Disqus Gigya Livefyre ShareThis	Portals AOL MSN Windows Live Yahoo!	Social Network Facebook Google+ identified LinkedIn MySpace
Digital Ad Agency 360i Acronym Media AKQA Ave A-Razorfish Beyond Interactive Carat Fusion GSD&M iCrossing (HTV) IMPAQT Innovation Interact. iProspect Moxie OMD Digital Organic RadiumOne The MiG Universal McCann	Ad Optimization Adisn Adroit (MediaMath) AudienceFUEL ChoiceStream Criteo Dapper (YHOO) Exponential Interact. SnapAds Sociocast Teracent Tumri (Collective)	DSP - Data Magnetic Media6Degrees Simpli.fi TriggIt X+1	Data Exchange/Aggr Acerno (AKAM) AlmondNet BlueKai Demdex (ADBE) eXelate Legolas Media Lookery Magnetic RapLeaf TrackSimple	Behavioral AudienceScience SpecificMedia Undertone Netwk Wunderloop [X+1]	Mobile AdMob (GOOG) ADTECH (AOL) Crisp Wireless Greystripe InMobi JumpTap Millennial Media Mojiva Motricity Transpera Xtify	CPM 24/7RealMedia (WPP) BurstMedia Casale Media DrivePM (MSFT) Gorilla Nation PrecisionClick Right Media (YHOO) Tribal Fusion United Online	Publisher Tool FatTail Lijit Maxifier Yieldbot YieldBuild Yielddex	News & Info CNN (TWX) HuffPo (AOL) IMDb (AMZN) MSNBC (CMCS.A) NYTimes.com	Blog Blogger (GOOG) Tumblr TypePad WordPress Xanga
Emerging Holding Arkitektive Engine UK/USA Magnet 360 Project:Worldwide W2 Group	Data Optimization Accordant Media Adchemy Aggreg. Knowledge AudienceFUEL Bizo interCLICK (YHOO) Brillig Dotomi (VCLK) JovianData Permuto PulsePoint Quantcast Red Aril	Verification/Attribut Ad-Juster Admetry AdSafe AdXpose AnChor ClickFacts ClickForensics Convertro Dimestore DoubleVerify TagMan Vizu	Data Supply Acxiom Datalogix (ORCL) eBay Experian Gageln Hoovers Infogroup IRI TARGUS (NeuStar)	Social 33Across AdParlor (AdKwldg) Buddy Media Facebook Media6Degrees	Local Focus Centro DigitalSherpa LocalResponse MediaSpan WorldNow	CPC adBrite AdCloud LookSmart Google MSN Ad Center Yahoo!	SSP AdMeld (GOOG) PubMatic Rubicon	Content AC (YHOO) Content.ly Demand Media Helium (RRD) Skyword	Video AOL Dartfish.tv Facebook Vimeo (IACI) Youtube (GOOG)
	Rich Media Eyewonder Pictela (AOL) PointRoll (GCI) SpongeCell	Analytics AdSafe Coremetrics (IBM) Google Analytics Localytics Omniture (ADBE) Trust Metrics Unica (IBM) Webtrends	Ad Ops/Infrastructure Adapt.ly Adify (Cox) Centro MediaOcean Operative Solbright Theorem TRAFFIQ	Video / Rich Media Adconion BBE Brightcove BrightRoll LightningCast (AOL) Revver Tremor Video Vdopia Vibrant VideoEgg YuMe	Vertical Focus Adify (Cox) FreeFi Networks Glam Gorilla Nation IDG Tech Network Jumpstart NetShelter Travel Ad Network ZDNet	App Network W3i ZuMobi	Ad Server Accipter (MSFT) ADTECH (AOL) AdVantage Atlas (MSFT) Bluestreak (Aegis) DoubleClick (GOOG) Flite MediaPlex OpenAdstream OpenX ValueAd Vdopia Zedo	Email Gmail MSN Hotmail Yahoo! Mail	Photo Sharing Facebook Filmloop Flickr Photobox Photobucket Potorocket winkflash
			Affiliate Programs Affiliate Fuel C J (VCLK) LinkShare	Affiliate Programs Affiliate Fuel C J (VCLK) LinkShare	Affiliate Programs Affiliate Fuel C J (VCLK) LinkShare	Audience Targeting Xgraph (Clearspring)	Yield Optimization Acerno (AKAM) Yieldbot Yieldbuild Yielddex	Search AOL Ask (IACI) Bing (MSFT) Google Technorati Yahoo!	Online Gaming Activision EA Newtoy Pogo Rovio SecondLife Yahoo! Games Zynga
			Email Adknowledge epsilon interactive silverPOP	Email Adknowledge epsilon interactive silverPOP	Blog Federated Media Pajamasmedia	RSS FeedBurner (GOOG) Pheedo			