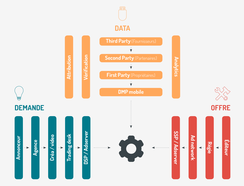
# LES ACTEURS
## DE LA PUBLICITÉ MOBILE

Ce document regroupe les principaux acteurs français de la publicité mobile répartis selon les trois grands segments de la chaîne de valeur : l'achat, la vente et les outils intermédiaires autour de la donne (SaaS/BDT).




## III
## ANNUAIRE

| | DEMANDE | DATA | OFFRE |
|---|---|---|---|
| ioomercis | Trading desk / Mathrix | | |
| 360 | | 1rd party / Ubiwizz<br>3rd party | Régie |
| 3WRégie | | 1rd party | Régie |
| ADHSCREEN | Agence | | |
| Adform | DSP | | |
| adikteev | Crea / MotionLead<br>Trading desk / Trademob | DMP / Quality | |
| adjust | | Attribution - Analytics | |
| A-Mob | Crea - Trading desk - DSP | 1rd party - DMP - Analytics | SSP/Adserver |
| adsquare | | 2rd party - 3rd party | |
| ad | Trading desk / AdMoove | | |
| Adventori | | | SSP/Adserver |
| Adquarium | Trading desk - DSP | | |
| LOCALEAD | | 1rd party / Ubiwizz | Régie |
| Amaury MEDIA | | 1rd party / Ubiwizz | Régie |
| amazon | | 3rd party | Régie |
| App Annie | | Analytics | |
| Appnexus | DSP | | Adnetwork |
| | **DEMANDE** | **DATA** | **OFFRE** |
| AppsFlyer | | Attribution | |
| At Internet | | Analytics | |
| ASQ | | 3rd party | |
| autoemploi | | | Régie |
| Bidmotion | Trading desk | | |
| Kouxoroma | | 1rd party | Régie |
| caratoscope | | 1rd party | Régie |
| Cheetah mobile | | | Régie |
| comScore | | Analytics | |
| criteo | Crea - Trading desk - DSP | Attribution - 2rd party<br>3rd party - DMP - Analytics | SSP/Adserver<br>Adnetwork |
| dailymotion advertising | | 1rd party - 3rd party | Régie |
| Dailymotion | Agence<br>Trading desk / Ariomed | | |
| Digital Analyst | | | Adnetwork |
| DIGITAL VIDEO | Crea<br>Trading desk / AddoMobile | Verification - DMP | |
| e-novate | Trading desk | DMP | |
| | **DEMANDE** | **DATA** | **OFFRE** |
| ezee | | 2rd party | |
| | | Attribution | SSP/Adserver<br>Adnetwork - Régie |
| Factual | | 3rd party | |
| FidMe | | | Régie |
| Fidzup | Trading desk - DSP | Attribution - 2rd party<br>Analytics | |
| MEDIA Square | DSP / LiveAudit | 1rd party | Régie / DigiLine |
| | | 1rd party - 3rd party | Régie |
| FlowWheel | | | SSP / Adserver<br>Adnetwork - Régie |
| GAMELOFT | | | Adnetwork - Régie |
| | Trading desk | | |
| | | 1rd party / Ubiwizz | Régie |
| Google | DSP / DoubleClick | SSP/Adserver / DFP<br>Attribution / Firebase<br>Analytics / Analytics | Adnetwork / Admob, Waze |
| group m | Trading desk / IPG | | |
| Horyzonmedia | | | Adnetwork |
| | **DEMANDE** | **DATA** | **OFFRE** |
| IAS Integral Ad Science | | Verification | |
| Ignition One | DSP | DMP | |
| INMOBI | | | Adnetwork |
| Innovactive | | | SSP/Adserver |
| | | Analytics | |
| JOUVE | Agence / Agence<br>Trading desk / Plurdigency | | |
| KANTAR MEDIA | | Analytics | |
| Kochava | | Attribution | |
| Krux | | DMP | |
| KWANKO | Trading desk - DSP | | |
| Lagardère | | 1rd party / Ubiwizz | Régie |
| PLACE MEDIA | | | Adnetwork |
| laboncoin.fr | | 1rd party - 3rd party | Régie |
| | | 1rd party | Régie / DigiLine |
| Ligatus | DSP / LiquidM | | Adnetwork |
| | **DEMANDE** | **DATA** | **OFFRE** |
| Lotame | | DMP | |
| | | 1rd party / Ubiwizz | Régie |
| Madgic | | | SSP/Adserver |
| MEDIALIS | Crea - Trading desk | | |
| MT advertise | Crea | 2rd party - DMP | SSP/Adserver - Régie |
| MEDIAMOBILE | | 1rd party / Ubiwizz<br>3rd party | Régie |
| | DSP | | |
| Mediapolis | | Analytics | |
| MEZZANINE | DSP | | |
| meltygroup | | | Régie |
| Mister Bell | DSP | DMP | |
| mobext | Agence - Trading desk | DMP | |
| | | | Adnetwork |
| | | DMP | SSP/Adserver / AdsMOLoLee<br>Adnetwork |
| Myarticle | | DMP | |
| Nativ | | 1rd party / Ubiwizz<br>3rd party | Régie |
| | **DEMANDE** | **DATA** | **OFFRE** |
| | | 1rd party - 3rd party | Régie |
| nugg.ad | | 1rd party - 2rd party<br>3rd party | |
| Oath! | DSP / One Video DSP<br>Brightroll | Attribution / Gemini<br>Analytics / Flurry<br>Analytics / Geo | SSP/Adserver / OneMobile<br>Adnetwork / Yahoo Gemini<br>Régie / Gold Fishes, Yahoo |
| OGURY | | 1rd party - Analytics | SSP/Adserver<br>Adnetwork |
| OmnicommMediaGroup | Agence - Crea<br>Trading desk / Accuen | | |
| OPENFIELD | | DMP | |
| Adverising | | 1rd party | Adnetwork - Régie |
| PUBLICIS GROUPE | Agence / Starcom<br>Performics, Publicis Media<br>Crea - Trading desk / ASD | | |
| PM SOLUTIONS | | 1rd party / Ubiwizz | Adnetwork / PMobileLive<br>Régie |
| Pub Matic | | | SSP/Adserver |
| Purch | | 1rd party - 3rd party | Régie |
| radium one | DSP | DMP | |
| Retency | | DMP | Régie |
| Rocket Fuel | Trading desk - DSP | | |
| Rubicon | | | SSP/Adserver |
| | **DEMANDE** | **DATA** | **OFFRE** |
| S4M | Crea - Trading desk<br>DSP / Mediaglo | Attribution - Verification<br>1rd party - Analytics | |
| Seloger | | 1rd party - 3rd party | Régie |
| SINGLESPOT | Trading desk | 1rd party - 2rd party | |
| Sizmek | DSP | | |
| Smaato | | | SSP/Adserver |
| smart AD SERVER | | | SSP/Adserver |
| Snap Inc | | | Régie |
| socialmatic | Trading desk - DSP | | |
| Sokeal | | 1rd party / Ubiwizz | Adnetwork / Pages Jaunes<br>Régie / Pagesj |
| spafax networks | Trading desk | | |
| Strike Ad | DSP | | |
| CRITEO | | | Adnetwork |
| TABMO | Crea - DSP / Mawi | | |
| Tagoo | | | Adnetwork |
| Teads | | 1rd party / Ubiwizz<br>3rd party | Adnetwork |
| TEAM MEDIA | | 1rd party / Ubiwizz | Régie |
| | **DEMANDE** | **DATA** | **OFFRE** |
| | Trading desk | 1rd party - 2rd party | |
| TF1 PUBLICITÉ | | 1rd party - 3rd party | Régie |
| The place to bid | | | Adnetwork |
| The Trade Desk | DSP | | |
| TimeOne | Agence - Trading desk | | |
| Tradelab | Trading desk - DSP | attribution - 1rd party<br>1rd party - 3rd party | |
| TUNE | | Attribution<br>Analytics | |
| Twitter | | | SSP/Adserver / MoPub |
| VECTAURY | Crea - Trading desk - DSP | Attribution - 1rd party<br>1rd party - 3rd party<br>DMP - Analytics | |
| velti | | | Adnetwork |
| VIDCOIN | | | SSP/Adserver<br>Adnetwork |
| weborama | | 3rd party - DMP | |
| WIDEPAGE | DSP | 2rd party - 3rd party | SSP/Adserver<br>Adnetwork |
| wuister | | | Adnetwork |
| WPP | Agence / Jivok | | |

Cartographie réalisée par la Mobile Marketing Association France et le SRI.
Seuls leurs membres bénéficient d'un logo.

**Avertissement** : Cette compilation reste à jour en octobre 2017 ne se prétend pas exhaustive et reposant sur les déclarations des différents acteurs. Des mises à jour ne sont en revanche possibles par le suite.

Contributeurs

MMA SRI