

# Supported Ad Exchanges: Display, Video, Native creatives distribution (update needed)

Exchange Name	Video	Display	Native
Ad Colony (BS)	52.60%	47.40%	-
AdForm (BS)	95.70%	4.30%	-
Admatic (BS)	13.60%	86.40%	-
AdMedia (BS)	-	100%	-
Admixer (BS)	18.20%	77.10%	4.70%
Admix	-	100%	-
Adthink (BS)	-	63.10%	36.90%
Adyoulike (BS)	34.60%	0.80%	64.60%
AlgoriX	-	93.70%	6.30%
Automattic & Tumblr (WordPress) (BS)	-	63.10%	36.90%
Beachfront (BS)	70.50%	29.50%	-
Chocolate (BS)	100%	-	-
ConnectAd (BS)	100%	-	-
DoubleClick	12.10%	74%	13.9% Video/Display
Fyber Marketplace	11%	89%	-
Gamma	14.30%	85.70%	-
Geniee	-	97%	3%
GumGum (BS)	1.20%	80.40%	18.40%
Improve Digital (BS)	74.40%	25%	0.60%
InMobi Exchange (BS)	11.60%	86.10%	2.30%

<b>LoopMe (BS)</b>	28.40%	71.50%	0.10%
<b>MGID (BS)</b>	-	14.10%	85.90%
<b>myTarget (BS)</b>	4.30%	53.80%	41.90%
<b>OpenX</b>	16.10%	83.90%	-
<b>Outbrain (BS)</b>	20.60%	1.40%	78%
<b>POKKT (BS)</b>	80.40%	19.6%%	-
<b>Pubmatic (BS)</b>	9.60%	90.40%	-
<b>PubNative (BS)</b>	9.70%	46.90%	43.40%
<b>Pulsepoint (BS)</b>	15.40%	84.60%	-
<b>Reforge (BS)</b>	61.70%	32.90%	-
<b>Reklamstore (BS)</b>	-	100%	-
<b>Rubicon</b>	10.60%	89.20%	0.20%
<b>SelectMedia (BS)</b>	100%	-	-
<b>Smaato (BS)</b>	4.60%	92.90%	2.50%
<b>SmartAdServer (BS)</b>	20.20%	79.40%	0.40%
<b>SpotX (BS)</b>	100%	-	-
<b>Taboola (BS)</b>	22.30%	11.50%	66.20%
<b>Teads (BS)</b>	40.90%	38.70%	20.40%
<b>Third Presence (BS)</b>	96.50%	3.50%	-
<b>TripleLift (BS)</b>	16%	68.80%	15.10%
<b>Unity (BS)</b>	40.80%	59.20%	-
<b>UnrulyX (BS)</b>	20.80%	79.20%	-
<b>Xandr (AppNexus) (BS)</b>	30%	70%	-
<b>Yieldmo (BS)</b>	21%	46.90%	32.10%

Revision #6

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