

# OUT OF HOME LUMAscape

MARKETER

OOH DISPLAYS PEOPLE

### Agencies

**Holding Companies**

IPG WPP dentsu  
PUBLICIS GROUPE OmnicomGroup  
HAVAS MDCX Partners  
HAKUHODO horizon media  
ECP THE RICHARDS GROUP

**OOH Specialists**

kinetic Billups  
Posterscope OMG  
Project X NOVUS  
rapport Starcom  
pmx agency emc outdoor  
oohawilkins  
MPC MEDIA THE BUNTIN GROUP Talon  
D macdonaldmedia

### Media Planning

nielsen  
IPONWEB  
ubimo  
telmar  
DOmedia  
mira  
IMATRIX MEDIA  
geopath

### DSPs

VISTAR MEDIA mobilefuse  
DOMedia Hivestack  
AdQuick ADOMNI compsite  
centro blip atedra  
GroundTruth ACCRETIVE sito  
Simplifi datax

### Omnichannel

Google AMOBEE  
theTradeDesk  
Sizmek verizon media  
AppNexus MediaMath  
Simplifi datax

### SSPs / Exchanges

PLACE EXCHANGE  
Broadsign DOMedia  
VISTAR MEDIA  
Hivestack ADOMNI  
SIGNKICK VIOOH  
taggify

### Omnichannel

rubicon PROJECT  
AppNexus  
OpenX

### Media Companies

Clear Channel Outdoor FIREFLY  
OUTFRONT media JCDcaux  
Intersection LinkNYC  
Vugo VEC TOR ZO OM MEDIA  
LAMAR Venger  
ATMOSPHERE  
PatientPoint outdoor  
curb VOLTA  
popspots SIMON MALLS  
PHOENIX VISION, INC.  
ENLIGHTEN eye  
starlite media  
ami CRANE  
lightbox CNN  
SCREEN VISION MEDIA BRANDED CITIES  
CAPTIVATE  
BOLDSITE media KEVANI  
Wrapify Outcome HEALTH  
adams norton  
STV BDI MEDIA  
INTERSTATE NCM  
MILE A HIGH HMN  
ROUGE Media waze  
PACIFIC ziosk  
Outdoor Advertising Reagan  
COLOSSAL SkoolLive

### Attribution / Measurement / Verification

nielsen cuebiq RADAR (m) PHASIZE ubimo  
neustar axiom comscore FOURSQUARE  
factual SAFEGRAPH NinthDecimal Placed  
alphonso ultrahaptics MARKETING EVOLUTION FRECKLE  
measurement KOCHAVA geopath Blue Bite  
ABRAXAS TECHNOLOGY HUDSON RIVER GROUP HERO Fi POPI mfour

### Content Management

AERVA by watchfire  
Broadsign Reflect  
AYUSA Grand DOT200 LIVEPOSTER  
BE MORE NOW

### Media Management & Operations

SQAD AdSemble APPARITIX  
OPERATIVE fliphound BIONIC  
DOT200 TSC

### Data Collection

**Consumer Data**

AT&T IRI verizon  
MRI SIMMONS TransUnion  
experian. EQUIFAX  
dynata Nielsen Catalina SOLUTIONS rc  
Sprint CONCENTRIC  
HID dun & bradstreet  
TRA smartrac connect things  
metroPCS US Cellular  
MarketTrack thinfilm

**Location Data**

FOURSQUARE cuebiq factual. AccuWeather  
Placed QUORUM NinthDecimal PlaceIQ  
pitney bowes SAFEGRAPH MOASIS dstillery sito  
here TOMTOM GroundTruth mobilefuse

**Anonymous Video Analytics**

AD Mobilize adpack  
VSBLY IMAGEONIX  
ayonix Quividi

**Proximity Hardware**

LinkNYC GIMBAL  
BoardActive Blue Bite  
estimote kontakt.io

### DMPs

LOTAME LiveRamp  
DATA PAND ORACLE MARKETING CLOUD  
salesforce DMP atedra  
neustar CXENSE  
SIGNAL exelate  
bulzi KBM GROUP Adobe Audience Manager

### Ad Servers

AYUSA Sizmek  
Broadsign adform  
VISTAR MEDIA  
virool doubleclick  
trigger Ads on Top

### Hardware