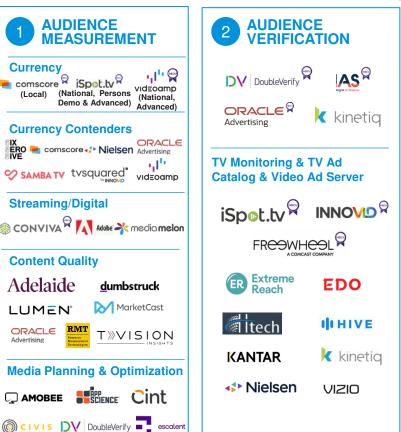
Measurement Framework V4.0 February 2023 **TRANSACTIONAL**

Industry in state of flux, subject to change. Will be updated regularly. Companies are in alphabetic order by category unless certified. Partners are certified by category.



BUSINESS PLANNING —







IMPACT







EMOTION





iSpot.tv Latitude°





neustar









itvbeat [] Upwave

PlumResearch

AUDIENCE

(Local) (National, Persons

Currency Contenders

SAMBATY tvsquared

Streaming/Digital

Content Quality

Adelaide

LUMEN'

ORACLE

 \Diamond

INFINIA

OIRIS.TV

comscore ispot.tv

Currency

MEASUREMENT

BEATGRID MEDIA * Hypha Metrics immetrica

ER Extreme Reach FOURTHWALLMEDIA TO US

INNOVID

KANTAR

Nielsen

dumbstruck

MarketCast

T»VISION

Ocucom



Identity Graph/Resolution acxiem adstra CHOREOGRAPH @ CONVIVA







EPSILON°









TRUOPTIK* TransUnion



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