

The Swedish Programmatic Landscape 2015

Data Providers DMP



Supply Side Platform SSP



Demand Side Platform DSP



Ad Networks



Trading Desk - Media Agency



AdServers



The Swedish digital advertising landscape for Programmatic Buying. It is intended to serve as a reference point for those trying to comprehend the jargon associated with the digital advertising world and ad technology in Programmatic/RTB. This landscape is produced by the IAB Sweden Task Force AT/RTB in September 2015. IAB Sweden, info@iabsverige.se.