

The 11 advertisers who took part included:

- Arla Foods
- Channel 4
- Deliveroo
- Diageo
- Domino's
- PepsiCo
- Sky
- Tesco
- Vodafone

Publishers who took part in wave two of the study:

- Bauer
- Future
- The Guardian
- Haymarket
- Immediate
- Independent
- News UK
- Ozone
- Rightmove
- Telegraph

DSPs:

- Adform
- Amobee
- Google Display & Video 360
- MediaMath
- The Trade Desk
- Xandr

SSPs:

- Google Ad Manager
- Index Exchange
- Magnite
- OpenX
- PubMatic
- Xandr

Participating agencies:

- Havas
- GroupM
- MiQ*
- OMG

*MiQ is a programmatic media company, but for the purpose of this study and their direct relationship with their partner advertiser, they are included here as an independent agency