



H1 2024

OAREX[®]

Digital Media & Advertising

**TOP
PAYORS**

PREPARED BY

OAREX CAPITAL MARKETS, INC.

OAREX TOP PAYORS

How the Data Was Obtained: First-Party Sources

The data is OAREX-owned first-party data. OAREX has the data because the company collects payments from hundreds of debtors who are liable to pay OAREX directly due to the transfer of ownership of invoices under a Purchase & Sale Agreement.

What is a Payor?

A Payor is a company who pays OAREX advertising-related revenues on behalf of our clients. To our clients, Payors are most commonly considered a demand partner. Since OAREX receives payments across the entire digital media and advertising ecosystem, the term Payor may be associated with various types of companies.

These companies include:



How We Chose the Top Payors

To qualify for the award, payors must meet the following criteria:

- The payor must be a programmatic partner.
- OAREX must have processed at least 6 payments from the payor during the period being evaluated.
- All payments in the period must be within 3 days of the due date except one payment may be late (a mulligan), but by no more than a week.

OAREX TOP PAYORS

H1 2024 Award Recipients

In recognition of their great pay performance, and to highlight the importance of on-time payments within the industry, we are awarding the OAREX Top Payors Award to the following digital media and advertising Payors during H1 2024.



OAREX Top Payors H1 2024	
33Across*	OpenX*
Adagio*	PubMatic*
Amazon*	Pulsepoint*
ClickBank*	Sedo.com*
Epsilon*	Sonobi*
Google*	Sovrn*
Index Exchange	System1*
Media.net*	Tapjoy*
Nativo*	Teads
NoBid	Tonic
OB Media*	TripleLift*
Onetag Limited*	Xandr

* Indicates repeat Top Payors from the prior half year period.

Read This

DISCLAIMER

This study is for informational purposes only, is confidential and may not be reproduced or transferred, in whole or in part, to any other party without the express written consent of OAREX Capital Markets, Inc. The information contained herein does not constitute any sort of guarantee to any person or company about the credit rating of another entity. The information contained herein is for illustrative purposes only and our commentary is based upon certain hypothetical assumptions and events over which we have only partial or no control. The selection of assumptions requires the exercise of judgment and is subject to uncertainty due to the effects that economic or other changes may have on future events. Nothing contained herein should be relied on. Any recipient of this information must conduct and rely on its own evaluation of the projections provided, the credit worthiness of others, trends identified, including with respect to the uncertainty involved. No representation or warranty of any kind is or can be made with respect to the accuracy or completeness of, and no representation or warranty should be inferred from the information herein or the assumptions underlying it. No representation or warranty is or can be made as to any company's future operations or the amount of any future income that may be realized or loss due to good or bad credit situations. The actual results achieved will vary from herein, and variations may be material. Recipients of this information are cautioned not to place reliance on the study. We try to make sure all our numbers are accurate, but take this with a grain of salt and do not rely on these numbers. Nothing in this report is a credit guarantee or an offer. You hereby hold OAREX harmless for any losses you incur in reliance on this study.

ABOUT OAREX CAPITAL MARKETS, INC

OAREX, the Online Ad Revenue Exchange, operates a digital revenue exchange where digital media businesses can exchange future revenue payouts for capital now. Established in 2013, OAREX has become a worldwide leader in financing for media and advertising businesses. East West Bank's investment in OAREX is a testament to its model and the digital media industry as a whole. Visit oarex.com for more information or visit go.oarex.com to open an account.