H1 2025

OAREX®

Digital Media & Advertising

TOP PAYORS

PREPARED BY

OAREX CAPITAL MARKETS, INC.

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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:

Ad Networks	Supply Side Platforms (SSPs)	Media Buyers
Exchanges	Demand Side Platforms (DSPs)	Ad Agencies

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 2025 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 2025.

OAREX Top Payors
H1 2025

AdaptMX*	Mediavine
Ads.com*	Onetag*
Amazon*	OpenX*
Datalign	System1
Etsy*	Tonic*
Google*	TripleLift*
Index Exchange*	Walker Advertising*
Magnite	Xandr*
Media.net*	

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

Read This

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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.