



# DSP Auction Packages Library

Our ready-to-use deals  
available on Amazon Ads



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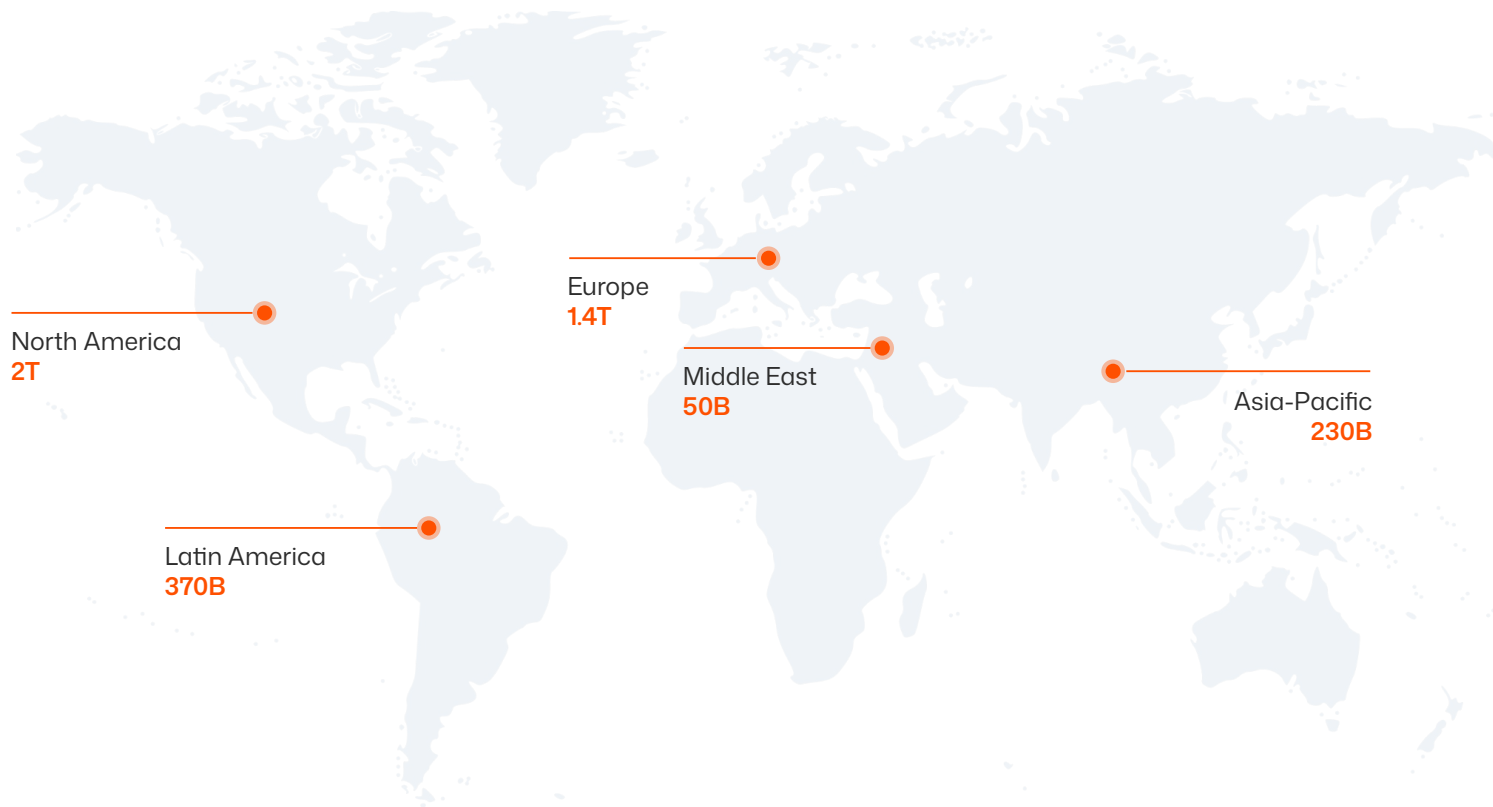
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# Campaigns Delivered Seamlessly **Across the Globe**



# Introducing Equativ's **Auction Packages Library**

## Formats

Video In-stream

Video Out-stream

Display

Native

Audio

## Environments

Web

App

OTT

## Devices



Mobile



Desktop



Tablet

**1500+**  
**Publishers**

**3.7Tn**  
**Monthly Avails**

CONDÉ NAST

The  
Guardian



MailOnline

BUSINESS  
INSIDER

globo.com

Le Monde

meredith

pluto tv

**73% VTR**

In average on video -instream  
& outstream, worldwide\*

**0.5% CTR**

In average on display,  
worldwide\*

# Display Catalog

Available in APAC, EMEA & North America

# Display Marketplace | APAC



| Category                     | Deal Name                                                                                                 | Deal ID      |
|------------------------------|-----------------------------------------------------------------------------------------------------------|--------------|
| 80% VWB                      | Amazon_Equativ_80%+ Viewable_PA_APAC_Web/App_All_Display_Standard IAB_Always On                           | 229707786089 |
| 70% VWB                      | Amazon_Equativ_70%+ Viewable_PA_APAC_Web/App_All_Display_Standard IAB_Always On                           | 784368693322 |
| Run of Network               | Amazon_Equativ_Run of Network_APAC_Web/App_All_Display_Standard IAB_Always On                             | 140426924530 |
| Australia Performance        | Amazon_Equativ_Performance - Viewability_PA_Australia_Web_All_Display_Standard IAB_Always On              | 664861051232 |
| Australia Performance        | Amazon_Equativ_Performance - CTR_PA_Australia_Web_All_Display_Standard IAB_Always On                      | 332627325288 |
| Australia Performance        | Amazon_Equativ_Performance - CPM Efficiency_PA_Australia_Web_All_Display_Standard IAB_Always On           | 487800319749 |
| Australia Performance        | Amazon_Equativ_Performance - Reach & Awareness_PA_Australia_Web_All_Display_Standard IAB_Always On        | 770412158563 |
| Australia Performance        | Amazon_Equativ_Performance - Brand Safety_PA_Australia_Web_All_Display_Standard IAB_Always On             | 987744997429 |
| Australia Exclusive Packages | Amazon_Equativ_Exclusive Packages - Australia Top 500_PA_Australia_Web_All_Display_Standard IAB_Always On | 837074283214 |
| India Performance            | Amazon_Equativ_Performance - Viewability_PA_India_Web_All_Display_Standard IAB_Always On                  | 326756105662 |
| India Performance            | Amazon_Equativ_Performance - CTR_PA_India_Web_All_Display_Standard IAB_Always On                          | 768848024434 |
| India Performance            | Amazon_Equativ_Performance - CPM Efficiency_PA_India_Web_All_Display_Standard IAB_Always On               | 857173549566 |

# Display Marketplace | APAC



| Category                 | Deal Name                                                                                         | Deal ID      |
|--------------------------|---------------------------------------------------------------------------------------------------|--------------|
| India Performance        | Amazon_Equativ_Performance - Brand Safety_PA_India_Web_All_Display_Standard IAB_Always On         | 579373529981 |
| India Performance        | Amazon_Equativ_Performance - Reach & Awareness_PA_India_Web_All_Display_Standard IAB_Always On    | 633870064707 |
| India Exclusive Packages | Amazon_Equativ_Exclusive Packages - India Top 500_PA_India_Web_All_Display_Standard IAB_Always On | 901742508842 |
| Japan Performance        | Amazon_Equativ_Performance - Viewability_PA_Japan_Web_All_Display_Standard IAB_Always On          | 680453076678 |
| Japan Performance        | Amazon_Equativ_Performance - CTR_PA_Japan_Web_All_Display_Standard IAB_Always On                  | 278166593647 |
| Japan Performance        | Amazon_Equativ_Performance - CPM Efficiency_PA_Japan_Web_All_Display_Standard IAB_Always On       | 772474226263 |
| Japan Performance        | Amazon_Equativ_Performance - Reach & Awareness_PA_Japan_Web_All_Display_Standard IAB_Always On    | 435985531318 |
| Japan Performance        | Amazon_Equativ_Performance - Brand Safety_PA_Japan_Web_All_Display_Standard IAB_Always On         | 535544351037 |
| Japan Exclusive Packages | Amazon_Equativ_Exclusive Packages - Japan Top 500_PA_Japan_Web_All_Display_Standard IAB_Always On | 466967040001 |

# Display Marketplace | APAC



| Category                   | Deal Name                                                                                                              | Deal ID      |
|----------------------------|------------------------------------------------------------------------------------------------------------------------|--------------|
| Content Category APAC      | Amazon_Equativ_Run of Food_PA_APAC_Web/App_All_Display_Standard IAB_Always On                                          | 982594785054 |
| Content Category APAC      | Amazon_Equativ_Run of Shopping_PA_APAC_Web/App_All_Display_Standard IAB_Always On                                      | 498355405950 |
| Content Category APAC      | Amazon_Equativ_Run of Health_PA_APAC_Web/App_All_Display_Standard IAB_Always On                                        | 383128680953 |
| Content Category APAC      | Amazon_Equativ_Run of News_PA_APAC_Web/App_All_Display_Standard IAB_Always On                                          | 401603995593 |
| Content Category APAC      | Amazon_Equativ_Run of Sports_PA_APAC_Web/App_All_Display_Standard IAB_Always On                                        | 589449983790 |
| Content Category Australia | Amazon_Equativ_Content Category - Automotive_PA_Australia_Web_All_Display_Standard IAB_Always On                       | 380253685848 |
| Content Category Australia | Amazon_Equativ_Content Category - Health & Wellness_PA_Australia_Web_All_Display_Standard IAB_Always On                | 827736660118 |
| Content Category Australia | Amazon_Equativ_Content Category - Beauty_PA_Australia_Web_All_Display_Standard IAB_Always On                           | 746172587210 |
| Content Category Australia | Amazon_Equativ_Content Category - Finance_PA_Australia_Web_All_Display_Standard IAB_Always On                          | 619423834204 |
| Content Category Australia | Amazon_Equativ_Content Category - Entertainment, Movies, TV, Music_PA_Australia_Web_All_Display_Standard IAB_Always On | 613674284287 |
| Content Category Australia | Amazon_Equativ_Content Category - Food & Recipe_PA_Australia_Web_All_Display_Standard IAB_Always On                    | 761112232688 |
| Content Category Australia | Amazon_Equativ_Content Category - Family & Parenting_PA_Australia_Web_All_Display_Standard IAB_Always On               | 134280600188 |

# Display Marketplace | APAC



| Category                   | Deal Name                                                                                                             | Deal ID      |
|----------------------------|-----------------------------------------------------------------------------------------------------------------------|--------------|
| Content Category Australia | Amazon_Equativ_Content Category - Gaming_PA_Australia_Web_All_Display_Standard IAB_Always On                          | 182028304050 |
| Content Category Australia | Amazon_Equativ_Content Category - Home & Garden DIY_PA_Australia_Web_All_Display_Standard IAB_Always On               | 920066370150 |
| Content Category Australia | Amazon_Equativ_Content Category - Men's Lifestyle_PA_Australia_Web_All_Display_Standard IAB_Always On                 | 343322523526 |
| Content Category Australia | Amazon_Equativ_Content Category - News_PA_Australia_Web_All_Display_Standard IAB_Always On                            | 538131176472 |
| Content Category Australia | Amazon_Equativ_Content Category - New Families_PA_Australia_Web_All_Display_Standard IAB_Always On                    | 880093976241 |
| Content Category Australia | Amazon_Equativ_Content Category - Pets_PA_Australia_Web_All_Display_Standard IAB_Always On                            | 668093309360 |
| Content Category Australia | Amazon_Equativ_Content Category - B2C, Retail Shopping, eCommerce_PA_Australia_Web_All_Display_Standard IAB_Always On | 615892502790 |
| Content Category Australia | Amazon_Equativ_Content Category - Sports_PA_Australia_Web_All_Display_Standard IAB_Always On                          | 223187033343 |
| Content Category Australia | Amazon_Equativ_Content Category - Style & Fashion_PA_Australia_Web_All_Display_Standard IAB_Always On                 | 810786078628 |
| Content Category Australia | Amazon_Equativ_Content Category - Technology_PA_Australia_Web_All_Display_Standard IAB_Always On                      | 471175369937 |
| Content Category Australia | Amazon_Equativ_Content Category - Travel_PA_Australia_Web_All_Display_Standard IAB_Always On                          | 297193911709 |
| Content Category Australia | Amazon_Equativ_Content Category - Women's Lifestyle_PA_Australia_Web_All_Display_Standard IAB_Always On               | 217185218575 |

# Display Marketplace | APAC



| Category                   | Deal Name                                                                                                          | Deal ID      |
|----------------------------|--------------------------------------------------------------------------------------------------------------------|--------------|
| Content Category Australia | Amazon_Equativ_Content Category - B2B_PA_Australia_Web_All_Display_Standard IAB_Always On                          | 773919780610 |
| Content Category India     | Amazon_Equativ_Content Category - Beauty_PA_India_Web_All_Display_Standard IAB_Always On                           | 374239672703 |
| Content Category India     | Amazon_Equativ_Content Category - Finance_PA_India_Web_All_Display_Standard IAB_Always On                          | 973834377027 |
| Content Category India     | Amazon_Equativ_Content Category - Entertainment, Movies, TV, Music_PA_India_Web_All_Display_Standard IAB_Always On | 228431828479 |
| Content Category India     | Amazon_Equativ_Content Category - Food & Recipe_PA_India_Web_All_Display_Standard IAB_Always On                    | 818458650425 |
| Content Category India     | Amazon_Equativ_Content Category - Family & Parenting_PA_India_Web_All_Display_Standard IAB_Always On               | 460748073162 |
| Content Category India     | Amazon_Equativ_Content Category - Gaming_PA_India_Web_All_Display_Standard IAB_Always On                           | 776938898945 |
| Content Category India     | Amazon_Equativ_Content Category - Home & Garden DIY_PA_India_Web_All_Display_Standard IAB_Always On                | 287821155588 |
| Content Category India     | Amazon_Equativ_Content Category - Men's Lifestyle_PA_India_Web_All_Display_Standard IAB_Always On                  | 434399973744 |
| Content Category India     | Amazon_Equativ_Content Category - News_PA_India_Web_All_Display_Standard IAB_Always On                             | 972220787416 |
| Content Category India     | Amazon_Equativ_Content Category - New Families_PA_India_Web_All_Display_Standard IAB_Always On                     | 793538045257 |
| Content Category India     | Amazon_Equativ_Content Category - Pets_PA_India_Web_All_Display_Standard IAB_Always On                             | 841373759767 |

# Display Marketplace | APAC



| Category               | Deal Name                                                                                                          | Deal ID      |
|------------------------|--------------------------------------------------------------------------------------------------------------------|--------------|
| Content Category India | Amazon_Equativ_Content Category - B2C, Retail Shopping, eCommerce_PA_India_Web_All_Display_Standard IAB_Always On  | 473028313338 |
| Content Category India | Amazon_Equativ_Content Category - Sports_PA_India_Web_All_Display_Standard IAB_Always On                           | 781728457537 |
| Content Category India | Amazon_Equativ_Content Category - Style & Fashion_PA_India_Web_All_Display_Standard IAB_Always On                  | 587180556478 |
| Content Category India | Amazon_Equativ_Content Category - Technology_PA_India_Web_All_Display_Standard IAB_Always On                       | 436104186227 |
| Content Category India | Amazon_Equativ_Content Category - Travel_PA_India_Web_All_Display_Standard IAB_Always On                           | 836233185526 |
| Content Category India | Amazon_Equativ_Content Category - Women's Lifestyle_PA_India_Web_All_Display_Standard IAB_Always On                | 892913349247 |
| Content Category India | Amazon_Equativ_Content Category - B2B_PA_India_Web_All_Display_Standard IAB_Always On                              | 102822981026 |
| Content Category Japan | Amazon_Equativ_Content Category - Health & Wellness_PA_Japan_Web_All_Display_Standard IAB_Always On                | 304279571373 |
| Content Category Japan | Amazon_Equativ_Content Category - Beauty_PA_Japan_Web_All_Display_Standard IAB_Always On                           | 632356398979 |
| Content Category Japan | Amazon_Equativ_Content Category - Finance_PA_Japan_Web_All_Display_Standard IAB_Always On                          | 101176679463 |
| Content Category Japan | Amazon_Equativ_Content Category - Entertainment, Movies, TV, Music_PA_Japan_Web_All_Display_Standard IAB_Always On | 982607459009 |
| Content Category Japan | Amazon_Equativ_Content Category - Food & Recipe_PA_Japan_Web_All_Display_Standard IAB_Always On                    | 691842392047 |

# Display Marketplace | APAC



| Category               | Deal Name                                                                                                         | Deal ID      |
|------------------------|-------------------------------------------------------------------------------------------------------------------|--------------|
| Content Category Japan | Amazon_Equativ_Content Category - Family & Parenting_PA_Japan_Web_All_Display_Standard IAB_Always On              | 778382184017 |
| Content Category Japan | Amazon_Equativ_Content Category - Gaming_PA_Japan_Web_All_Display_Standard IAB_Always On                          | 412542828246 |
| Content Category Japan | Amazon_Equativ_Content Category - Home & Garden DIY_PA_Japan_Web_All_Display_Standard IAB_Always On               | 905493269732 |
| Content Category Japan | Amazon_Equativ_Content Category - Men's Lifestyle_PA_Japan_Web_All_Display_Standard IAB_Always On                 | 985482734108 |
| Content Category Japan | Amazon_Equativ_Content Category - News_PA_Japan_Web_All_Display_Standard IAB_Always On                            | 997921158706 |
| Content Category Japan | Amazon_Equativ_Content Category - New Families_PA_Japan_Web_All_Display_Standard IAB_Always On                    | 532313637275 |
| Content Category Japan | Amazon_Equativ_Content Category - Pets_PA_Japan_Web_All_Display_Standard IAB_Always On                            | 632133198504 |
| Content Category Japan | Amazon_Equativ_Content Category - B2C, Retail Shopping, eCommerce_PA_Japan_Web_All_Display_Standard IAB_Always On | 312323067046 |
| Content Category Japan | Amazon_Equativ_Content Category - Sports_PA_Japan_Web_All_Display_Standard IAB_Always On                          | 352394650013 |
| Content Category Japan | Amazon_Equativ_Content Category - Style & Fashion_PA_Japan_Web_All_Display_Standard IAB_Always On                 | 548249095624 |
| Content Category Japan | Amazon_Equativ_Content Category - Technology_PA_Japan_Web_All_Display_Standard IAB_Always On                      | 233024890345 |
| Content Category Japan | Amazon_Equativ_Content Category - Travel_PA_Japan_Web_All_Display_Standard IAB_Always On                          | 541950690262 |

# Display Marketplace | APAC



| Category               | Deal Name                                                                                           | Deal ID      |
|------------------------|-----------------------------------------------------------------------------------------------------|--------------|
| Content Category Japan | Amazon_Equativ_Content Category - Women's Lifestyle_PA_Japan_Web_All_Display_Standard IAB_Always On | 630785062911 |
| Content Category Japan | Amazon_Equativ_Content Category - B2B_PA_Japan_Web_All_Display_Standard IAB_Always On               | 251022657315 |
| Minority Owned APAC    | Amazon_Equativ_Minority Owned Content_PA_APAC_Web/App_All_Display_Standard IAB_Always On            | 517941345142 |

# Display Marketplace | EMEA



| Category                   | Deal Name                                                                                             | Deal ID      |
|----------------------------|-------------------------------------------------------------------------------------------------------|--------------|
| Run of Network             | Amazon_Equativ_Run of Network_All EMEA Countries_Web/App_All_Display_Standard IAB_Always On           | 202103184457 |
| 70% VWB                    | Amazon_Equativ_70%+ Viewable_PA_All EMEA Countries_Web/App_All_Display_Standard IAB_Always On         | 541712388726 |
| 80% VWB                    | Amazon_Equativ_80%+ Viewable_PA_All EMEA Countries_Web/App_All_Display_Standard IAB_Always On         | 121334905318 |
| Benelux Performance        | Amazon_Equativ_Performance - Viewability_PA_Benelux_Web_All_Display_Standard IAB_Always On            | 200101254954 |
| Benelux Performance        | Amazon_Equativ_Performance - CTR_PA_Benelux_Web_All_Display_Standard IAB_Always On                    | 497381559917 |
| Benelux Performance        | Amazon_Equativ_Performance - CPM Efficiency_PA_Benelux_Web_All_Display_Standard IAB_Always On         | 566252221214 |
| Benelux Performance        | Amazon_Equativ_Performance - Reach & Awareness_PA_Benelux_Web_All_Display_Standard IAB_Always On      | 182285854646 |
| Benelux Performance        | Amazon_Equativ_Performance - Brand Safety_PA_Benelux_Web_All_Display_Standard IAB_Always On           | 278303527285 |
| Benelux Exclusive Packages | Amazon_Equativ_Exclusive Packages - Benelux Top 500_PA_Benelux_Web_All_Display_Standard IAB_Always On | 330239382965 |

# Display Marketplace | EMEA



| Category              | Deal Name                                                                                                         | Deal ID      |
|-----------------------|-------------------------------------------------------------------------------------------------------------------|--------------|
| Content Category EMEA | Amazon_Equativ_Run of Sports_PA_All EMEA Countries_Web/App_All_Display_Standard IAB_Always On                     | 897787569812 |
| Content Category EMEA | Amazon_Equativ_Run of News_PA_All EMEA Countries_Web/App_All_Display_Standard IAB_Always On                       | 524593054646 |
| Content Category EMEA | Amazon_Equativ_Run of Finance_PA_All EMEA Countries_Web/App_All_Display_Standard IAB_Always On                    | 159400411079 |
| Content Category EMEA | Amazon_Equativ_French Language Content_PA_All EMEA Countries_Web/App_All_Display_Standard IAB_Always On           | 123490174873 |
| Content Category EMEA | Amazon_Equativ_Auto Racing (Formula 1, MotoGP, etc)_All EMEA Countries_Web/App_All_Display_Standard IAB_Always On | 416229468939 |
| Content Category EMEA | Amazon_Equativ_Run of Automotive_PA_All EMEA Countries_Web/App_All_Display_Standard IAB_Always On                 | 556495955015 |
| Content Category EMEA | Amazon_Equativ_Arabic Language Content_PA_All EMEA Countries_Web/App_All_Display_Standard IAB_Always On           | 910920408237 |
| Content Category EMEA | Amazon_Equativ_Sustainability/Carbon Neutral_PA_All EMEA Countries_Web/App_All_Display_Standard IAB_Always On     | 564904849541 |
| Content Category EMEA | Amazon_Equativ_Run of Food_PA_All EMEA Countries_Web/App_All_Display_Standard IAB_Always On                       | 827009901128 |
| Content Category EMEA | Amazon_Equativ_Run of Home_PA_All EMEA Countries_Web/App_All_Display_Standard IAB_Always On                       | 578463349426 |
| Content Category EMEA | Amazon_Equativ_Men's Lifestyle_PA_All EMEA Countries_Web/App_All_Display_Standard IAB_Always On                   | 811014542110 |
| Content Category EMEA | Amazon_Equativ_Run of Fitness_PA_All EMEA Countries_Web/App_All_Display_Standard IAB_Always On                    | 416598329500 |

# Display Marketplace | EMEA



| Category                 | Deal Name                                                                                                                  | Deal ID      |
|--------------------------|----------------------------------------------------------------------------------------------------------------------------|--------------|
| Content Category EMEA    | Amazon_Equativ_Run of Health_PA_All EMEA Countries_Web/App_All_Display_Standard IAB_Always On                              | 457791747896 |
| Content Category EMEA    | Amazon_Equativ_Spanish Language Content_PA_All EMEA Countries_Web/App_All_Display_Standard IAB_Always On                   | 888544464954 |
| Content Category EMEA    | Amazon_Equativ_Run of Entertainment_PA_All EMEA Countries_Web/App_All_Display_Standard IAB_Always On                       | 187707677943 |
| Content Category EMEA    | Amazon_Equativ_German Language Content_PA_All EMEA Countries_Web/App_All_Display_Standard IAB_Always On                    | 596859358221 |
| Content Category EMEA    | Amazon_Equativ_Run of Gaming/Technology_PA_All EMEA Countries_Web/App_All_Display_Standard IAB_Always On                   | 129983181417 |
| Content Category EMEA    | Amazon_Equativ_Football (Premier League, International, etc)_All EMEA Countries_Web/App_All_Display_Standard IAB_Always On | 588596146299 |
| Content Category EMEA    | Amazon_Equativ_Run of Beauty/Style_PA_All EMEA Countries_Web/App_All_Display_Standard IAB_Always On                        | 857700392699 |
| Content Category EMEA    | Amazon_Equativ_Run of Lifestyle_PA_All EMEA Countries_Web/App_All_Display_Standard IAB_Always On                           | 570318397778 |
| Content Category BENELUX | Amazon_Equativ_Content Category - Health & Wellness_PA_Benelux_Web_All_Display_Standard IAB_Always On                      | 870794719008 |
| Content Category BENELUX | Amazon_Equativ_Content Category - Beauty_PA_Benelux_Web_All_Display_Standard IAB_Always On                                 | 729006373695 |
| Content Category BENELUX | Amazon_Equativ_Content Category - Finance_PA_Benelux_Web_All_Display_Standard IAB_Always On                                | 864036564172 |
| Content Category BENELUX | Amazon_Equativ_Content Category - Entertainment, Movies, TV, Music_PA_Benelux_Web_All_Display_Standard IAB_Always On       | 454524440295 |

# Display Marketplace | EMEA



| Category                 | Deal Name                                                                                                           | Deal ID      |
|--------------------------|---------------------------------------------------------------------------------------------------------------------|--------------|
| Content Category BENELUX | Amazon_Equativ_Content Category - Food & Recipe_PA_Benelux_Web_All_Display_Standard IAB_Always On                   | 772312815164 |
| Content Category BENELUX | Amazon_Equativ_Content Category - Family & Parenting_PA_Benelux_Web_All_Display_Standard IAB_Always On              | 320587227052 |
| Content Category BENELUX | Amazon_Equativ_Content Category - Gaming_PA_Benelux_Web_All_Display_Standard IAB_Always On                          | 547328900476 |
| Content Category BENELUX | Amazon_Equativ_Content Category - Home & Garden DIY_PA_Benelux_Web_All_Display_Standard IAB_Always On               | 756964160423 |
| Content Category BENELUX | Amazon_Equativ_Content Category - Men's Lifestyle_PA_Benelux_Web_All_Display_Standard IAB_Always On                 | 627230984377 |
| Content Category BENELUX | Amazon_Equativ_Content Category - News_PA_Benelux_Web_All_Display_Standard IAB_Always On                            | 286594334908 |
| Content Category BENELUX | Amazon_Equativ_Content Category - New Families_PA_Benelux_Web_All_Display_Standard IAB_Always On                    | 395940888326 |
| Content Category BENELUX | Amazon_Equativ_Content Category - Pets_PA_Benelux_Web_All_Display_Standard IAB_Always On                            | 241259740189 |
| Content Category BENELUX | Amazon_Equativ_Content Category - B2C, Retail Shopping, eCommerce_PA_Benelux_Web_All_Display_Standard IAB_Always On | 256162242188 |
| Content Category BENELUX | Amazon_Equativ_Content Category - Sports_PA_Benelux_Web_All_Display_Standard IAB_Always On                          | 220978383318 |
| Content Category BENELUX | Amazon_Equativ_Content Category - Style & Fashion_PA_Benelux_Web_All_Display_Standard IAB_Always On                 | 468520033049 |
| Content Category BENELUX | Amazon_Equativ_Content Category - Technology_PA_Benelux_Web_All_Display_Standard IAB_Always On                      | 379142943504 |

# Display Marketplace | EMEA



| Category                 | Deal Name                                                                                              | Deal ID      |
|--------------------------|--------------------------------------------------------------------------------------------------------|--------------|
| Content Category BENELUX | Amazon_Equativ_Content Category - Travel_PA_Benelux_Web_All_Display_Standard IAB_Always On             | 988998500006 |
| Content Category BENELUX | Amazon_Equativ_Content Category - Women's Lifestyle_PA_Benelux_Web_All_Display_Standard IAB_Always On  | 221577715866 |
| Content Category BENELUX | Amazon_Equativ_Content Category - B2B_PA_Benelux_Web_All_Display_Standard IAB_Always On                | 189552252362 |
| Minority Owned EMEA      | Amazon_Equativ_Minority Owned Content_PA_All EMEA Countries_Web/App_All_Display_Standard IAB_Always On | 329572414649 |

# Display Marketplace | North America



| Category       | Deal Name                                                                                   | Deal ID      |
|----------------|---------------------------------------------------------------------------------------------|--------------|
| Run of Network | Amazon_Equativ_Run of Network_All NA Countries_Web/App_All_Display_Standard IAB_Always On   | 470670228614 |
| 70% VWB        | Amazon_Equativ_70%+ Viewable_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On | 939107845523 |
| 80% VWB        | Amazon_Equativ_80%+ Viewable_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On | 86151116580  |

# Display Marketplace | North America



| Category                       | Deal Name                                                                                                   | Deal ID      |
|--------------------------------|-------------------------------------------------------------------------------------------------------------|--------------|
| Content Category North America | Amazon_Equativ_Run of Entertainment_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On          | 545768696324 |
| Content Category North America | Amazon_Equativ_Run of Beauty/Style_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On           | 998107456799 |
| Content Category North America | Amazon_Equativ_Run of Pets_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On                   | 998518214769 |
| Content Category North America | Amazon_Equativ_Run of Shopping_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On               | 186915059056 |
| Content Category North America | Amazon_Equativ_Run of Parents_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On                | 463141019972 |
| Content Category North America | Amazon_Equativ_Run of Travel_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On                 | 616604629481 |
| Content Category North America | Amazon_Equativ_Run of Lifestyle_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On              | 950298926152 |
| Content Category North America | Amazon_Equativ_Sustainability/Carbon Neutral_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On | 630736411511 |
| Content Category North America | Amazon_Equativ_Men's Lifestyle_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On               | 771346076461 |
| Content Category North America | Amazon_Equativ_French Language Content_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On       | 136305242742 |
| Content Category North America | Amazon_Equativ_Run of Finance_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On                | 747872579738 |
| Content Category North America | Amazon_Equativ_Holiday Entertaining_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On          | 873387015481 |

# Display Marketplace | North America



| Category                       | Deal Name                                                                                                      | Deal ID      |
|--------------------------------|----------------------------------------------------------------------------------------------------------------|--------------|
| Content Category North America | Amazon_Equativ_Run of Home_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On                      | 342674629790 |
| Content Category North America | Amazon_Equativ_Soccer (MLS, International, etc)_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On | 653812752231 |
| Content Category North America | Amazon_Equativ_Run of Automotive_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On                | 113723479517 |
| Content Category North America | Amazon_Equativ_Run of Fitness_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On                   | 838493862692 |
| Content Category North America | Amazon_Equativ_Run of Gaming/Technology_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On         | 488182353123 |
| Content Category North America | Amazon_Equativ_Run of News_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On                      | 522540787973 |
| Content Category North America | Amazon_Equativ_Run of Food_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On                      | 767300172668 |
| Content Category North America | Amazon_Equativ_Run of Sports_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On                    | 137394017069 |
| Content Category North America | Amazon_Equativ_Run of Health_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On                    | 790260870129 |
| Minority Owned North America   | Amazon_Equativ_Minority Owned Content_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On           | 881723995139 |

# OLV Catalog

Available in APAC, EMEA & North America

# OLV Marketplace | APAC



| Category              | Deal Name                                                                                            | Deal ID      |
|-----------------------|------------------------------------------------------------------------------------------------------|--------------|
| 70% VTR               | Amazon_Equativ_70%+ Completion Rate_All APAC Countries_Web/App_All_Instream/Outstream_OLV__Always On | 585055948815 |
| Run of Network        | Amazon_Equativ_Run of Network_All APAC Countries_Web/App_All_Instream/Outstream_OLV__Always On       | 643512798784 |
| 70% VWB               | Amazon_Equativ_70%+ Viewable_All APAC Countries_Web/App_All_Instream/Outstream_OLV__Always On        | 933088226065 |
| 80% VWB               | Amazon_Equativ_80%+ Viewable_All APAC Countries_Web/App_All_Instream/Outstream_OLV__Always On        | 274995429952 |
| 80% VTR               | Amazon_Equativ_80%+ Completion Rate_All APAC Countries_Web/App_All_Instream/Outstream_OLV__Always On | 127058593735 |
| Australia Performance | Amazon_Equativ_Performance - Viewability_PA_Australia_Web_All_Instream/Outstream_OLV_Always On       | 431032849277 |
| Australia Performance | Amazon_Equativ_Performance - CTR_PA_Australia_Web_All_Instream/Outstream_OLV_Always On               | 466513422518 |
| Australia Performance | Amazon_Equativ_Performance - CPM Efficiency_PA_Australia_Web_All_Instream/Outstream_OLV_Always On    | 873192066457 |
| Australia Performance | Amazon_Equativ_Performance - Reach & Awareness_PA_Australia_Web_All_Instream/Outstream_OLV_Always On | 343129612870 |
| Australia Performance | Amazon_Equativ_Performance - Brand Safety_PA_Australia_Web_All_Instream/Outstream_OLV_Always On      | 987917319822 |
| Australia Performance | Amazon_Equativ_Performance - VCR_PA_Australia_Web_All_Instream/Outstream_OLV_Always On               | 221160668561 |
| India Performance     | Amazon_Equativ_Performance - Viewability_PA_India_Web_All_Instream/Outstream_OLV_Always On           | 848803753243 |

# OLV Marketplace | APAC



| Category          | Deal Name                                                                                        | Deal ID      |
|-------------------|--------------------------------------------------------------------------------------------------|--------------|
| India Performance | Amazon_Equativ_Performance - CTR_PA_India_Web_All_Instream/Outstream_OLV_Always On               | 869025217904 |
| India Performance | Amazon_Equativ_Performance - CPM Efficiency_PA_India_Web_All_Instream/Outstream_OLV_Always On    | 912081246604 |
| India Performance | Amazon_Equativ_Performance - Reach & Awareness_PA_India_Web_All_Instream/Outstream_OLV_Always On | 984885344547 |
| India Performance | Amazon_Equativ_Performance - Brand Safety_PA_India_Web_All_Instream/Outstream_OLV_Always On      | 512474491912 |
| India Performance | Amazon_Equativ_Performance - VCR_PA_India_Web_All_Instream/Outstream_OLV_Always On               | 929966725991 |
| Japan Performance | Amazon_Equativ_Performance - Viewability_PA_Japan_Web_All_Instream/Outstream_OLV_Always On       | 371634273142 |
| Japan Performance | Amazon_Equativ_Performance - CTR_PA_Japan_Web_All_Instream/Outstream_OLV_Always On               | 363547182079 |
| Japan Performance | Amazon_Equativ_Performance - CPM Efficiency_PA_Japan_Web_All_Instream/Outstream_OLV_Always On    | 204078808773 |
| Japan Performance | Amazon_Equativ_Performance - Reach & Awareness_PA_Japan_Web_All_Instream/Outstream_OLV_Always On | 395308766682 |
| Japan Performance | Amazon_Equativ_Performance - Brand Safety_PA_Japan_Web_All_Instream/Outstream_OLV_Always On      | 183564906655 |
| Japan Performance | Amazon_Equativ_Performance - VCR_PA_Japan_Web_All_Instream/Outstream_OLV_Always On               | 789781389201 |

# OLV Marketplace | APAC



| Category                   | Deal Name                                                                                                                | Deal ID      |
|----------------------------|--------------------------------------------------------------------------------------------------------------------------|--------------|
| Content Category Australia | Amazon_Equativ_Content Category - Automotive_PA_Australia_Web_All_Instream/Outstream_OLV_Always On                       | 920415918676 |
| Content Category Australia | Amazon_Equativ_Content Category - Health & Wellness_PA_Australia_Web_All_Instream/Outstream_OLV_Always On                | 256859646386 |
| Content Category Australia | Amazon_Equativ_Content Category - Beauty_PA_Australia_Web_All_Instream/Outstream_OLV_Always On                           | 285188303733 |
| Content Category Australia | Amazon_Equativ_Content Category - Finance_PA_Australia_Web_All_Instream/Outstream_OLV_Always On                          | 714998192084 |
| Content Category Australia | Amazon_Equativ_Content Category - Entertainment, Movies, TV, Music_PA_Australia_Web_All_Instream/Outstream_OLV_Always On | 187240631789 |
| Content Category Australia | Amazon_Equativ_Content Category - Food & Recipe_PA_Australia_Web_All_Instream/Outstream_OLV_Always On                    | 280207308208 |
| Content Category Australia | Amazon_Equativ_Content Category - Family & Parenting_PA_Australia_Web_All_Instream/Outstream_OLV_Always On               | 219959153097 |
| Content Category Australia | Amazon_Equativ_Content Category - Gaming_PA_Australia_Web_All_Instream/Outstream_OLV_Always On                           | 709332524387 |
| Content Category Australia | Amazon_Equativ_Content Category - Home & Garden DIY_PA_Australia_Web_All_Instream/Outstream_OLV_Always On                | 791768001594 |
| Content Category Australia | Amazon_Equativ_Content Category - Men's Lifestyle_PA_Australia_Web_All_Instream/Outstream_OLV_Always On                  | 531104940310 |
| Content Category Australia | Amazon_Equativ_Content Category - News_PA_Australia_Web_All_Instream/Outstream_OLV_Always On                             | 826340945289 |
| Content Category Australia | Amazon_Equativ_Content Category - New Families_PA_Australia_Web_All_Instream/Outstream_OLV_Always On                     | 330650155880 |

# OLV Marketplace | APAC



| Category                   | Deal Name                                                                                                               | Deal ID      |
|----------------------------|-------------------------------------------------------------------------------------------------------------------------|--------------|
| Content Category Australia | Amazon_Equativ_Content Category - Pets_PA_Australia_Web_All_Instream/Outstream_OLV_Always On                            | 959712924770 |
| Content Category Australia | Amazon_Equativ_Content Category - B2C, Retail Shopping, eCommerce_PA_Australia_Web_All_Instream/Outstream_OLV_Always On | 930867682444 |
| Content Category Australia | Amazon_Equativ_Content Category - Sports_PA_Australia_Web_All_Instream/Outstream_OLV_Always On                          | 183357690126 |
| Content Category Australia | Amazon_Equativ_Content Category - Style & Fashion_PA_Australia_Web_All_Instream/Outstream_OLV_Always On                 | 739401239142 |
| Content Category Australia | Amazon_Equativ_Content Category - Technology_PA_Australia_Web_All_Instream/Outstream_OLV_Always On                      | 564241788304 |
| Content Category Australia | Amazon_Equativ_Content Category - Travel_PA_Australia_Web_All_Instream/Outstream_OLV_Always On                          | 286398564389 |
| Content Category Australia | Amazon_Equativ_Content Category - Women's Lifestyle_PA_Australia_Web_All_Instream/Outstream_OLV_Always On               | 806991668744 |
| Content Category Australia | Amazon_Equativ_Content Category - B2B_PA_Australia_Web_All_Instream/Outstream_OLV_Always On                             | 459484059831 |
| Content Category India     | Amazon_Equativ_Content Category - Automotive_PA_India_Web_All_Instream/Outstream_OLV_Always On                          | 495350363304 |
| Content Category India     | Amazon_Equativ_Content Category - Health & Wellness_PA_India_Web_All_Instream/Outstream_OLV_Always On                   | 379148653116 |
| Content Category India     | Amazon_Equativ_Content Category - Beauty_PA_India_Web_All_Instream/Outstream_OLV_Always On                              | 598781407170 |
| Content Category India     | Amazon_Equativ_Content Category - Finance_PA_India_Web_All_Instream/Outstream_OLV_Always On                             | 563190750987 |

# OLV Marketplace | APAC



| Category               | Deal Name                                                                                                            | Deal ID      |
|------------------------|----------------------------------------------------------------------------------------------------------------------|--------------|
| Content Category India | Amazon_Equativ_Content Category - Entertainment, Movies, TV, Music_PA_India_Web_All_Instream/Outstream_OLV_Always On | 388332661563 |
| Content Category India | Amazon_Equativ_Content Category - Food & Recipe_PA_India_Web_All_Instream/Outstream_OLV_Always On                    | 698137867043 |
| Content Category India | Amazon_Equativ_Content Category - Family & Parenting_PA_India_Web_All_Instream/Outstream_OLV_Always On               | 537025065902 |
| Content Category India | Amazon_Equativ_Content Category - Gaming_PA_India_Web_All_Instream/Outstream_OLV_Always On                           | 213273016496 |
| Content Category India | Amazon_Equativ_Content Category - Home & Garden DIY_PA_India_Web_All_Instream/Outstream_OLV_Always On                | 572444729566 |
| Content Category India | Amazon_Equativ_Content Category - Men's Lifestyle_PA_India_Web_All_Instream/Outstream_OLV_Always On                  | 380591769772 |
| Content Category India | Amazon_Equativ_Content Category - News_PA_India_Web_All_Instream/Outstream_OLV_Always On                             | 661185549926 |
| Content Category India | Amazon_Equativ_Content Category - New Families_PA_India_Web_All_Instream/Outstream_OLV_Always On                     | 453317050882 |
| Content Category India | Amazon_Equativ_Content Category - Pets_PA_India_Web_All_Instream/Outstream_OLV_Always On                             | 546669737638 |
| Content Category India | Amazon_Equativ_Content Category - B2C, Retail Shopping, eCommerce_PA_India_Web_All_Instream/Outstream_OLV_Always On  | 528536354645 |
| Content Category India | Amazon_Equativ_Content Category - Sports_PA_India_Web_All_Instream/Outstream_OLV_Always On                           | 147543729631 |
| Content Category India | Amazon_Equativ_Content Category - Style & Fashion_PA_India_Web_All_Instream/Outstream_OLV_Always On                  | 655357201988 |

# OLV Marketplace | APAC



| Category               | Deal Name                                                                                                            | Deal ID      |
|------------------------|----------------------------------------------------------------------------------------------------------------------|--------------|
| Content Category India | Amazon_Equativ_Content Category - Technology_PA_India_Web_All_Instream/Outstream_OLV_Always On                       | 549899883597 |
| Content Category India | Amazon_Equativ_Content Category - Travel_PA_India_Web_All_Instream/Outstream_OLV_Always On                           | 819083953185 |
| Content Category India | Amazon_Equativ_Content Category - Women's Lifestyle_PA_India_Web_All_Instream/Outstream_OLV_Always On                | 416539499972 |
| Content Category India | Amazon_Equativ_Content Category - B2B_PA_India_Web_All_Instream/Outstream_OLV_Always On                              | 619298716266 |
| Content Category Japan | Amazon_Equativ_Content Category - Automotive_PA_Japan_Web_All_Display_Standard IAB_Always On                         | 538089738606 |
| Content Category Japan | Amazon_Equativ_Content Category - Automotive_PA_Japan_Web_All_Instream/Outstream_OLV_Always On                       | 614157656504 |
| Content Category Japan | Amazon_Equativ_Content Category - Health & Wellness_PA_Japan_Web_All_Instream/Outstream_OLV_Always On                | 205689986209 |
| Content Category Japan | Amazon_Equativ_Content Category - Beauty_PA_Japan_Web_All_Instream/Outstream_OLV_Always On                           | 446552052956 |
| Content Category Japan | Amazon_Equativ_Content Category - Finance_PA_Japan_Web_All_Instream/Outstream_OLV_Always On                          | 577884631300 |
| Content Category Japan | Amazon_Equativ_Content Category - Entertainment, Movies, TV, Music_PA_Japan_Web_All_Instream/Outstream_OLV_Always On | 477476209783 |
| Content Category Japan | Amazon_Equativ_Content Category - Food & Recipe_PA_Japan_Web_All_Instream/Outstream_OLV_Always On                    | 648105085467 |
| Content Category Japan | Amazon_Equativ_Content Category - Family & Parenting_PA_Japan_Web_All_Instream/Outstream_OLV_Always On               | 398703450968 |

# OLV Marketplace | APAC



| Category               | Deal Name                                                                                                           | Deal ID      |
|------------------------|---------------------------------------------------------------------------------------------------------------------|--------------|
| Content Category Japan | Amazon_Equativ_Content Category - Gaming_PA_Japan_Web_All_Instream/Outstream_OLV_Always On                          | 514997334316 |
| Content Category Japan | Amazon_Equativ_Content Category - Home & Garden DIY_PA_Japan_Web_All_Instream/Outstream_OLV_Always On               | 771802245206 |
| Content Category Japan | Amazon_Equativ_Content Category - Men's Lifestyle_PA_Japan_Web_All_Instream/Outstream_OLV_Always On                 | 752315711204 |
| Content Category Japan | Amazon_Equativ_Content Category - News_PA_Japan_Web_All_Instream/Outstream_OLV_Always On                            | 689989874634 |
| Content Category Japan | Amazon_Equativ_Content Category - New Families_PA_Japan_Web_All_Instream/Outstream_OLV_Always On                    | 630731265111 |
| Content Category Japan | Amazon_Equativ_Content Category - Pets_PA_Japan_Web_All_Instream/Outstream_OLV_Always On                            | 740841413441 |
| Content Category Japan | Amazon_Equativ_Content Category - B2C, Retail Shopping, eCommerce_PA_Japan_Web_All_Instream/Outstream_OLV_Always On | 287558615220 |
| Content Category Japan | Amazon_Equativ_Content Category - Sports_PA_Japan_Web_All_Instream/Outstream_OLV_Always On                          | 484875934197 |
| Content Category Japan | Amazon_Equativ_Content Category - Style & Fashion_PA_Japan_Web_All_Instream/Outstream_OLV_Always On                 | 273479747623 |
| Content Category Japan | Amazon_Equativ_Content Category - Technology_PA_Japan_Web_All_Instream/Outstream_OLV_Always On                      | 541829328168 |
| Content Category Japan | Amazon_Equativ_Content Category - Travel_PA_Japan_Web_All_Instream/Outstream_OLV_Always On                          | 660973217507 |
| Content Category Japan | Amazon_Equativ_Content Category - Women's Lifestyle_PA_Japan_Web_All_Instream/Outstream_OLV_Always On               | 740005028067 |

# OLV Marketplace | APAC



| Category                  | Deal Name                                                                               | Deal ID      |
|---------------------------|-----------------------------------------------------------------------------------------|--------------|
| Content Category<br>Japan | Amazon_Equativ_Content Category - B2B_PA_Japan_Web_All_Instream/Outstream_OLV_Always On | 158800700417 |

# OLV Marketplace | EMEA



| Category            | Deal Name                                                                                            | Deal ID      |
|---------------------|------------------------------------------------------------------------------------------------------|--------------|
| Run of Network      | Amazon_Equativ_Run of Network_All APAC Countries_Web/App_All_Instream/Outstream_OLV__Always On       | 643512798784 |
| 70% VWB             | Amazon_Equativ_70%+ Viewable_All APAC Countries_Web/App_All_Instream/Outstream_OLV__Always On        | 933088226065 |
| 80% VWB             | Amazon_Equativ_80%+ Viewable_All APAC Countries_Web/App_All_Instream/Outstream_OLV__Always On        | 274995429952 |
| 80% VTR             | Amazon_Equativ_80%+ Completion Rate_All APAC Countries_Web/App_All_Instream/Outstream_OLV__Always On | 127058593735 |
| BENELUX Performance | Amazon_Equativ_Performance - Viewability_PA_Benelux_Web_All_Instream/Outstream_OLV_Always On         | 737753396083 |
| BENELUX Performance | Amazon_Equativ_Performance - CTR_PA_Benelux_Web_All_Instream/Outstream_OLV_Always On                 | 139930265782 |
| BENELUX Performance | Amazon_Equativ_Performance - CPM Efficiency_PA_Benelux_Web_All_Instream/Outstream_OLV_Always On      | 614559162822 |
| BENELUX Performance | Amazon_Equativ_Performance - Reach & Awareness_PA_Benelux_Web_All_Instream/Outstream_OLV_Always On   | 985406608459 |
| BENELUX Performance | Amazon_Equativ_Performance - Brand Safety_PA_Benelux_Web_All_Instream/Outstream_OLV_Always On        | 469338120048 |
| BENELUX Performance | Amazon_Equativ_Performance - VCR_PA_Benelux_Web_All_Instream/Outstream_OLV_Always On                 | 198746261007 |

# OLV Marketplace | EMEA



| Category              | Deal Name                                                                                                     | Deal ID      |
|-----------------------|---------------------------------------------------------------------------------------------------------------|--------------|
| Content Category EMEA | Amazon_Equativ_Run of Sports_All EMEA Countries_Web/App_All_Instream/Outstream_OLV__Always On                 | 191977458185 |
| Content Category EMEA | Amazon_Equativ_Spanish Language Content_All EMEA Countries_Web/App_All_Instream/Outstream_OLV__Always On      | 397593699988 |
| Content Category EMEA | Amazon_Equativ_French Language Content_All EMEA Countries_Web/App_All_Instream/Outstream_OLV__Always On       | 159533323853 |
| Content Category EMEA | Amazon_Equativ_German Language Content_All EMEA Countries_Web/App_All_Instream/Outstream_OLV__Always On       | 226048550676 |
| Content Category EMEA | Amazon_Equativ_Men's Lifestyle_All EMEA Countries_Web/App_All_Instream/Outstream_OLV__Always On               | 641940990730 |
| Content Category EMEA | Amazon_Equativ_Run of Gaming/Technology_All EMEA Countries_Web/App_All_Instream/Outstream_OLV__Always On      | 317956471634 |
| Content Category EMEA | Amazon_Equativ_Run of News_All EMEA Countries_Web/App_All_Instream/Outstream_OLV__Always On                   | 445972866893 |
| Content Category EMEA | Amazon_Equativ_Run of Food_All EMEA Countries_Web/App_All_Instream/Outstream_OLV__Always On                   | 877514942718 |
| Content Category EMEA | Amazon_Equativ_Sustainability/Carbon Neutral_All EMEA Countries_Web/App_All_Instream/Outstream_OLV__Always On | 281513286511 |
| Content Category EMEA | Amazon_Equativ_Run of Home_All EMEA Countries_Web/App_All_Instream/Outstream_OLV__Always On                   | 279941344813 |
| Content Category EMEA | Amazon_Equativ_Run of Home_All EMEA Countries_Web/App_All_Instream/Outstream_OLV__Always On                   | 192429001075 |
| Content Category EMEA | Amazon_Equativ_Run of Fitness_All EMEA Countries_Web/App_All_Instream/Outstream_OLV__Always On                | 791933775579 |

# OLV Marketplace | EMEA



| Category                 | Deal Name                                                                                                                     | Deal ID      |
|--------------------------|-------------------------------------------------------------------------------------------------------------------------------|--------------|
| Content Category EMEA    | Amazon_Equativ_Run of Health_All EMEA Countries_Web/App_All_Instream/Outstream_OLV__Always On                                 | 195051267006 |
| Content Category EMEA    | Amazon_Equativ_Football (Premier League, International, etc)_All EMEA Countries_Web/App_All_Instream/Outstream_OLV__Always On | 388237201946 |
| Content Category EMEA    | Amazon_Equativ_Run of Entertainment_All EMEA Countries_Web/App_All_Instream/Outstream_OLV__Always On                          | 138427266433 |
| Content Category BENELUX | Amazon_Equativ_Content Category - Automotive_PA_Benelux_Web_All_Display_Standard IAB_Always On                                | 432829452940 |
| Content Category BENELUX | Amazon_Equativ_Content Category - Automotive_PA_Benelux_Web_All_Instream/Outstream_OLV_Always On                              | 276207891482 |
| Content Category BENELUX | Amazon_Equativ_Content Category - Health & Wellness_PA_Benelux_Web_All_Instream/Outstream_OLV_Always On                       | 559640152661 |
| Content Category BENELUX | Amazon_Equativ_Content Category - Beauty_PA_Benelux_Web_All_Instream/Outstream_OLV_Always On                                  | 402566008543 |
| Content Category BENELUX | Amazon_Equativ_Content Category - Finance_PA_Benelux_Web_All_Instream/Outstream_OLV_Always On                                 | 929258756527 |
| Content Category BENELUX | Amazon_Equativ_Content Category - Entertainment, Movies, TV, Music_PA_Benelux_Web_All_Instream/Outstream_OLV_Always On        | 516276273736 |
| Content Category BENELUX | Amazon_Equativ_Content Category - Food & Recipe_PA_Benelux_Web_All_Instream/Outstream_OLV_Always On                           | 344993835445 |
| Content Category BENELUX | Amazon_Equativ_Content Category - Family & Parenting_PA_Benelux_Web_All_Instream/Outstream_OLV_Always On                      | 388956278193 |
| Content Category BENELUX | Amazon_Equativ_Content Category - Gaming_PA_Benelux_Web_All_Instream/Outstream_OLV_Always On                                  | 389411957678 |

# OLV Marketplace | EMEA



| Category                 | Deal Name                                                                                                             | Deal ID      |
|--------------------------|-----------------------------------------------------------------------------------------------------------------------|--------------|
| Content Category BENELUX | Amazon_Equativ_Content Category - Home & Garden DIY_PA_Benelux_Web_All_Instream/Outstream_OLV_Always On               | 806906986311 |
| Content Category BENELUX | Amazon_Equativ_Content Category - Men's Lifestyle_PA_Benelux_Web_All_Instream/Outstream_OLV_Always On                 | 432937938110 |
| Content Category BENELUX | Amazon_Equativ_Content Category - News_PA_Benelux_Web_All_Instream/Outstream_OLV_Always On                            | 735652304759 |
| Content Category BENELUX | Amazon_Equativ_Content Category - New Families_PA_Benelux_Web_All_Instream/Outstream_OLV_Always On                    | 567841720481 |
| Content Category BENELUX | Amazon_Equativ_Content Category - Pets_PA_Benelux_Web_All_Instream/Outstream_OLV_Always On                            | 95211609917  |
| Content Category BENELUX | Amazon_Equativ_Content Category - B2C, Retail Shopping, eCommerce_PA_Benelux_Web_All_Instream/Outstream_OLV_Always On | 169863976806 |
| Content Category BENELUX | Amazon_Equativ_Content Category - Sports_PA_Benelux_Web_All_Instream/Outstream_OLV_Always On                          | 961548000412 |
| Content Category BENELUX | Amazon_Equativ_Content Category - Style & Fashion_PA_Benelux_Web_All_Instream/Outstream_OLV_Always On                 | 343433335160 |
| Content Category BENELUX | Amazon_Equativ_Content Category - Technology_PA_Benelux_Web_All_Instream/Outstream_OLV_Always On                      | 322229573203 |
| Content Category BENELUX | Amazon_Equativ_Content Category - Travel_PA_Benelux_Web_All_Instream/Outstream_OLV_Always On                          | 123904448530 |
| Content Category BENELUX | Amazon_Equativ_Content Category - Women's Lifestyle_PA_Benelux_Web_All_Instream/Outstream_OLV_Always On               | 351068033697 |
| Content Category BENELUX | Amazon_Equativ_Content Category - B2B_PA_Benelux_Web_All_Instream/Outstream_OLV_Always On                             | 202918478612 |

# OLV Marketplace | EMEA



| Category              | Deal Name                                                                                         | Deal ID      |
|-----------------------|---------------------------------------------------------------------------------------------------|--------------|
| Content Category EMEA | Amazon_Equativ_Run of Automotive_All EMEA Countries_Web/App_All_Instream/Outstream_OLV__Always On | 341158460346 |

# OLV Marketplace | North America



| Category       | Deal Name                                                                                          | Deal ID      |
|----------------|----------------------------------------------------------------------------------------------------|--------------|
| 80% VTR        | Amazon_Equativ_80%+ Completion Rate_All NA Countries_Web/App_All_Instream/Outstream/OLV__Always On | 527040825621 |
| 80% VWB        | Amazon_Equativ_80%+ Viewable_All NA Countries_Web/App_All_Instream/Outstream/OLV__Always On        | 402835577996 |
| Run of Network | Amazon_Equativ_Run of New_All NA Countries_Web/App_All_Instream/Outstream/OLV__Always On           | 169825555729 |

# OLV Marketplace | North America



| Category                       | Deal Name                                                                                                      | Deal ID      |
|--------------------------------|----------------------------------------------------------------------------------------------------------------|--------------|
| Content Category North America | Amazon_Equativ_Run of Food_All NA Countries_Web/App_All_Instream/Outstream/OLV__Always On                      | 716383353775 |
| Content Category North America | Amazon_Equativ_Cyber Monday_All NA Countries_Web/App_All_Instream/Outstream/OLV__Always On                     | 581007373057 |
| Content Category North America | Amazon_Equativ_Run of Shopping_All NA Countries_Web/App_All_Instream/Outstream/OLV__Always On                  | 639382737887 |
| Content Category North America | Amazon_Equativ_Parents' Day_All NA Countries_Web/App_All_Instream/Outstream/OLV__Always On                     | 433318552265 |
| Content Category North America | Amazon_Equativ_Run of Travel_All NA Countries_Web/App_All_Instream/Outstream/OLV__Always On                    | 700548468160 |
| Content Category North America | Amazon_Equativ_Run of Parents_All NA Countries_Web/App_All_Instream/Outstream/OLV__Always On                   | 853263662636 |
| Content Category North America | Amazon_Equativ_Run of Home_All NA Countries_Web/App_All_Instream/Outstream/OLV__Always On                      | 677350890193 |
| Content Category North America | Amazon_Equativ_Holiday Entertaining_All NA Countries_Web/App_All_Instream/Outstream/OLV__Always On             | 319878094235 |
| Content Category North America | Amazon_Equativ_Run of Beauty/Style_All NA Countries_Web/App_All_Instream/Outstream/OLV__Always On              | 892704512110 |
| Content Category North America | Amazon_Equativ_Run of Sports_All NA Countries_Web/App_All_Instream/Outstream/OLV__Always On                    | 447955884142 |
| Content Category North America | Amazon_Equativ_Run of Finance_All NA Countries_Web/App_All_Instream/Outstream/OLV__Always On                   | 157654481580 |
| Content Category North America | Amazon_Equativ_Soccer (MLS, International, etc)_All NA Countries_Web/App_All_Instream/Outstream/OLV__Always On | 182567564159 |

# OLV Marketplace | North America



| Category                       | Deal Name                                                                                             | Deal ID      |
|--------------------------------|-------------------------------------------------------------------------------------------------------|--------------|
| Content Category North America | Amazon_Equativ_Run of Pets_All NA Countries_Web/App_All_Instream/Outstream/OLV__Always On             | 111434654551 |
| Content Category North America | Amazon_Equativ_French Language Content_All NA Countries_Web/App_All_Instream/Outstream/OLV__Always On | 710465232649 |
| Minority Owned                 | Amazon_Equativ_Minority Owned Content_All NA Countries_Web/App_All_Instream/Outstream/OLV__Always On  | 332768797631 |

# Seasonal Catalog

Available in APAC, EMEA & North America

# Seasonal Marketplace | APAC



| Category                              | Deal Name                                                                                                 | Deal ID      |
|---------------------------------------|-----------------------------------------------------------------------------------------------------------|--------------|
| Labor Day                             | Amazon_Equativ_Labor Day_PA_APAC_Web/App_All_Display_Standard IAB_Always On                               | 697703383322 |
| Australia Day                         | Amazon_Equativ_Seasonal - Australia Day_PA_Australia_Web_All_Display_Standard IAB_Always On               | 451448570863 |
| Easter                                | Amazon_Equativ_Seasonal - Easter_PA_Australia_Web_All_Display_Standard IAB_Always On                      | 509425720244 |
| Christmas Season Australia            | Amazon_Equativ_Seasonal - Christmas Season_PA_Australia_Web_All_Display_Standard IAB_Always On            | 350151236576 |
| New Year, New You Australia           | Amazon_Equativ_Seasonal - New Year, New You_PA_Australia_Web_All_Display_Standard IAB_Always On           | 409962200746 |
| Pride Month Australia                 | Amazon_Equativ_Seasonal - Pride Month_PA_Australia_Web_All_Display_Standard IAB_Always On                 | 848076149016 |
| Prime Day Australia                   | Amazon_Equativ_Seasonal - Prime Day_PA_Australia_Web_All_Display_Standard IAB_Always On                   | 582751871245 |
| Summer Travel Australia               | Amazon_Equativ_Seasonal - Summer Travel_PA_Australia_Web_All_Display_Standard IAB_Always On               | 494119202462 |
| Tax Season Australia                  | Amazon_Equativ_Seasonal - Tax Season_PA_Australia_Web_All_Display_Standard IAB_Always On                  | 843411483402 |
| Black Friday & Cyber Monday Australia | Amazon_Equativ_Seasonal - Black Friday & Cyber Monday_PA_Australia_Web_All_Display_Standard IAB_Always On | 101182741001 |
| International Womens Day Australia    | Amazon_Equativ_Seasonal - International Womens Day_PA_Australia_Web_All_Display_Standard IAB_Always On    | 186455173071 |
| Health & Wellness India               | Amazon_Equativ_Content Category - Health & Wellness_PA_India_Web_All_Display_Standard IAB_Always On       | 524054987636 |

# Seasonal Marketplace | APAC



| Category                          | Deal Name                                                                                             | Deal ID      |
|-----------------------------------|-------------------------------------------------------------------------------------------------------|--------------|
| Easter India                      | Amazon_Equativ_Seasonal - Easter_PA_India_Web_All_Display_Standard IAB_Always On                      | 524919572070 |
| Christmas Season India            | Amazon_Equativ_Seasonal - Christmas Season_PA_India_Web_All_Display_Standard IAB_Always On            | 660535535459 |
| New Year, New You India           | Amazon_Equativ_Seasonal - New Year, New You_PA_India_Web_All_Display_Standard IAB_Always On           | 165219789086 |
| Pride Month India                 | Amazon_Equativ_Seasonal - Pride Month_PA_India_Web_All_Display_Standard IAB_Always On                 | 375491828216 |
| Prime Day India                   | Amazon_Equativ_Seasonal - Prime Day_PA_India_Web_All_Display_Standard IAB_Always On                   | 609320552927 |
| Summer Travel India               | Amazon_Equativ_Seasonal - Summer Travel_PA_India_Web_All_Display_Standard IAB_Always On               | 449462611471 |
| Tax Season India                  | Amazon_Equativ_Seasonal - Tax Season_PA_India_Web_All_Display_Standard IAB_Always On                  | 100492627710 |
| Black Friday & Cyber Monday India | Amazon_Equativ_Seasonal - Black Friday & Cyber Monday_PA_India_Web_All_Display_Standard IAB_Always On | 352382255596 |
| International Womens Day India    | Amazon_Equativ_Seasonal - International Womens Day_PA_India_Web_All_Display_Standard IAB_Always On    | 946055688037 |
| Easter Japan                      | Amazon_Equativ_Seasonal - Easter_PA_Japan_Web_All_Display_Standard IAB_Always On                      | 158349585899 |
| Christmas Season Japan            | Amazon_Equativ_Seasonal - Christmas Season_PA_Japan_Web_All_Display_Standard IAB_Always On            | 633051420400 |
| New Year, New You Japan           | Amazon_Equativ_Seasonal - New Year, New You_PA_Japan_Web_All_Display_Standard IAB_Always On           | 535623551601 |

# Seasonal Marketplace | **APAC**



| Category                          | Deal Name                                                                                             | Deal ID      |
|-----------------------------------|-------------------------------------------------------------------------------------------------------|--------------|
| Pride Month Japan                 | Amazon_Equativ_Seasonal - Pride Month_PA_Japan_Web_All_Display_Standard IAB_Always On                 | 502673957603 |
| Prime Day Japan                   | Amazon_Equativ_Seasonal - Prime Day_PA_Japan_Web_All_Display_Standard IAB_Always On                   | 732295938562 |
| Summer Travel Japan               | Amazon_Equativ_Seasonal - Summer Travel_PA_Japan_Web_All_Display_Standard IAB_Always On               | 538524176650 |
| Tax Season Japan                  | Amazon_Equativ_Seasonal - Tax Season_PA_Japan_Web_All_Display_Standard IAB_Always On                  | 746710007847 |
| Black Friday & Cyber Monday Japan | Amazon_Equativ_Seasonal - Black Friday & Cyber Monday_PA_Japan_Web_All_Display_Standard IAB_Always On | 546270090339 |
| International Women's Day Japan   | Amazon_Equativ_Seasonal - International Womens Day_PA_Japan_Web_All_Display_Standard IAB_Always On    | 906648225385 |
| Valentine's Day Japan             | Amazon_Equativ_Seasonal - Valentine's Day_PA_Japan_Web_All_Display_Standard IAB_Always On             | 422084940980 |
| Diwali APAC                       | Amazon_Equativ_Diwali_PA_APAC_Web/App_All_Display_Standard IAB_Always On                              | 668406588083 |
| Black Friday & Cyber Monday APAC  | Amazon_Equativ_Black Friday_PA_APAC_Web/App_All_Display_Standard IAB_Always On                        | 387135573039 |
| Awards Season APAC                | Amazon_Equativ_Awards Season_PA_APAC_Web/App_All_Display_Standard IAB_Always On                       | 812358491844 |
| Valentine's Day APAC              | Amazon_Equativ_Valentine's Day_PA_APAC_Web/App_All_Display_Standard IAB_Always On                     | 477133553907 |
| Superbowl APAC                    | Amazon_Equativ_Superbowl_PA_APAC_Web/App_All_Display_Standard IAB_Always On                           | 244310137024 |

# Seasonal Marketplace | APAC



| Category        | Deal Name                                                                                     | Deal ID      |
|-----------------|-----------------------------------------------------------------------------------------------|--------------|
| Valentine's Day | Amazon_Equativ_Seasonal - Valentine's Day_PA_Australia_Web_All_Display_Standard IAB_Always On | 502673957603 |

# Seasonal Marketplace | APAC



| Category                    | Deal Name                                                                                       | Deal ID      |
|-----------------------------|-------------------------------------------------------------------------------------------------|--------------|
| Valentine's Day             | Amazon_Equativ_Seasonal - Valentine's Day_PA_Australia_Web_All_Instream/Outstream_OLV_Always On | 732295938562 |
| Automotive                  | Amazon_Equativ_Content Category - Automotive_PA_India_Web_All_Display_Standard IAB_Always On    | 538524176650 |
| Valentine's Day             | Amazon_Equativ_Seasonal - Valentine's Day_PA_India_Web_All_Display_Standard IAB_Always On       | 746710007847 |
| Valentine's Day             | Amazon_Equativ_Seasonal - Valentine's Day_PA_India_Web_All_Instream/Outstream_OLV_Always On     | 546270090339 |
| Valentine's Day             | Amazon_Equativ_Seasonal - Valentine's Day_PA_Japan_Web_All_Display_Standard IAB_Always On       | 906648225385 |
| White Day                   | Amazon_Equativ_Seasonal - White Day_PA_Japan_Web_All_Display_Standard IAB_Always On             | 422084940980 |
| White Day                   | Amazon_Equativ_Seasonal - White Day_PA_Japan_Web_All_Instream/Outstream_OLV_Always On           | 668406588083 |
| Diwali                      | Amazon_Equativ_Diwali_All APAC Countries_Web/App_All_Instream/Outstream_OLV__Always On          | 387135573039 |
| Black Friday & Cyber Monday | Amazon_Equativ_Black Friday_All APAC Countries_Web/App_All_Instream/Outstream_OLV__Always On    | 812358491844 |
| Awards Season               | Amazon_Equativ_Awards Season_All APAC Countries_Web/App_All_Instream/Outstream_OLV__Always On   | 477133553907 |
| Valentine's Day             | Amazon_Equativ_Valentine's Day_All APAC Countries_Web/App_All_Instream/Outstream_OLV__Always On | 244310137024 |

# Seasonal Marketplace | EMEA



| Category          | Deal Name                                                                                         | Deal ID      |
|-------------------|---------------------------------------------------------------------------------------------------|--------------|
| Earth Day         | Amazon_Equativ_Earth Day_All EMEA Countries_Web/App_All_Display_Standard IAB_Always On            | 186408867993 |
| Gift Giving       | Amazon_Equativ_Gift Giving_All EMEA Countries_Web/App_All_Display_Standard IAB__Always On         | 169815647388 |
| Parent's Day      | Amazon_Equativ_Parents' Day_All EMEA Countries_Web/App_All_Display_Standard IAB_Always On         | 247477252262 |
| New Year, New You | Amazon_Equativ_New Year, New You_PA_All EMEA Countries_Web/App_All_Display_Standard IAB_Always On | 424360680785 |
| Tax Season        | Amazon_Equativ_Tax Season_All EMEA Countries_Web/App_All_Display_Standard IAB_Always On           | 213575879345 |
| New Year's Eve    | Amazon_Equativ_New Year's Eve_All EMEA Countries_Web/App_All_Display_Standard IAB_Always On       | 987852925352 |
| Christmas         | Amazon_Equativ_Christmas Season_All EMEA Countries_Web/App_All_Display_Standard IAB_Always On     | 165985036484 |
| Independence Day  | Amazon_Equativ_Independence Day_PA_All EMEA Countries_Web/App_All_Display_Standard IAB_Always On  | 465791903559 |
| Valentine's Day   | Amazon_Equativ_Valentine's Day_PA_All EMEA Countries_Web/App_All_Display_Standard IAB_Always On   | 698718721931 |
| Easter Season     | Amazon_Equativ_Easter Season_All EMEA Countries_Web/App_All_Display_Standard IAB_Always On        | 849923102999 |
| Easter Season     | Amazon_Equativ_Easter_All EMEA Countries_Web/App_All_Display_Standard IAB_Always On               | 205096206630 |
| Europe Day        | Amazon_Equativ_Europe Day_All EMEA Countries_Web/App_All_Display_Standard IAB_Always On           | 190811976403 |

# Seasonal Marketplace | EMEA



| Category                    | Deal Name                                                                                                 | Deal ID      |
|-----------------------------|-----------------------------------------------------------------------------------------------------------|--------------|
| Children's day              | Amazon_Equativ_International Children's Day_All EMEA Countries_Web/App_All_Display_Standard IAB_Always On | 807084797062 |
| Easter                      | Amazon_Equativ_Seasonal - Easter_PA_Benelux_Web_All_Display_Standard IAB_Always On                        | 688728168424 |
| Christmas Season            | Amazon_Equativ_Seasonal - Christmas Season_PA_Benelux_Web_All_Display_Standard IAB_Always On              | 346076783998 |
| New Year, New You           | Amazon_Equativ_Seasonal - New Year, New You_PA_Benelux_Web_All_Display_Standard IAB_Always On             | 707195650214 |
| Pride Month                 | Amazon_Equativ_Seasonal - Pride Month_PA_Benelux_Web_All_Display_Standard IAB_Always On                   | 124360288371 |
| Prime Day                   | Amazon_Equativ_Seasonal - Prime Day_PA_Benelux_Web_All_Display_Standard IAB_Always On                     | 752617140100 |
| Summer Travel               | Amazon_Equativ_Seasonal - Summer Travel_PA_Benelux_Web_All_Display_Standard IAB_Always On                 | 386309569055 |
| Tax Season                  | Amazon_Equativ_Seasonal - Tax Season_PA_Benelux_Web_All_Display_Standard IAB_Always On                    | 417492490977 |
| Black Friday & Cyber Monday | Amazon_Equativ_Seasonal - Black Friday & Cyber Monday_PA_Benelux_Web_All_Display_Standard IAB_Always On   | 303136142400 |
| International Womens Day    | Amazon_Equativ_Seasonal - International Womens Day_PA_Benelux_Web_All_Display_Standard IAB_Always On      | 985343507784 |
| Halloween                   | Amazon_Equativ_Halloween_All EMEA Countries_Web/App_All_Display_Standard IAB_Always On                    | 208074420774 |
| Black Friday & Cyber Monday | Amazon_Equativ_Black Friday_All EMEA Countries_Web/App_All_Display_Standard IAB_Always On                 | 189216081995 |

# Seasonal Marketplace | EMEA



| Category          | Deal Name                                                                                         | Deal ID      |
|-------------------|---------------------------------------------------------------------------------------------------|--------------|
| Christmas Season  | Amazon_Equativ_Christmas Day_All EMEA Countries_Web/App_All_Display_Standard IAB_Always On        | 936042828387 |
| Christmas Season  | Amazon_Equativ_Christmas Eve_All EMEA Countries_Web/App_All_Display_Standard IAB_Always On        | 300139695205 |
| Awards Season     | Amazon_Equativ_Awards Season_All EMEA Countries_Web/App_All_Display_Standard IAB_Always On        | 566356500215 |
| Superbowl         | Amazon_Equativ_Superbowl_PA_All EMEA Countries_Web/App_All_Display_Standard IAB_Always On         | 558081417655 |
| St. Patrick's Day | Amazon_Equativ_St. Patrick's Day_PA_All EMEA Countries_Web/App_All_Display_Standard IAB_Always On | 650473052205 |

# Seasonal Marketplace | EMEA



| Category                    | Deal Name                                                                                        | Deal ID      |
|-----------------------------|--------------------------------------------------------------------------------------------------|--------------|
| Olympics                    | Amazon_Equativ_Olympics Games_All EMEA Countries_Web/App_All_Instream/Outstream_OLV__Always On   | 540206118775 |
| Earth Day                   | Amazon_Equativ_Earth Day_All EMEA Countries_Web/App_All_Instream/Outstream_OLV__Always On        | 602605973031 |
| Gift Giving                 | Amazon_Equativ_Gift Giving_All EMEA Countries_Web/App_All_Instream/Outstream_OLV__Always On      | 878923877350 |
| Easter Season               | Amazon_Equativ_Easter_All EMEA Countries_Web/App_All_Instream/Outstream_OLV__Always On           | 750044828701 |
| Easter Season               | Amazon_Equativ_Easter Season_All EMEA Countries_Web/App_All_Instream/Outstream_OLV__Always On    | 374497999866 |
| Valentine's Day             | Amazon_Equativ_Seasonal - Valentine's Day_PA_Benelux_Web_All_Display_Standard IAB_Always On      | 551908684378 |
| Valentine's Day             | Amazon_Equativ_Seasonal - Valentine's Day_PA_Benelux_Web_All_Instream/Outstream_OLV_Always On    | 144942031648 |
| Halloween                   | Amazon_Equativ_Halloween_All EMEA Countries_Web/App_All_Instream/Outstream_OLV__Always On        | 653508934310 |
| Black Friday & Cyber Monday | Amazon_Equativ_Black Friday_All EMEA Countries_Web/App_All_Instream/Outstream_OLV__Always On     | 310228495467 |
| Christmas Season            | Amazon_Equativ_Christmas Season_All EMEA Countries_Web/App_All_Instream/Outstream_OLV__Always On | 789956053830 |
| Christmas Season            | Amazon_Equativ_Christmas Day_All EMEA Countries_Web/App_All_Instream/Outstream_OLV__Always On    | 382066283544 |
| Christmas Season            | Amazon_Equativ_Christmas Eve_All EMEA Countries_Web/App_All_Instream/Outstream_OLV__Always On    | 718013898017 |

# Seasonal Marketplace | EMEA



| Category          | Deal Name                                                                                         | Deal ID      |
|-------------------|---------------------------------------------------------------------------------------------------|--------------|
| Europe Day        | Amazon_Equativ_Europe Day_All EMEA Countries_Web/App_All_Instream/Outstream_OLV__Always On        | 209425183599 |
| Parent's Day      | Amazon_Equativ_Parents' Day_All EMEA Countries_Web/App_All_Instream/Outstream_OLV__Always On      | 500358017295 |
| New Year, New You | Amazon_Equativ_New Year, New You_All EMEA Countries_Web/App_All_Instream/Outstream_OLV__Always On | 126369303718 |
| Awards Season     | Amazon_Equativ_Awards Season_All EMEA Countries_Web/App_All_Instream/Outstream_OLV__Always On     | 368332400713 |
| Tax Season        | Amazon_Equativ_Tax Season_All EMEA Countries_Web/App_All_Instream/Outstream_OLV__Always On        | 731295175294 |
| Valentine's Day   | Amazon_Equativ_Valentine's Day_All EMEA Countries_Web/App_All_Instream/Outstream_OLV__Always On   | 488028474415 |
| Superbowl         | Amazon_Equativ_Superbowl_All EMEA Countries_Web/App_All_Instream/Outstream_OLV__Always On         | 998312213195 |
| St. Patrick's Day | Amazon_Equativ_St. Patrick's Day_All EMEA Countries_Web/App_All_Instream/Outstream_OLV__Always On | 752805416502 |

# Seasonal Marketplace | North America



| Category               | Deal Name                                                                                            | Deal ID      |
|------------------------|------------------------------------------------------------------------------------------------------|--------------|
| St. Patrick's Day      | Amazon_Equativ_St. Patrick's Day_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On      | 447963250438 |
| Election Day           | Amazon_Equativ_Election Day_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On           | 588832761378 |
| Parent's Day           | Amazon_Equativ_Parents' Day_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On           | 246033124347 |
| NBA Season             | Amazon_Equativ_NBA Season_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On             | 121437746616 |
| Memorial Day           | Amazon_Equativ_Memorial Day_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On           | 161766783087 |
| NCAA Football Season   | Amazon_Equativ_NCAA Football Season_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On   | 193585736341 |
| Christmas              | Amazon_Equativ_Christmas Season_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On       | 583617381826 |
| NCAA Football Playoffs | Amazon_Equativ_NCAA Football Playoffs_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On | 656965754672 |
| NBA Playoffs           | Amazon_Equativ_NBA Playoffs_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On           | 316099677003 |
| April Fools' Day       | Amazon_Equativ_April Fools' Day_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On       | 409208589677 |
| Coachella Festival     | Amazon_Equativ_Coachella Festival_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On     | 724125608515 |
| Boxing Day             | Amazon_Equativ_Boxing Day_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On             | 783876785022 |

# Seasonal Marketplace | North America



| Category                | Deal Name                                                                                               | Deal ID      |
|-------------------------|---------------------------------------------------------------------------------------------------------|--------------|
| Valentine's Day         | Amazon_Equativ_Valentine's Day_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On           | 139316011292 |
| Independance Day        | Amazon_Equativ_Independence Day_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On          | 861380399400 |
| Gift Giving             | Amazon_Equativ_Gift Giving_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On               | 675459699955 |
| Awards Season           | Amazon_Equativ_Awards Season_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On             | 775378391792 |
| Thursday Night Football | Amazon_Equativ_Thursday Night Football_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On   | 114644386180 |
| International Women Day | Amazon_Equativ_International Women's Day_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On | 779118501397 |
| Canadian Thanksgiving   | Amazon_Equativ_Canadian Thanksgiving_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On     | 961612884554 |
| Thanksgiving            | Amazon_Equativ_Thanksgiving_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On              | 397010233364 |
| Star Wars Day           | Amazon_Equativ_Star Wars Day_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On             | 431366567150 |
| Mother's Day            | Amazon_Equativ_Mother's Day_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On              | 968433874047 |
| New Year, New You       | Amazon_Equativ_New Year, New You_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On         | 957865157661 |
| NYC Marathon            | Amazon_Equativ_NYC Marathon_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On              | 317371390097 |

# Seasonal Marketplace | North America



| Category                                      | Deal Name                                                                                                                   | Deal ID      |
|-----------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|--------------|
| Christmas                                     | Amazon_Equativ_Christmas Eve_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On                                 | 829234141175 |
| First Day of National Hispanic Heritage Month | Amazon_Equativ_First Day of National Hispanic Heritage Month_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On | 494332991976 |
| Labor Day                                     | Amazon_Equativ_Labor Day_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On                                     | 159240412210 |
| Cinco de Mayo                                 | Amazon_Equativ_Cinco de Mayo_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On                                 | 208451381978 |
| Cyber Monday                                  | Amazon_Equativ_Cyber Monday_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On                                  | 971902756434 |
| Christmas                                     | Amazon_Equativ_Christmas Day_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On                                 | 439056050358 |
| Wimbledon                                     | Amazon_Equativ_Wimbledon Championships_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On                       | 451556084413 |
| Children's day                                | Amazon_Equativ_International Children's Day_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On                  | 890105728572 |
| Black Friday & Cyber Monday                   | Amazon_Equativ_Black Friday_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On                                  | 583833329460 |
| Halloween                                     | Amazon_Equativ_Halloween_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On                                     | 224275521528 |
| Black Friday & Cyber Monday                   | Amazon_Equativ_Black Friday_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On                                  | 583833329460 |
| Tax Season                                    | Amazon_Equativ_Tax Season_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On                                    | 925627044020 |

# Seasonal Marketplace | North America



| Category                      | Deal Name                                                                                                   | Deal ID      |
|-------------------------------|-------------------------------------------------------------------------------------------------------------|--------------|
| March Madness NCAA Basketball | Amazon_Equativ_March Madness NCAA Basketball_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On | 211908808166 |
| Superbowl                     | Amazon_Equativ_Superbowl_PA_All NA Countries_Web/App_All_Display_Standard IAB_Always On                     | 704594000821 |

# Seasonal Marketplace | North America



| Category                      | Deal Name                                                                                                   | Deal ID      |
|-------------------------------|-------------------------------------------------------------------------------------------------------------|--------------|
| Election Day                  | Amazon_Equativ_Election Day_All NA Countries_Web/App_All_Instream/Outstream/OLV__Always On                  | 173962062310 |
| Thursday Night Football       | Amazon_Equativ_Thursday Night Football_All NA Countries_Web/App_All_Instream/Outstream/OLV__Always On       | 465821033933 |
| St. Patrick's Day             | Amazon_Equativ_St. Patrick's Day_All NA Countries_Web/App_All_Instream/Outstream/OLV__Always On             | 126317876109 |
| NCAA Football Season          | Amazon_Equativ_NCAA Footbal Season_All NA Countries_Web/App_All_Instream/Outstream/OLV__Always On           | 704574230239 |
| NCAA Basketball               | Amazon_Equativ_NCAA Basketball_All NA Countries_Web/App_All_Instream/Outstream/OLV__Always On               | 745266707904 |
| Superbowl                     | Amazon_Equativ_Superbowl_All NA Countries_Web/App_All_Instream/Outstream/OLV__Always On                     | 585356890812 |
| NCAA Football Playoffs        | Amazon_Equativ_NCAA Football Playoffs_All NA Countries_Web/App_All_Instream/Outstream/OLV__Always On        | 532571271142 |
| Boxing Day                    | Amazon_Equativ_Boxing Day_All NA Countries_Web/App_All_Instream/Outstream/OLV__Always On                    | 849327389483 |
| March Madness NCAA Basketball | Amazon_Equativ_March Madness NCAA Basketball_All NA Countries_Web/App_All_Instream/Outstream/OLV__Always On | 969543323736 |
| Christmas                     | Amazon_Equativ_Christmas Season_All NA Countries_Web/App_All_Instream/Outstream/OLV__Always On              | 109123042034 |
| NFL Playoffs                  | Amazon_Equativ_NFL Playoffs_All NA Countries_Web/App_All_Instream/Outstream/OLV__Always On                  | 393194749493 |
| Memorial Day                  | Amazon_Equativ_Memorial Day_All NA Countries_Web/App_All_Instream/Outstream/OLV__Always On                  | 570643996075 |

# Seasonal Marketplace | North America



| Category           | Deal Name                                                                                        | Deal ID      |
|--------------------|--------------------------------------------------------------------------------------------------|--------------|
| NFL Season         | Amazon_Equativ_NFL Season_All NA Countries_Web/App_All_Instream/Outstream/OLV__Always On         | 350285504248 |
| Easter Season      | Amazon_Equativ_Easter Season_All NA Countries_Web/App_All_Instream/Outstream/OLV__Always On      | 739089521235 |
| Labor Day          | Amazon_Equativ_Labor Day_All NA Countries_Web/App_All_Instream/Outstream/OLV__Always On          | 551742422066 |
| April Fools' Day   | Amazon_Equativ_April Fools' Day_All NA Countries_Web/App_All_Instream/Outstream/OLV__Always On   | 797653498449 |
| Easter Season      | Amazon_Equativ_Easter_All NA Countries_Web/App_All_Instream/Outstream/OLV__Always On             | 846319041931 |
| Awards Season      | Amazon_Equativ_Awards Season_All NA Countries_Web/App_All_Instream/Outstream/OLV__Always On      | 709838087460 |
| MLB Season         | Amazon_Equativ_MLB Season_All NA Countries_Web/App_All_Instream/Outstream/OLV__Always On         | 111395560839 |
| MLB Playoffs       | Amazon_Equativ_MLB Playoffs_All NA Countries_Web/App_All_Instream/Outstream/OLV__Always On       | 127417293100 |
| Gift Giving        | Amazon_Equativ_Gift giving_All NA Countries_Web/App_All_Instream/Outstream/OLV__Always On        | 854206648189 |
| NBA Season         | Amazon_Equativ_NBA Season_All NA Countries_Web/App_All_Instream/Outstream/OLV__Always On         | 956396137355 |
| Coachella Festival | Amazon_Equativ_Coachella Festival_All NA Countries_Web/App_All_Instream/Outstream/OLV__Always On | 176218491194 |
| Olympics           | Amazon_Equativ_Olympics Games_All NA Countries_Web/App_All_Instream/Outstream/OLV__Always On     | 816562174259 |

# Seasonal Marketplace | North America



| Category                    | Deal Name                                                                                           | Deal ID      |
|-----------------------------|-----------------------------------------------------------------------------------------------------|--------------|
| NBA Playoffs                | Amazon_Equativ_NBA Playoffs_All NA Countries_Web/App_All_Instream/Outstream/OLV__Always On          | 487409236156 |
| Independance Day            | Amazon_Equativ_Independence Day_All NA Countries_Web/App_All_Instream/Outstream/OLV__Always On      | 623642832275 |
| Earth Day                   | Amazon_Equativ_Earth Day_All NA Countries_Web/App_All_Instream/Outstream/OLV__Always On             | 128985132322 |
| Pride Month                 | Amazon_Equativ_Pride Month_All NA Countries_Web/App_All_Instream/Outstream/OLV__Always On           | 956956723245 |
| Halloween                   | Amazon_Equativ_Halloween_All NA Countries_Web/App_All_Instream/Outstream/OLV__Always On             | 148690863815 |
| Black Friday & Cyber Monday | Amazon_Equativ_Black Friday_All NA Countries_Web/App_All_Instream/Outstream/OLV__Always On          | 421664784980 |
| Christmas Season            | Amazon_Equativ_Christmas Eve_All NA Countries_Web/App_All_Instream/Outstream/OLV__Always On         | 338861368985 |
| Christmas Season            | Amazon_Equativ_Christmas Day_All NA Countries_Web/App_All_Instream/Outstream/OLV__Always On         | 632320456678 |
| Thanksgiving                | Amazon_Equativ_Thanksgiving_All NA Countries_Web/App_All_Instream/Outstream/OLV__Always On          | 547522416826 |
| Thanksgiving                | Amazon_Equativ_Canadian Thanksgiving_All NA Countries_Web/App_All_Instream/Outstream/OLV__Always On | 458201378034 |
| Tax Season                  | Amazon_Equativ_Tax Season_All NA Countries_Web/App_All_Instream/Outstream/OLV__Always On            | 172805635753 |
| Valentine's Day             | Amazon_Equativ_Valentine's Day_All NA Countries_Web/App_All_Instream/Outstream/OLV__Always On       | 124350470596 |

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