

Real-Time Bidding Advertising Platforms Market Research Report by Device (Desktops and Mobiles), by AD Format (RTB Image and RTB Video), by Auction Type, by Application - Global Forecast to 2025 - Cumulative Impact of COVID-19

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Abstracts

Market Statistics:

The report provides market sizing and forecast across five major currencies - USD, EUR GBP, JPY, and AUD. This helps organization leaders make better decisions when currency exchange data is readily available.

1. The Global Real-Time Bidding Advertising Platforms Market is expected to grow from USD 5,614.09 Million in 2020 to USD 15,478.22 Million by the end of 2025.
2. The Global Real-Time Bidding Advertising Platforms Market is expected to grow from EUR 4,922.54 Million in 2020 to EUR 13,571.60 Million by the end of 2025.
3. The Global Real-Time Bidding Advertising Platforms Market is expected to grow from GBP 4,376.15 Million in 2020 to GBP 12,065.18 Million by the end of 2025.
4. The Global Real-Time Bidding Advertising Platforms Market is expected to grow from JPY 599,166.61 Million in 2020 to JPY 1,651,918.71 Million by the end of 2025.
5. The Global Real-Time Bidding Advertising Platforms Market is expected to grow from AUD 8,152.41 Million in 2020 to AUD 22,476.43 Million by the end of 2025.

Market Segmentation & Coverage:

This research report categorizes the Real-Time Bidding Advertising Platforms to forecast the revenues and analyze the trends in each of the following sub-markets:

Based on Device, the Real-Time Bidding Advertising Platforms Market studied across Desktops and Mobiles.

Based on AD Format, the Real-Time Bidding Advertising Platforms Market studied across RTB Image and RTB Video.

Based on Auction Type, the Real-Time Bidding Advertising Platforms Market studied across Invited Auction and Open Auction.

Based on Application, the Real-Time Bidding Advertising Platforms Market studied across Games, Media & Entertainment, Mobile Apps, Retail & Ecommerce, and Travel & Luxury.

Based on Geography, the Real-Time Bidding Advertising Platforms Market studied across Americas, Asia-Pacific, and Europe, Middle East & Africa. The Americas region surveyed across Argentina, Brazil, Canada, Mexico, and United States. The Asia-Pacific region surveyed across Australia, China, India, Indonesia, Japan, Malaysia, Philippines, South Korea, and Thailand. The Europe, Middle East & Africa region surveyed across France, Germany, Italy, Netherlands, Qatar, Russia, Saudi Arabia, South Africa, Spain, United Arab Emirates, and United Kingdom.

Company Usability Profiles:

The report deeply explores the recent significant developments by the leading vendors and innovation profiles in the Global Real-Time Bidding Advertising Platforms Market including Admedo, Adobe Inc., Criteo Advertising, Facebook, Inc., Google LLC, PubMatic, Inc., Salesforce.com, Inc., Smaato, SmartyAds, The Rubicon Project, Inc., WPP plc, and Yandex N.V..

Cumulative Impact of COVID-19:

COVID-19 is an incomparable global public health emergency that has affected almost every industry, so far and, the long-term effects projected to impact the industry growth during the forecast period. Our ongoing research amplifies our research framework to ensure the inclusion of underlying COVID-19 issues and potential paths forward. The report is delivering insights on COVID-19 considering the changes in consumer behavior and demand, purchasing patterns, re-routing of the supply chain, dynamics of current market forces, and the significant interventions of governments. The updated study provides insights, analysis, estimations, and forecast, considering the COVID-19 impact on the market.

360iResearch FPNV Positioning Matrix:

The 360iResearch FPNV Positioning Matrix evaluates and categorizes the vendors in

the Real-Time Bidding Advertising Platforms Market on the basis of Business Strategy (Business Growth, Industry Coverage, Financial Viability, and Channel Support) and Product Satisfaction (Value for Money, Ease of Use, Product Features, and Customer Support) that aids businesses in better decision making and understanding the competitive landscape.

360iResearch Competitive Strategic Window:

The 360iResearch Competitive Strategic Window analyses the competitive landscape in terms of markets, applications, and geographies. The 360iResearch Competitive Strategic Window helps the vendor define an alignment or fit between their capabilities and opportunities for future growth prospects. During a forecast period, it defines the optimal or favorable fit for the vendors to adopt successive merger and acquisition strategies, geography expansion, research & development, and new product introduction strategies to execute further business expansion and growth.

The report provides insights on the following pointers:

1. Market Penetration: Provides comprehensive information on the market offered by the key players
2. Market Development: Provides in-depth information about lucrative emerging markets and analyzes the markets
3. Market Diversification: Provides detailed information about new product launches, untapped geographies, recent developments, and investments
4. Competitive Assessment & Intelligence: Provides an exhaustive assessment of market shares, strategies, products, and manufacturing capabilities of the leading players
5. Product Development & Innovation: Provides intelligent insights on future technologies, R&D activities, and new product developments

The report answers questions such as:

1. What is the market size and forecast of the Global Real-Time Bidding Advertising Platforms Market?
2. What are the inhibiting factors and impact of COVID-19 shaping the Global Real-Time Bidding Advertising Platforms Market during the forecast period?
3. Which are the products/segments/applications/areas to invest in over the forecast period in the Global Real-Time Bidding Advertising Platforms Market?
4. What is the competitive strategic window for opportunities in the Global Real-Time Bidding Advertising Platforms Market?
5. What are the technology trends and regulatory frameworks in the Global Real-Time Bidding Advertising Platforms Market?

6. What are the modes and strategic moves considered suitable for entering the Global Real-Time Bidding Advertising Platforms Market?

Contents

1. PREFACE

- 1.1. Objectives of the Study
- 1.2. Market Segmentation & Coverage
- 1.3. Years Considered for the Study
- 1.4. Currency & Pricing
- 1.5. Language
- 1.6. Limitations
- 1.7. Stakeholders

2. RESEARCH METHODOLOGY

- 2.1. Research Process
 - 2.1.1. Define: Research Objective
 - 2.1.2. Determine: Research Design
 - 2.1.3. Prepare: Research Instrument
 - 2.1.4. Collect: Data Source
 - 2.1.5. Analyze: Data Interpretation
 - 2.1.6. Formulate: Data Verification
 - 2.1.7. Publish: Research Report
 - 2.1.8. Repeat: Report Update
- 2.2. Research Execution
 - 2.2.1. Initiation: Research Process
 - 2.2.2. Planning: Develop Research Plan
 - 2.2.3. Execution: Conduct Research
 - 2.2.4. Verification: Finding & Analysis
 - 2.2.5. Publication: Research Report
- 2.3. Research Outcome

3. EXECUTIVE SUMMARY

- 3.1. Introduction
- 3.2. Market Outlook
- 3.3. AD Format Outlook
- 3.4. Application Outlook
- 3.5. Device Outlook
- 3.6. Auction Type Outlook

3.7. Geography Outlook

3.8. Competitor Outlook

4. MARKET OVERVIEW

4.1. Introduction

4.2. Cumulative Impact of COVID-19

5. MARKET INSIGHTS

5.1. Market Dynamics

5.1.1. Drivers

5.1.2. Restraints

5.1.3. Opportunities

5.1.4. Challenges

5.2. Porters Five Forces Analysis

5.2.1. Threat of New Entrants

5.2.2. Threat of Substitutes

5.2.3. Bargaining Power of Customers

5.2.4. Bargaining Power of Suppliers

5.2.5. Industry Rivalry

6. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET, BY DEVICE

6.1. Introduction

6.2. Desktops

6.3. Mobiles

7. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET, BY AD FORMAT

7.1. Introduction

7.2. RTB Image

7.3. RTB Video

8. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET, BY AUCTION TYPE

- 8.1. Introduction
- 8.2. Invited Auction
- 8.3. Open Auction

9. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET, BY APPLICATION

- 9.1. Introduction
- 9.2. Games
- 9.3. Media & Entertainment
- 9.4. Mobile Apps
- 9.5. Retail & Ecommerce
- 9.6. Travel & Luxury

10. AMERICAS REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET

- 10.1. Introduction
- 10.2. Argentina
- 10.3. Brazil
- 10.4. Canada
- 10.5. Mexico
- 10.6. United States

11. ASIA-PACIFIC REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET

- 11.1. Introduction
- 11.2. Australia
- 11.3. China
- 11.4. India
- 11.5. Indonesia
- 11.6. Japan
- 11.7. Malaysia
- 11.8. Philippines
- 11.9. South Korea
- 11.10. Thailand

12. EUROPE, MIDDLE EAST & AFRICA REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET

- 12.1. Introduction
- 12.2. France
- 12.3. Germany
- 12.4. Italy
- 12.5. Netherlands
- 12.6. Qatar
- 12.7. Russia
- 12.8. Saudi Arabia
- 12.9. South Africa
- 12.10. Spain
- 12.11. United Arab Emirates
- 12.12. United Kingdom

13. COMPETITIVE LANDSCAPE

- 13.1. FPNV Positioning Matrix
 - 13.1.1. Quadrants
 - 13.1.2. Business Strategy
 - 13.1.3. Product Satisfaction
- 13.2. Market Ranking Analysis
- 13.3. Market Share Analysis
- 13.4. Competitor SWOT Analysis
- 13.5. Competitive Scenario
 - 13.5.1. Merger & Acquisition
 - 13.5.2. Agreement, Collaboration, & Partnership
 - 13.5.3. New Product Launch & Enhancement
 - 13.5.4. Investment & Funding
 - 13.5.5. Award, Recognition, & Expansion

14. COMPANY USABILITY PROFILES

- 14.1. Admedo
- 14.2. Adobe Inc.
- 14.3. Criteo Advertising
- 14.4. Facebook, Inc.
- 14.5. Google LLC
- 14.6. PubMatic, Inc.
- 14.7. Salesforce.com, Inc.
- 14.8. Smaato

- 14.9. SmartyAds
- 14.10. The Rubicon Project, Inc.
- 14.11. WPP plc
- 14.12. Yandex N.V.

15. APPENDIX

- 15.1. Discussion Guide
- 15.2. License & Pricing

List Of Tables

LIST OF TABLES

TABLE 1. CURRENCY CONVERSION RATES

TABLE 2. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 3. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 4. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 5. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY DESKTOPS, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 6. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY MOBILES, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 7. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AD FORMAT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 8. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY RTB IMAGE, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 9. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY RTB VIDEO, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 10. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AUCTION TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 11. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY INVITED AUCTION, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 12. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY OPEN AUCTION, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 13. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY APPLICATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 14. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY GAMES, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 15. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY MEDIA & ENTERTAINMENT, BY GEOGRAPHY, 2018-2025

(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 16. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY MOBILE APPS, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 17. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY RETAIL & ECOMMERCE, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 18. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY TRAVEL & LUXURY, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 19. AMERICAS REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 20. AMERICAS REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AD FORMAT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 21. AMERICAS REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY APPLICATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 22. AMERICAS REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 23. AMERICAS REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AUCTION TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 24. ARGENTINA REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AD FORMAT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 25. ARGENTINA REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY APPLICATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 26. ARGENTINA REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 27. ARGENTINA REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AUCTION TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 28. BRAZIL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AD FORMAT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 29. BRAZIL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY APPLICATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 30. BRAZIL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 31. BRAZIL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AUCTION TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 32. CANADA REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AD FORMAT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 33. CANADA REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET

SIZE, BY APPLICATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 34. CANADA REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 35. CANADA REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AUCTION TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 36. MEXICO REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AD FORMAT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 37. MEXICO REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY APPLICATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 38. MEXICO REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 39. MEXICO REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AUCTION TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 40. UNITED STATES REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AD FORMAT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 41. UNITED STATES REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY APPLICATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 42. UNITED STATES REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 43. UNITED STATES REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AUCTION TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 44. ASIA-PACIFIC REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 45. ASIA-PACIFIC REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AD FORMAT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 46. ASIA-PACIFIC REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY APPLICATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 47. ASIA-PACIFIC REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 48. ASIA-PACIFIC REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AUCTION TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 49. AUSTRALIA REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AD FORMAT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 50. AUSTRALIA REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY APPLICATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 51. AUSTRALIA REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 52. AUSTRALIA REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AUCTION TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 53. CHINA REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AD FORMAT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 54. CHINA REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY APPLICATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 55. CHINA REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 56. CHINA REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AUCTION TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 57. INDIA REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AD FORMAT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 58. INDIA REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY APPLICATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 59. INDIA REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 60. INDIA REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AUCTION TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 61. INDONESIA REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AD FORMAT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 62. INDONESIA REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY APPLICATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 63. INDONESIA REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 64. INDONESIA REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AUCTION TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 65. JAPAN REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AD FORMAT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 66. JAPAN REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY APPLICATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 67. JAPAN REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 68. JAPAN REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AUCTION TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 69. MALAYSIA REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AD FORMAT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 70. MALAYSIA REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY APPLICATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 71. MALAYSIA REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 72. MALAYSIA REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET

SIZE, BY AUCTION TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 73. PHILIPPINES REAL-TIME BIDDING ADVERTISING PLATFORMS

MARKET SIZE, BY AD FORMAT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 74. PHILIPPINES REAL-TIME BIDDING ADVERTISING PLATFORMS

MARKET SIZE, BY APPLICATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 75. PHILIPPINES REAL-TIME BIDDING ADVERTISING PLATFORMS

MARKET SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 76. PHILIPPINES REAL-TIME BIDDING ADVERTISING PLATFORMS

MARKET SIZE, BY AUCTION TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 77. SOUTH KOREA REAL-TIME BIDDING ADVERTISING PLATFORMS

MARKET SIZE, BY AD FORMAT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 78. SOUTH KOREA REAL-TIME BIDDING ADVERTISING PLATFORMS

MARKET SIZE, BY APPLICATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 79. SOUTH KOREA REAL-TIME BIDDING ADVERTISING PLATFORMS

MARKET SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 80. SOUTH KOREA REAL-TIME BIDDING ADVERTISING PLATFORMS

MARKET SIZE, BY AUCTION TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 81. THAILAND REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET

SIZE, BY AD FORMAT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 82. THAILAND REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET

SIZE, BY APPLICATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 83. THAILAND REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET

SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 84. THAILAND REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET

SIZE, BY AUCTION TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 85. EUROPE, MIDDLE EAST & AFRICA REAL-TIME BIDDING ADVERTISING

PLATFORMS MARKET SIZE, BY GEOGRAPHY, 2018-2025

(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 86. EUROPE, MIDDLE EAST & AFRICA REAL-TIME BIDDING ADVERTISING

PLATFORMS MARKET SIZE, BY AD FORMAT, 2018-2025 (USD/EUR/GBP/JPY/AUD

MILLION)

TABLE 87. EUROPE, MIDDLE EAST & AFRICA REAL-TIME BIDDING ADVERTISING

PLATFORMS MARKET SIZE, BY APPLICATION, 2018-2025

(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 88. EUROPE, MIDDLE EAST & AFRICA REAL-TIME BIDDING ADVERTISING

PLATFORMS MARKET SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD

MILLION)

TABLE 89. EUROPE, MIDDLE EAST & AFRICA REAL-TIME BIDDING ADVERTISING

PLATFORMS MARKET SIZE, BY AUCTION TYPE, 2018-2025

(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 90. FRANCE REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AD FORMAT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 91. FRANCE REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY APPLICATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 92. FRANCE REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 93. FRANCE REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AUCTION TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 94. GERMANY REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AD FORMAT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 95. GERMANY REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY APPLICATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 96. GERMANY REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 97. GERMANY REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AUCTION TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 98. ITALY REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AD FORMAT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 99. ITALY REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY APPLICATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 100. ITALY REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 101. ITALY REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AUCTION TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 102. NETHERLANDS REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AD FORMAT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 103. NETHERLANDS REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY APPLICATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 104. NETHERLANDS REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 105. NETHERLANDS REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AUCTION TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 106. QATAR REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AD FORMAT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 107. QATAR REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY APPLICATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 108. QATAR REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 109. QATAR REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AUCTION TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 110. RUSSIA REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AD FORMAT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 111. RUSSIA REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY APPLICATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 112. RUSSIA REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 113. RUSSIA REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AUCTION TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 114. SAUDI ARABIA REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AD FORMAT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 115. SAUDI ARABIA REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY APPLICATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 116. SAUDI ARABIA REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 117. SAUDI ARABIA REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AUCTION TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 118. SOUTH AFRICA REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AD FORMAT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 119. SOUTH AFRICA REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY APPLICATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 120. SOUTH AFRICA REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 121. SOUTH AFRICA REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AUCTION TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 122. SPAIN REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AD FORMAT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 123. SPAIN REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY APPLICATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 124. SPAIN REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 125. SPAIN REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AUCTION TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 126. UNITED ARAB EMIRATES REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AD FORMAT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 127. UNITED ARAB EMIRATES REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY APPLICATION, 2018-2025

(USD/EUR/GBP/JPY/AUD MILLION)

TABLE 128. UNITED ARAB EMIRATES REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 129. UNITED ARAB EMIRATES REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AUCTION TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 130. UNITED KINGDOM REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AD FORMAT, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 131. UNITED KINGDOM REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY APPLICATION, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 132. UNITED KINGDOM REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY DEVICE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 133. UNITED KINGDOM REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AUCTION TYPE, 2018-2025 (USD/EUR/GBP/JPY/AUD MILLION)

TABLE 134. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET: SCORES

TABLE 135. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET: BUSINESS STRATEGY

TABLE 136. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET: PRODUCT SATISFACTION

TABLE 137. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET: RANKING

TABLE 138. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET: MERGER & ACQUISITION

TABLE 139. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET: AGREEMENT, COLLABORATION, & PARTNERSHIP

TABLE 140. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET: NEW PRODUCT LAUNCH & ENHANCEMENT

TABLE 141. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET: INVESTMENT & FUNDING

TABLE 142. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET: AWARD, RECOGNITION, & EXPANSION

TABLE 143. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET: LICENSE & PRICING

List Of Figures

LIST OF FIGURES

FIGURE 1. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET: RESEARCH PROCESS

FIGURE 2. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET: RESEARCH EXECUTION

FIGURE 3. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, 2020 VS 2025 (USD MILLION)

FIGURE 4. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AD FORMAT, 2020 (USD MILLION)

FIGURE 5. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY APPLICATION, 2020 (USD MILLION)

FIGURE 6. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY DEVICE, 2020 (USD MILLION)

FIGURE 7. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AUCTION TYPE, 2020 (USD MILLION)

FIGURE 8. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY GEOGRAPHY, 2020 (USD MILLION)

FIGURE 9. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, 2018-2025 (USD MILLION)

FIGURE 10. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY GEOGRAPHY, 2020 VS 2025 (%)

FIGURE 11. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY GEOGRAPHY, 2020 VS 2025 (USD MILLION)

FIGURE 12. COMPETITIVE STRATEGIC WINDOW FOR GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY GEOGRAPHY, 2025

FIGURE 13. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET: MARKET DYNAMICS

FIGURE 14. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET: PORTERS FIVE FORCES ANALYSIS

FIGURE 15. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY DEVICE, 2020 VS 2025 (%)

FIGURE 16. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY DEVICE, 2020 VS 2025 (USD MILLION)

FIGURE 17. COMPETITIVE STRATEGIC WINDOW FOR GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY DEVICE, 2025

FIGURE 18. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET

SIZE, BY DESKTOPS, 2020 VS 2025 (USD MILLION)

FIGURE 19. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY MOBILES, 2020 VS 2025 (USD MILLION)

FIGURE 20. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AD FORMAT, 2020 VS 2025 (%)

FIGURE 21. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AD FORMAT, 2020 VS 2025 (USD MILLION)

FIGURE 22. COMPETITIVE STRATEGIC WINDOW FOR GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AD FORMAT, 2025

FIGURE 23. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY RTB IMAGE, 2020 VS 2025 (USD MILLION)

FIGURE 24. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY RTB VIDEO, 2020 VS 2025 (USD MILLION)

FIGURE 25. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AUCTION TYPE, 2020 VS 2025 (%)

FIGURE 26. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AUCTION TYPE, 2020 VS 2025 (USD MILLION)

FIGURE 27. COMPETITIVE STRATEGIC WINDOW FOR GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY AUCTION TYPE, 2025

FIGURE 28. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY INVITED AUCTION, 2020 VS 2025 (USD MILLION)

FIGURE 29. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY OPEN AUCTION, 2020 VS 2025 (USD MILLION)

FIGURE 30. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY APPLICATION, 2020 VS 2025 (%)

FIGURE 31. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY APPLICATION, 2020 VS 2025 (USD MILLION)

FIGURE 32. COMPETITIVE STRATEGIC WINDOW FOR GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY APPLICATION, 2025

FIGURE 33. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY GAMES, 2020 VS 2025 (USD MILLION)

FIGURE 34. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY MEDIA & ENTERTAINMENT, 2020 VS 2025 (USD MILLION)

FIGURE 35. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY MOBILE APPS, 2020 VS 2025 (USD MILLION)

FIGURE 36. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY RETAIL & ECOMMERCE, 2020 VS 2025 (USD MILLION)

FIGURE 37. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY TRAVEL & LUXURY, 2020 VS 2025 (USD MILLION)

FIGURE 38. AMERICAS REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY GEOGRAPHY, 2020 VS 2025 (%)

FIGURE 39. AMERICAS REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY GEOGRAPHY, 2020 VS 2025 (USD MILLION)

FIGURE 40. COMPETITIVE STRATEGIC WINDOW FOR AMERICAS REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY GEOGRAPHY, 2025

FIGURE 41. ARGENTINA REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 42. BRAZIL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 43. CANADA REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 44. MEXICO REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 45. UNITED STATES REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 46. ASIA-PACIFIC REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY GEOGRAPHY, 2020 VS 2025 (%)

FIGURE 47. ASIA-PACIFIC REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY GEOGRAPHY, 2020 VS 2025 (USD MILLION)

FIGURE 48. COMPETITIVE STRATEGIC WINDOW FOR ASIA-PACIFIC REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY GEOGRAPHY, 2025

FIGURE 49. AUSTRALIA REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 50. CHINA REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 51. INDIA REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 52. INDONESIA REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 53. JAPAN REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 54. MALAYSIA REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 55. PHILIPPINES REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 56. SOUTH KOREA REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 57. THAILAND REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET

SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 58. EUROPE, MIDDLE EAST & AFRICA REAL-TIME BIDDING

ADVERTISING PLATFORMS MARKET SIZE, BY GEOGRAPHY, 2020 VS 2025 (%)

FIGURE 59. EUROPE, MIDDLE EAST & AFRICA REAL-TIME BIDDING

ADVERTISING PLATFORMS MARKET SIZE, BY GEOGRAPHY, 2020 VS 2025 (USD MILLION)

FIGURE 60. COMPETITIVE STRATEGIC WINDOW FOR EUROPE, MIDDLE EAST & AFRICA REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY GEOGRAPHY, 2025

FIGURE 61. FRANCE REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 62. GERMANY REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 63. ITALY REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 64. NETHERLANDS REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 65. QATAR REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 66. RUSSIA REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 67. SAUDI ARABIA REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 68. SOUTH AFRICA REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 69. SPAIN REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 70. UNITED ARAB EMIRATES REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 71. UNITED KINGDOM REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET SIZE, BY GEOGRAPHY, 2018-2025 (USD MILLION)

FIGURE 72. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET: 360IRESEARCH FPNV POSITIONING MATRIX

FIGURE 73. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET: 360IRESEARCH MARKET SHARE ANALYSIS

FIGURE 74. GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET: COMPETITOR SWOT ANALYSIS

FIGURE 75. COMPETITIVE SCENARIO ANALYSIS IN GLOBAL REAL-TIME BIDDING ADVERTISING PLATFORMS MARKET, BY TYPE

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