

Global Programmatic Advertising Platform Market Status, Trends and COVID-19 Impact Report 2021

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Abstracts

In the past few years, the Programmatic Advertising Platform market experienced a huge change under the influence of COVID-19, the global market size of Programmatic Advertising Platform reached (2021 Market size XXXX) million \$ in 2021 from (2016 Market size XXXX) in 2016 with a CAGR of 15 from 2016-2021 is. As of now, the global COVID-19 Coronavirus Cases have exceeded 200 million, and the global epidemic has been basically under control, therefore, the World Bank has estimated the global economic growth in 2021 and 2022. The World Bank predicts that the global economic output is expected to expand 4 percent in 2021 while 3.8 percent in 2022. According to our research on Programmatic Advertising Platform market and global economic environment, we forecast that the global market size of Programmatic Advertising Platform will reach (2026 Market size XXXX) million \$ in 2026 with a CAGR of % from 2021-2026.

Due to the COVID-19 pandemic, according to World Bank statistics, global GDP has shrunk by about 3.5% in 2020. Entering 2021, Economic activity in many countries has started to recover and partially adapted to pandemic restrictions. The research and development of vaccines has made breakthrough progress, and many governments have also issued various policies to stimulate economic recovery, particularly in the United States, is likely to provide a strong boost to economic activity but prospects for sustainable growth vary widely between countries and sectors. Although the global economy is recovering from the great depression caused by COVID-19, it will remain below pre-pandemic trends for a prolonged period. The pandemic has exacerbated the risks associated with the decade-long wave of global debt accumulation. It is also likely to steepen the long-expected slowdown in potential growth over the next decade.

The world has entered the COVID-19 epidemic recovery period. In this complex

economic environment, we published the Global Programmatic Advertising Platform Market Status, Trends and COVID-19 Impact Report 2021, which provides a comprehensive analysis of the global Programmatic Advertising Platform market. This Report covers the manufacturer data, including: sales volume, price, revenue, gross margin, business distribution etc., these data help the consumer know about the competitors better. This report also covers all the regions and countries of the world, which shows the regional development status, including market size, volume and value, as well as price data. Besides, the report also covers segment data, including: type wise, industry wise, channel wise etc. all the data period is from 2015-2021E, this report also provide forecast data from 2021-2026.

Section 1: 100 USD——Market Overview

Section (2 3): 1200 USD——Manufacturer Detail

AppNexus Inc.

AOL Inc. (Verizon Communications Inc.)

Yahoo! Inc.

DataXu Inc.

Adroll.com

Google Inc. (DoubleClick)

Adobe Systems Incorporated

Rubicon Project Inc.

Rocket Fuel Inc.

MediaMath Inc.

IPONWEB Holding Limited (BidSwitch)

Between Digital

Fluct

Adform

The Trade Desk

Turn Inc.

Beeswax

Connexity, Inc.

Centro, Inc.

RadiumOne, Inc.

Section 4: 900 USD——Region Segmentation

North America (United States, Canada, Mexico)

South America (Brazil, Argentina, Other)

Asia Pacific (China, Japan, India, Korea, Southeast Asia)

Europe (Germany, UK, France, Spain, Italy)
Middle East and Africa (Middle East, Africa)

Section (5 6 7): 700 USD——

Product Type Segmentation

Desktop Display

Desktop Video

Mobile Display

Mobile Video

Application Segmentation

Governance

Commerical

Channel (Direct Sales, Distribution Channel) Segmentation

Section 8: 500 USD——Market Forecast (2021-2026)

Section 9: 600 USD——Downstream Customers

Section 10: 200 USD——Raw Material and Manufacturing Cost

Section 11: 500 USD——Conclusion

Section 12: Research Method and Data Source

Contents

SECTION 1 PROGRAMMATIC ADVERTISING PLATFORM MARKET OVERVIEW

- 1.1 Programmatic Advertising Platform Market Scope
- 1.2 COVID-19 Impact on Programmatic Advertising Platform Market
- 1.3 Global Programmatic Advertising Platform Market Status and Forecast Overview
 - 1.3.1 Global Programmatic Advertising Platform Market Status 2016-2021
 - 1.3.2 Global Programmatic Advertising Platform Market Forecast 2021-2026

SECTION 2 GLOBAL PROGRAMMATIC ADVERTISING PLATFORM MARKET MANUFACTURER SHARE

- 2.1 Global Manufacturer Programmatic Advertising Platform Sales Volume
- 2.2 Global Manufacturer Programmatic Advertising Platform Business Revenue

SECTION 3 MANUFACTURER PROGRAMMATIC ADVERTISING PLATFORM BUSINESS INTRODUCTION

- 3.1 AppNexus Inc. Programmatic Advertising Platform Business Introduction
 - 3.1.1 AppNexus Inc. Programmatic Advertising Platform Sales Volume, Price, Revenue and Gross margin 2016-2021
 - 3.1.2 AppNexus Inc. Programmatic Advertising Platform Business Distribution by Region
 - 3.1.3 AppNexus Inc. Interview Record
 - 3.1.4 AppNexus Inc. Programmatic Advertising Platform Business Profile
 - 3.1.5 AppNexus Inc. Programmatic Advertising Platform Product Specification
- 3.2 AOL Inc. (Verizon Communications Inc.) Programmatic Advertising Platform Business Introduction
 - 3.2.1 AOL Inc. (Verizon Communications Inc.) Programmatic Advertising Platform Sales Volume, Price, Revenue and Gross margin 2016-2021
 - 3.2.2 AOL Inc. (Verizon Communications Inc.) Programmatic Advertising Platform Business Distribution by Region
 - 3.2.3 Interview Record
 - 3.2.4 AOL Inc. (Verizon Communications Inc.) Programmatic Advertising Platform Business Overview
 - 3.2.5 AOL Inc. (Verizon Communications Inc.) Programmatic Advertising Platform Product Specification
- 3.3 Manufacturer three Programmatic Advertising Platform Business Introduction

3.3.1 Manufacturer three Programmatic Advertising Platform Sales Volume, Price, Revenue and Gross margin 2016-2021

3.3.2 Manufacturer three Programmatic Advertising Platform Business Distribution by Region

3.3.3 Interview Record

3.3.4 Manufacturer three Programmatic Advertising Platform Business Overview

3.3.5 Manufacturer three Programmatic Advertising Platform Product Specification

SECTION 4 GLOBAL PROGRAMMATIC ADVERTISING PLATFORM MARKET SEGMENTATION (BY REGION)

4.1 North America Country

4.1.1 United States Programmatic Advertising Platform Market Size and Price Analysis 2016-2021

4.1.2 Canada Programmatic Advertising Platform Market Size and Price Analysis 2016-2021

4.1.3 Mexico Programmatic Advertising Platform Market Size and Price Analysis 2016-2021

4.2 South America Country

4.2.1 Brazil Programmatic Advertising Platform Market Size and Price Analysis 2016-2021

4.2.2 Argentina Programmatic Advertising Platform Market Size and Price Analysis 2016-2021

4.3 Asia Pacific

4.3.1 China Programmatic Advertising Platform Market Size and Price Analysis 2016-2021

4.3.2 Japan Programmatic Advertising Platform Market Size and Price Analysis 2016-2021

4.3.3 India Programmatic Advertising Platform Market Size and Price Analysis 2016-2021

4.3.4 Korea Programmatic Advertising Platform Market Size and Price Analysis 2016-2021

4.3.5 Southeast Asia Programmatic Advertising Platform Market Size and Price Analysis 2016-2021

4.4 Europe Country

4.4.1 Germany Programmatic Advertising Platform Market Size and Price Analysis 2016-2021

4.4.2 UK Programmatic Advertising Platform Market Size and Price Analysis 2016-2021

4.4.3 France Programmatic Advertising Platform Market Size and Price Analysis
2016-2021

4.4.4 Spain Programmatic Advertising Platform Market Size and Price Analysis
2016-2021

4.4.5 Italy Programmatic Advertising Platform Market Size and Price Analysis
2016-2021

4.5 Middle East and Africa

4.5.1 Africa Programmatic Advertising Platform Market Size and Price Analysis
2016-2021

4.5.2 Middle East Programmatic Advertising Platform Market Size and Price Analysis
2016-2021

4.6 Global Programmatic Advertising Platform Market Segmentation (By Region)
Analysis 2016-2021

4.7 Global Programmatic Advertising Platform Market Segmentation (By Region)
Analysis

SECTION 5 GLOBAL PROGRAMMATIC ADVERTISING PLATFORM MARKET SEGMENTATION (BY PRODUCT TYPE)

5.1 Product Introduction by Type

5.1.1 Desktop Display Product Introduction

5.1.2 Desktop Video Product Introduction

5.1.3 Mobile Display Product Introduction

5.1.4 Mobile Video Product Introduction

5.2 Global Programmatic Advertising Platform Sales Volume by Desktop
Video 2016-2021

5.3 Global Programmatic Advertising Platform Market Size by Desktop Video 2016-2021

5.4 Different Programmatic Advertising Platform Product Type Price 2016-2021

5.5 Global Programmatic Advertising Platform Market Segmentation (By Type) Analysis

SECTION 6 GLOBAL PROGRAMMATIC ADVERTISING PLATFORM MARKET SEGMENTATION (BY APPLICATION)

6.1 Global Programmatic Advertising Platform Sales Volume by Application 2016-2021

6.2 Global Programmatic Advertising Platform Market Size by Application 2016-2021

6.2 Programmatic Advertising Platform Price in Different Application Field 2016-2021

6.3 Global Programmatic Advertising Platform Market Segmentation (By Application)
Analysis

SECTION 7 GLOBAL PROGRAMMATIC ADVERTISING PLATFORM MARKET SEGMENTATION (BY CHANNEL)

7.1 Global Programmatic Advertising Platform Market Segmentation (By Channel) Sales Volume and Share 2016-2021

7.2 Global Programmatic Advertising Platform Market Segmentation (By Channel) Analysis

SECTION 8 PROGRAMMATIC ADVERTISING PLATFORM MARKET FORECAST 2021-2026

8.1 Programmatic Advertising Platform Segmentation Market Forecast 2021-2026 (By Region)

8.2 Programmatic Advertising Platform Segmentation Market Forecast 2021-2026 (By Type)

8.3 Programmatic Advertising Platform Segmentation Market Forecast 2021-2026 (By Application)

8.4 Programmatic Advertising Platform Segmentation Market Forecast 2021-2026 (By Channel)

8.5 Global Programmatic Advertising Platform Price Forecast

SECTION 9 PROGRAMMATIC ADVERTISING PLATFORM APPLICATION AND CLIENT ANALYSIS

9.1 Governance Customers

9.2 Commercial Customers

SECTION 10 PROGRAMMATIC ADVERTISING PLATFORM MANUFACTURING COST OF ANALYSIS

11.0 Raw Material Cost Analysis

11.0 Labor Cost Analysis

11.0 Cost Overview

SECTION 11 CONCLUSION

SECTION 12 METHODOLOGY AND DATA SOURCE

Chart And Figure

CHART AND FIGURE

Figure Programmatic Advertising Platform Product Picture

Chart Global Programmatic Advertising Platform Market Size (with or without the impact of COVID-19)

Chart Global Programmatic Advertising Platform Sales Volume (Units) and Growth Rate 2016-2021

Chart Global Programmatic Advertising Platform Market Size (Million \$) and Growth Rate 2016-2021

Chart Global Programmatic Advertising Platform Sales Volume (Units) and Growth Rate 2021-2026

Chart Global Programmatic Advertising Platform Market Size (Million \$) and Growth Rate 2021-2026

Chart 2016-2021 Global Manufacturer Programmatic Advertising Platform Sales Volume (Units)

Chart 2016-2021 Global Manufacturer Programmatic Advertising Platform Sales Volume Share

Chart 2016-2021 Global Manufacturer Programmatic Advertising Platform Business Revenue (Million USD)

Chart 2016-2021 Global Manufacturer Programmatic Advertising Platform Business Revenue Share

Chart AppNexus Inc. Programmatic Advertising Platform Sales Volume, Price, Revenue and Gross margin 2016-2021

Chart AppNexus Inc. Programmatic Advertising Platform Business Distribution

Chart AppNexus Inc. Interview Record (Partly)

Chart AppNexus Inc. Programmatic Advertising Platform Business Profile

Table AppNexus Inc. Programmatic Advertising Platform Product Specification

Chart AOL Inc. (Verizon Communications Inc.) Programmatic Advertising Platform Sales Volume, Price, Revenue and Gross margin 2016-2021

Chart AOL Inc. (Verizon Communications Inc.) Programmatic Advertising Platform Business Distribution

Chart AOL Inc. (Verizon Communications Inc.) Interview Record (Partly)

Chart AOL Inc. (Verizon Communications Inc.) Programmatic Advertising Platform Business Overview

Table AOL Inc. (Verizon Communications Inc.) Programmatic Advertising Platform Product Specification

Chart United States Programmatic Advertising Platform Sales Volume (Units) and

Market Size (Million \$) 2016-2021

Chart United States Programmatic Advertising Platform Sales Price (USD/Unit)
2016-2021

Chart Canada Programmatic Advertising Platform Sales Volume (Units) and Market
Size (Million \$) 2016-2021

Chart Canada Programmatic Advertising Platform Sales Price (USD/Unit) 2016-2021

Chart Mexico Programmatic Advertising Platform Sales Volume (Units) and Market Size
(Million \$) 2016-2021

Chart Mexico Programmatic Advertising Platform Sales Price (USD/Unit) 2016-2021

Chart Brazil Programmatic Advertising Platform Sales Volume (Units) and Market Size
(Million \$) 2016-2021

Chart Brazil Programmatic Advertising Platform Sales Price (USD/Unit) 2016-2021

Chart Argentina Programmatic Advertising Platform Sales Volume (Units) and Market
Size (Million \$) 2016-2021

Chart Argentina Programmatic Advertising Platform Sales Price (USD/Unit) 2016-2021

Chart China Programmatic Advertising Platform Sales Volume (Units) and Market Size
(Million \$) 2016-2021

Chart China Programmatic Advertising Platform Sales Price (USD/Unit) 2016-2021

Chart Japan Programmatic Advertising Platform Sales Volume (Units) and Market Size
(Million \$) 2016-2021

Chart Japan Programmatic Advertising Platform Sales Price (USD/Unit) 2016-2021

Chart India Programmatic Advertising Platform Sales Volume (Units) and Market Size
(Million \$) 2016-2021

Chart India Programmatic Advertising Platform Sales Price (USD/Unit) 2016-2021

Chart Korea Programmatic Advertising Platform Sales Volume (Units) and Market Size
(Million \$) 2016-2021

Chart Korea Programmatic Advertising Platform Sales Price (USD/Unit) 2016-2021

Chart Southeast Asia Programmatic Advertising Platform Sales Volume (Units) and
Market Size (Million \$) 2016-2021

Chart Southeast Asia Programmatic Advertising Platform Sales Price (USD/Unit)
2016-2021

Chart Germany Programmatic Advertising Platform Sales Volume (Units) and Market
Size (Million \$) 2016-2021

Chart Germany Programmatic Advertising Platform Sales Price (USD/Unit) 2016-2021

Chart UK Programmatic Advertising Platform Sales Volume (Units) and Market Size
(Million \$) 2016-2021

Chart UK Programmatic Advertising Platform Sales Price (USD/Unit) 2016-2021

Chart France Programmatic Advertising Platform Sales Volume (Units) and Market Size
(Million \$) 2016-2021

Chart France Programmatic Advertising Platform Sales Price (USD/Unit) 2016-2021
Chart Spain Programmatic Advertising Platform Sales Volume (Units) and Market Size (Million \$) 2016-2021
Chart Spain Programmatic Advertising Platform Sales Price (USD/Unit) 2016-2021
Chart Italy Programmatic Advertising Platform Sales Volume (Units) and Market Size (Million \$) 2016-2021
Chart Italy Programmatic Advertising Platform Sales Price (USD/Unit) 2016-2021
Chart Africa Programmatic Advertising Platform Sales Volume (Units) and Market Size (Million \$) 2016-2021
Chart Africa Programmatic Advertising Platform Sales Price (USD/Unit) 2016-2021
Chart Middle East Programmatic Advertising Platform Sales Volume (Units) and Market Size (Million \$) 2016-2021
Chart Middle East Programmatic Advertising Platform Sales Price (USD/Unit) 2016-2021
Chart Global Programmatic Advertising Platform Market Segmentation Sales Volume (Units) by Region 2016-2021
Chart Global Programmatic Advertising Platform Market Segmentation Sales Volume (Units) Share by Region 2016-2021
Chart Global Programmatic Advertising Platform Market Segmentation Market size (Million \$) by Region 2016-2021
Chart Global Programmatic Advertising Platform Market Segmentation Market size (Million \$) Share by Region 2016-2021
Chart Desktop Display Product Figure
Chart Desktop Display Product Description
Chart Desktop Video Product Figure
Chart Desktop Video Product Description
Chart Mobile Display Product Figure
Chart Mobile Display Product Description
Chart Programmatic Advertising Platform Sales Volume (Units) by Desktop Video 2016-2021
Chart Programmatic Advertising Platform Sales Volume (Units) Share by Type
Chart Programmatic Advertising Platform Market Size (Million \$) by Desktop Video 2016-2021
Chart Programmatic Advertising Platform Market Size (Million \$) Share by Desktop Video 2016-2021
Chart Different Programmatic Advertising Platform Product Type Price (\$/Unit) 2016-2021
Chart Programmatic Advertising Platform Sales Volume (Units) by Application 2016-2021

Chart Programmatic Advertising Platform Sales Volume (Units) Share by Application
Chart Programmatic Advertising Platform Market Size (Million \$) by Application
2016-2021
Chart Programmatic Advertising Platform Market Size (Million \$) Share by Application
2016-2021
Chart Programmatic Advertising Platform Price in Different Application Field 2016-2021
Chart Global Programmatic Advertising Platform Market Segmentation (By Channel)
Sales Volume (Units) 2016-2021
Chart Global Programmatic Advertising Platform Market Segmentation (By Channel)
Share 2016-2021
Chart Programmatic Advertising Platform Segmentation Market Sales Volume (Units)
Forecast (by Region) 2021-2026
Chart Programmatic Advertising Platform Segmentation Market Sales Volume Forecast
(By Region) Share 2021-2026
Chart Programmatic Advertising Platform Segmentation Market Size (Million USD)
Forecast (By Region) 2021-2026
Chart Programmatic Advertising Platform Segmentation Market Size Forecast (By
Region) Share 2021-2026
Chart Programmatic Advertising Platform Market Segmentation (By Type) Volume
(Units) 2021-2026
Chart Programmatic Advertising Platform Market Segmentation (By Type) Volume
(Units) Share 2021-2026
Chart Programmatic Advertising Platform Market Segmentation (By Type) Market Size
(Million \$) 2021-2026
Chart Programmatic Advertising Platform Market Segmentation (By Type) Market Size
(Million \$) 2021-2026
Chart Programmatic Advertising Platform Market Segmentation (By Application) Market
Size (Volume) 2021-2026
Chart Programmatic Advertising Platform Market Segmentation (By Application) Market
Size (Volume) Share 2021-2026
Chart Programmatic Advertising Platform Market Segmentation (By Application) Market
Size (Value) 2021-2026
Chart Programmatic Advertising Platform Market Segmentation (By Application) Market
Size (Value) Share 2021-2026
Chart Global Programmatic Advertising Platform Market Segmentation (By Channel)
Sales Volume (Units) 2021-2026
Chart Global Programmatic Advertising Platform Market Segmentation (By Channel)
Share 2021-2026
Chart Global Programmatic Advertising Platform Price Forecast 2021-2026

Chart Governance Customers
Chart Commercial Customers

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