

# **Global Programmatic Advertising Spending Market Size study, by Auction Type (Open Auction, Automated Guaranteed, Invitation-Only, Unreserved Fixed-Rate), Display Type (Desktop, Mobile) and Regional Forecasts 2019-2026**

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## **Abstracts**

Global Programmatic Advertising Spending Market is valued approximately USD 70.39 billion in 2018 and is anticipated to grow with a healthy growth rate of more than 20.95% over the forecast period 2019-2026. Programmatic advertising helps automate the decision-making process of media buying by targeting specific audiences and demographics. Programmatic ads are placed using artificial intelligence (AI) and real-time bidding (RTB) for online display, social media advertising, mobile and video campaigns, and is expanding to traditional TV advertising marketplaces. Rising popularity of mobile programmatic ad display is one of the major factors responsible for high CAGR of the market. Increasing number of ad-exchange platform is the factor that offers growth opportunities. Also, Increasing penetration of augmented reality technology in advertising sector is contributing towards growth of global Programmatic Advertising Spending market. Further, programmatic advertising offers several benefits such as real time data & insights, growth in potential reach and allows advertisers to explore an array of opportunities that regulates their demand across various regions. However, lack of awareness associated with programmatic advertising spending is the factor that anticipated to restraining the market growth during the forecast period. The regional analysis of global Programmatic Advertising Spending market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World.

Major market player included in this report are:

Adobe Systems

## Oath

RTL Group

Telaria

Tencent

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

### By Auction Type:

Open Auction

Automated Guaranteed

Invitation-Only

Unreserved Fixed-Rate

### By Display Type:

Desktop

Mobile

### By Regions:

North America

U.S.

Canada

Europe

UK

Germany

Asia Pacific

China

India

Japan

Latin America

Brazil  
Mexico  
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2016, 2017  
Base year – 2018  
Forecast period – 2019 to 2026

Target Audience of the Global Programmatic Advertising Spending Market in Market Study:

Key Consulting Companies & Advisors  
Large, medium-sized, and small enterprises  
Venture capitalists  
Value-Added Resellers (VARs)  
Third-party knowledge providers  
Investment bankers  
Investors

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