

Global Programmatic Display Market Size study, by Type (Online Display, Online Video, Mobile Video, Mobile Display) by Channel (Private Marketplaces (PMP), Automated Guaranteed (AG), Real Time Bidding (RTB)) and Regional Forecasts 2022-2032

<https://marketpublishers.com/r/G7521BCBD342EN.html>

Date: July 2024

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: G7521BCBD342EN

Abstracts

The Global Programmatic Display Market is valued at approximately USD 62.21 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 33.21% over the forecast period 2024-2032. Programmatic advertising represents a transformative approach to internet advertising, enabling advertisers to buy and position ads using sophisticated algorithms rather than traditional manual approaches. This shift allows for precise targeting and placement of ads, significantly improving the efficiency and effectiveness of digital marketing campaigns. The surge in adoption of smartphones, improved communication networks, and the growth in advertising spending on digital media across various industries are primary drivers of this market. Additionally, the proliferation of social media platforms has further accelerated the demand for programmatic display advertising solutions.

The rise in remote working culture during the COVID-19 pandemic has propelled the growth of social media and online platforms, thereby boosting the demand for programmatic display advertising. The market is witnessing a surge in demand for accessible and shorter forms of entertainment and media, positively impacting the growth of programmatic display advertising. However, challenges such as data privacy concerns and the widespread adoption of ad-blockers to avoid online advertisements pose significant hurdles. Despite these challenges, the integration of advanced tools like machine learning and data analytics within programmatic display advertising solutions presents lucrative opportunities for market growth during the forecast period.

North America dominated the programmatic display market in terms of revenue in 2023 due to the strong presence of key vendors and technological advancements. The region benefits from a mature digital advertising ecosystem, advanced technological infrastructure, and a high concentration of advertising agencies, media companies, and brands that embrace programmatic advertising. Moreover, North America's leadership in programmatic display is bolstered by widespread adoption of data-driven advertising strategies, sophisticated targeting capabilities, and robust investments in digital advertising technologies. The region's large consumer base and high internet penetration also contribute to its dominance, providing ample opportunities for advertisers to reach targeted audiences effectively. Furthermore, the Asia-Pacific region is expected to witness significant growth during the forecast period, driven by rapid economic and technological developments.

Major market players included in this report are:

Google Inc.

Adobe Systems Incorporated

AppNexus Inc.

Verizon Communications Inc.

DataXu Inc.

Adform

Rubicon Project Inc.

Rocket Fuel Inc.

MediaMath

CONNEXITY

Tech Mahindra

InMobi

Jivox

Adtelligent

The Trade Desk Inc.

The detailed segments and sub-segment of the market are explained below:

By Type:

Online Display

Online Video

Mobile Video

Mobile Display

By Channel:

Private Marketplaces (PMP)

Automated Guaranteed (AG)

Real Time Bidding (RTB)

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of Latin America

Middle East & Africa

Saudi Arabia

South Africa

RoMEA

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

Contents

CHAPTER 1. GLOBAL PROGRAMMATIC DISPLAY MARKET EXECUTIVE SUMMARY

- 1.1. Global Programmatic Display Market Size & Forecast (2022-2032)
- 1.2. Regional Summary
- 1.3. Segmental Summary
 - 1.3.1. By Type
 - 1.3.2. By Channel
- 1.4. Key Trends
- 1.5. Recession Impact
- 1.6. Analyst Recommendation & Conclusion

CHAPTER 2. GLOBAL PROGRAMMATIC DISPLAY MARKET DEFINITION AND RESEARCH ASSUMPTIONS

- 2.1. Research Objective
- 2.2. Market Definition
- 2.3. Research Assumptions
 - 2.3.1. Inclusion & Exclusion
 - 2.3.2. Limitations
 - 2.3.3. Supply Side Analysis
 - 2.3.3.1. Availability
 - 2.3.3.2. Infrastructure
 - 2.3.3.3. Regulatory Environment
 - 2.3.3.4. Market Competition
 - 2.3.3.5. Economic Viability (Consumer's Perspective)
 - 2.3.4. Demand Side Analysis
 - 2.3.4.1. Regulatory frameworks
 - 2.3.4.2. Technological Advancements
 - 2.3.4.3. Environmental Considerations
 - 2.3.4.4. Consumer Awareness & Acceptance
- 2.4. Estimation Methodology
- 2.5. Years Considered for the Study
- 2.6. Currency Conversion Rates

CHAPTER 3. GLOBAL PROGRAMMATIC DISPLAY MARKET DYNAMICS

3.1. Market Drivers

- 3.1.1. Growth in adoption of smartphones
- 3.1.2. Improved communication networks
- 3.1.3. Growth in advertising spending on digital media

3.2. Market Challenges

- 3.2.1. Adoption of ad-blockers
- 3.2.2. Stringent government regulations and laws

3.3. Market Opportunities

- 3.3.1. Emergence of advertising automation
- 3.3.2. Integration of advanced tools like machine learning
- 3.3.3. Proliferation of social media

CHAPTER 4. GLOBAL PROGRAMMATIC DISPLAY MARKET INDUSTRY ANALYSIS

4.1. Porter's 5 Force Model

- 4.1.1. Bargaining Power of Suppliers
- 4.1.2. Bargaining Power of Buyers
- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.1.6. Futuristic Approach to Porter's 5 Force Model
- 4.1.7. Porter's 5 Force Impact Analysis

4.2. PESTEL Analysis

- 4.2.1. Political
- 4.2.2. Economical
- 4.2.3. Social
- 4.2.4. Technological
- 4.2.5. Environmental
- 4.2.6. Legal

4.3. Top investment opportunity

4.4. Top winning strategies

4.5. Disruptive Trends

4.6. Industry Expert Perspective

4.7. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL PROGRAMMATIC DISPLAY MARKET SIZE & FORECASTS BY TYPE 2022-2032

5.1. Segment Dashboard

5.2. Global Programmatic Display Market: Type Revenue Trend Analysis, 2022 & 2032 (USD Billion)

5.2.1. Online Display

5.2.2. Online Video

5.2.3. Mobile Video

5.2.4. Mobile Display

CHAPTER 6. GLOBAL PROGRAMMATIC DISPLAY MARKET SIZE & FORECASTS BY CHANNEL 2022-2032

6.1. Segment Dashboard

6.2. Global Programmatic Display Market: Channel Revenue Trend Analysis, 2022 & 2032 (USD Billion)

6.2.1. Private Marketplaces (PMP)

6.2.2. Automated Guaranteed (AG)

6.2.3. Real Time Bidding (RTB)

CHAPTER 7. GLOBAL PROGRAMMATIC DISPLAY MARKET SIZE & FORECASTS BY REGION 2022-2032

7.1. North America Programmatic Display Market

7.1.1. U.S. Programmatic Display Market

7.1.1.1. Type breakdown size & forecasts, 2022-2032

7.1.1.2. Channel breakdown size & forecasts, 2022-2032

7.1.2. Canada Programmatic Display Market

7.2. Europe Programmatic Display Market

7.2.1. U.K. Programmatic Display Market

7.2.2. Germany Programmatic Display Market

7.2.3. France Programmatic Display Market

7.2.4. Spain Programmatic Display Market

7.2.5. Italy Programmatic Display Market

7.2.6. Rest of Europe Programmatic Display Market

7.3. Asia-Pacific Programmatic Display Market

7.3.1. China Programmatic Display Market

7.3.2. India Programmatic Display Market

7.3.3. Japan Programmatic Display Market

7.3.4. Australia Programmatic Display Market

7.3.5. South Korea Programmatic Display Market

- 7.3.6. Rest of Asia Pacific Programmatic Display Market
- 7.4. Latin America Programmatic Display Market
 - 7.4.1. Brazil Programmatic Display Market
 - 7.4.2. Mexico Programmatic Display Market
 - 7.4.3. Rest of Latin America Programmatic Display Market
- 7.5. Middle East & Africa Programmatic Display Market
 - 7.5.1. Saudi Arabia Programmatic Display Market
 - 7.5.2. South Africa Programmatic Display Market
 - 7.5.3. Rest of Middle East & Africa Programmatic Display Market

CHAPTER 8. COMPETITIVE INTELLIGENCE

- 8.1. Key Company SWOT Analysis
 - 8.1.1. Company
 - 8.1.2. Company
 - 8.1.3. Company
- 8.2. Top Market Strategies
- 8.3. Company Profiles
 - 8.3.1. AppNexus Inc.
 - 8.3.1.1. Key Information
 - 8.3.1.2. Overview
 - 8.3.1.3. Financial (Subject to Data Availability)
 - 8.3.1.4. Product Summary
 - 8.3.1.5. Market Strategies
 - 8.3.2. Verizon Communications Inc.
 - 8.3.3. DataXu Inc.
 - 8.3.4. Google Inc.
 - 8.3.5. Adobe Systems Incorporated
 - 8.3.6. Adform
 - 8.3.7. Rubicon Project Inc.
 - 8.3.8. Rocket Fuel Inc.
 - 8.3.9. MediaMath
 - 8.3.10. CONNEXITY
 - 8.3.11. Tech Mahindra
 - 8.3.12. InMobi
 - 8.3.13. Jivox
 - 8.3.14. Adtelligent
 - 8.3.15. The Trade Desk Inc.

CHAPTER 9. RESEARCH PROCESS

9.1. Research Process

9.1.1. Data Mining

9.1.2. Analysis

9.1.3. Market Estimation

9.1.4. Validation

9.1.5. Publishing

9.2. Research Attributes

List Of Tables

LIST OF TABLES

TABLE 1. Global Programmatic Display Market, Report Scope

TABLE 2. Global Programmatic Display Market Estimates & Forecasts by Region
2022-2032 (USD Billion)

TABLE 3. Global Programmatic Display Market Estimates & Forecasts by Type
2022-2032 (USD Billion)

TABLE 4. Global Programmatic Display Market Estimates & Forecasts by Channel
2022-2032 (USD Billion)

TABLE 5. Global Programmatic Display Market by Segment, Estimates & Forecasts,
2022-2032 (USD Billion)

TABLE 6. Global Programmatic Display Market by Region, Estimates & Forecasts,
2022-2032 (USD Billion)

TABLE 7. Global Programmatic Display Market by Segment, Estimates & Forecasts,
2022-2032 (USD Billion)

TABLE 8. Global Programmatic Display Market by Region, Estimates & Forecasts,
2022-2032 (USD Billion)

TABLE 9. Global Programmatic Display Market by Segment, Estimates & Forecasts,
2022-2032 (USD Billion)

TABLE 10. Global Programmatic Display Market by Region, Estimates & Forecasts,
2022-2032 (USD Billion)

TABLE 11. Global Programmatic Display Market by Segment, Estimates & Forecasts,
2022-2032 (USD Billion)

TABLE 12. Global Programmatic Display Market by Region, Estimates & Forecasts,
2022-2032 (USD Billion)

TABLE 13. Global Programmatic Display Market by Segment, Estimates & Forecasts,
2022-2032 (USD Billion)

TABLE 14. Global Programmatic Display Market by Region, Estimates & Forecasts,
2022-2032 (USD Billion)

TABLE 15. U.S. Programmatic Display Market Estimates & Forecasts, 2022-2032 (USD
Billion)

TABLE 16. U.S. Programmatic Display Market Estimates & Forecasts by Segment
2022-2032 (USD Billion)

TABLE 17. U.S. Programmatic Display Market Estimates & Forecasts by Segment
2022-2032 (USD Billion)

TABLE 18. Canada Programmatic Display Market Estimates & Forecasts, 2022-2032
(USD Billion)

TABLE 19. Canada Programmatic Display Market Estimates & Forecasts by Segment
2022-2032 (USD Billion)

TABLE 20. Canada Programmatic Display Market Estimates & Forecasts by Segment
2022-2032 (USD Billion)

.....

This list is not complete, the final report does contain more than 100 tables. The list may be updated in the final deliverable.

List Of Figures

LIST OF FIGURES

- FIG 1. Global Programmatic Display Market, Research Methodology
- FIG 2. Global Programmatic Display Market, Market Estimation Techniques
- FIG 3. Global Market Size Estimates & Forecast Methods
- FIG 4. Global Programmatic Display Market, Key Trends 2023
- FIG 5. Global Programmatic Display Market, Growth Prospects 2022-2032
- FIG 6. Global Programmatic Display Market, Porter's 5 Force Model
- FIG 7. Global Programmatic Display Market, PESTEL Analysis
- FIG 8. Global Programmatic Display Market, Value Chain Analysis
- FIG 9. Global Programmatic Display Market by Segment, 2022 & 2032 (USD Billion)
- FIG 10. Global Programmatic Display Market by Segment, 2022 & 2032 (USD Billion)
- FIG 11. Global Programmatic Display Market by Segment, 2022 & 2032 (USD Billion)
- FIG 12. Global Programmatic Display Market by Segment, 2022 & 2032 (USD Billion)
- FIG 13. Global Programmatic Display Market by Segment, 2022 & 2032 (USD Billion)
- FIG 14. Global Programmatic Display Market, Regional Snapshot 2022 & 2032
- FIG 15. North America Programmatic Display Market 2022 & 2032 (USD Billion)
- FIG 16. Europe Programmatic Display Market 2022 & 2032 (USD Billion)
- FIG 17. Asia Pacific Programmatic Display Market 2022 & 2032 (USD Billion)
- FIG 18. Latin America Programmatic Display Market 2022 & 2032 (USD Billion)
- FIG 19. Middle East & Africa Programmatic Display Market 2022 & 2032 (USD Billion)
- FIG 20. Global Programmatic Display Market, Company Market Share Analysis (2023)

.....

This list is not complete, the final report does contain more than 50 figures. The list may be updated in the final deliverable.

I would like to order

Product name: Global Programmatic Display Market Size study, by Type (Online Display, Online Video, Mobile Video, Mobile Display) by Channel (Private Marketplaces (PMP), Automated Guaranteed (AG), Real Time Bidding (RTB)) and Regional Forecasts 2022-2032

Product link: <https://marketpublishers.com/r/G7521BCBD342EN.html>

Price: US\$ 4,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G7521BCBD342EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970