

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

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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.

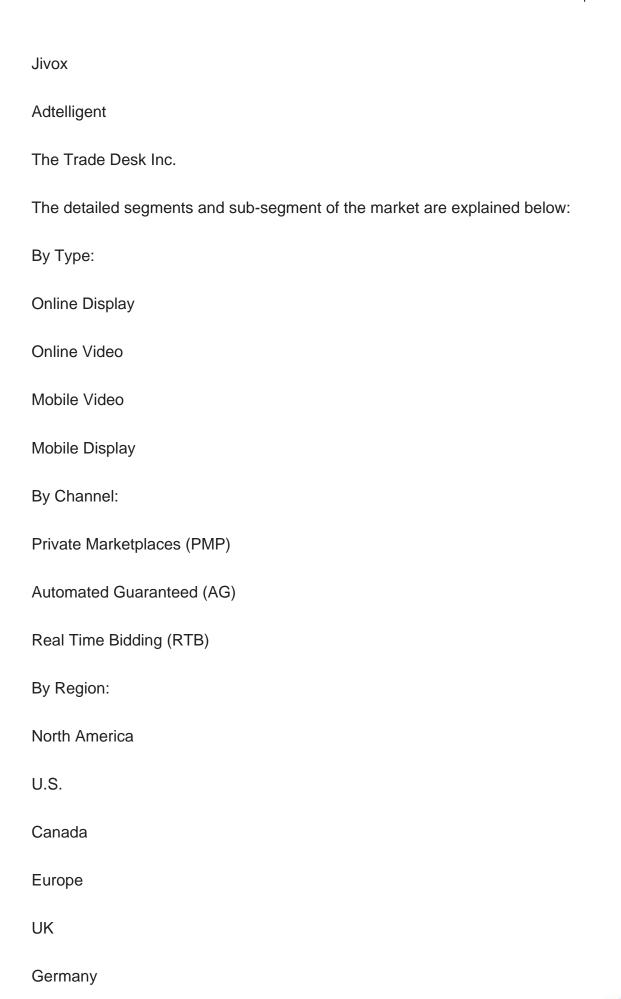


North America dominated the programmatic display market in terms of revenue in 2023 due to the strong presence of key vendors and technological advancements. The region benefits from a mature digital advertising ecosystem, advanced technological infrastructure, and a high concentration of advertising 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.

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







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 ar	e as follows:	
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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.



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