

# Global Connected TV (CTV) Advertising Platforms Software Market Research Report 2025(Status and Outlook)

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## Abstracts

### Report Overview

Connected TV (CTV) Advertising Platforms Software refers to technology solutions that enable advertisers to deliver targeted advertisements to viewers on connected television devices. These platforms leverage data and analytics to optimize ad placements and enhance the effectiveness of advertising campaigns.

This report provides a deep insight into the global Connected TV (CTV) Advertising Platforms Software market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Connected TV (CTV) Advertising Platforms Software Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Connected TV (CTV) Advertising Platforms Software market in

any manner.

## Global Connected TV (CTV) Advertising Platforms Software Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

### **Key Company**

MNTN

OpenX

PubMatic

Simpli.fi

Target Video

Infillion

Viant Technology

Vplayed

The Trade Desk

### **Market Segmentation (by Type)**

Cloud-based

On-premise

### **Market Segmentation (by Application)**

Large Enterprise

SMEs

### **Geographic Segmentation**

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

### **Key Benefits of This Market Research:**

Industry drivers, restraints, and opportunities covered in the study  
Neutral perspective on the market performance  
Recent industry trends and developments  
Competitive landscape & strategies of key players  
Potential & niche segments and regions exhibiting promising growth covered  
Historical, current, and projected market size, in terms of value  
In-depth analysis of the Connected TV (CTV) Advertising Platforms Software Market  
Overview of the regional outlook of the Connected TV (CTV) Advertising Platforms Software Market:

### **Customization of the Report**

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

### **Chapter Outline**

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Connected TV (CTV) Advertising Platforms Software Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Connected TV (CTV) Advertising Platforms Software, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

### **Key Reasons to Buy this Report:**

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players,

along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

### **Customization of the Report**

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## Contents

### **1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE**

1.1 Market Definition and Statistical Scope of Connected TV (CTV) Advertising Platforms Software

1.2 Key Market Segments

1.2.1 Connected TV (CTV) Advertising Platforms Software Segment by Type

1.2.2 Connected TV (CTV) Advertising Platforms Software Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

### **2 CONNECTED TV (CTV) ADVERTISING PLATFORMS SOFTWARE MARKET OVERVIEW**

2.1 Global Market Overview

2.1.1 Global Connected TV (CTV) Advertising Platforms Software Market Size (M USD) Estimates and Forecasts (2020-2033)

2.1.2 Global Connected TV (CTV) Advertising Platforms Software Sales Estimates and Forecasts (2020-2033)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

### **3 CONNECTED TV (CTV) ADVERTISING PLATFORMS SOFTWARE MARKET COMPETITIVE LANDSCAPE**

3.1 Company Assessment Quadrant

3.2 Global Connected TV (CTV) Advertising Platforms Software Product Life Cycle

3.3 Global Connected TV (CTV) Advertising Platforms Software Sales by Manufacturers (2020-2025)

3.4 Global Connected TV (CTV) Advertising Platforms Software Revenue Market Share by Manufacturers (2020-2025)

3.5 Connected TV (CTV) Advertising Platforms Software Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.6 Global Connected TV (CTV) Advertising Platforms Software Average Price by

Manufacturers (2020-2025)

3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types

3.8 Connected TV (CTV) Advertising Platforms Software Market Competitive Situation and Trends

3.8.1 Connected TV (CTV) Advertising Platforms Software Market Concentration Rate

3.8.2 Global 5 and 10 Largest Connected TV (CTV) Advertising Platforms Software Players Market Share by Revenue

3.8.3 Mergers & Acquisitions, Expansion

## **4 CONNECTED TV (CTV) ADVERTISING PLATFORMS SOFTWARE INDUSTRY CHAIN ANALYSIS**

4.1 Connected TV (CTV) Advertising Platforms Software Industry Chain Analysis

4.2 Market Overview of Key Raw Materials

4.3 Midstream Market Analysis

4.4 Downstream Customer Analysis

## **5 THE DEVELOPMENT AND DYNAMICS OF CONNECTED TV (CTV) ADVERTISING PLATFORMS SOFTWARE MARKET**

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Industry News

5.4.1 New Product Developments

5.4.2 Mergers & Acquisitions

5.4.3 Expansions

5.4.4 Collaboration/Supply Contracts

5.5 PEST Analysis

5.5.1 Industry Policies Analysis

5.5.2 Economic Environment Analysis

5.5.3 Social Environment Analysis

5.5.4 Technological Environment Analysis

5.6 Global Connected TV (CTV) Advertising Platforms Software Market Porter's Five Forces Analysis

5.6.1 Global Trade Frictions

5.6.2 U.S. Tariff Policy ? April 2025

5.6.3 Global Trade Frictions and Their Impacts to Connected TV (CTV) Advertising Platforms Software Market

## 5.7 ESG Ratings of Leading Companies

## **6 CONNECTED TV (CTV) ADVERTISING PLATFORMS SOFTWARE MARKET SEGMENTATION BY TYPE**

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Connected TV (CTV) Advertising Platforms Software Sales Market Share by Type (2020-2025)

6.3 Global Connected TV (CTV) Advertising Platforms Software Market Size Market Share by Type (2020-2025)

6.4 Global Connected TV (CTV) Advertising Platforms Software Price by Type (2020-2025)

## **7 CONNECTED TV (CTV) ADVERTISING PLATFORMS SOFTWARE MARKET SEGMENTATION BY APPLICATION**

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global Connected TV (CTV) Advertising Platforms Software Market Sales by Application (2020-2025)

7.3 Global Connected TV (CTV) Advertising Platforms Software Market Size (M USD) by Application (2020-2025)

7.4 Global Connected TV (CTV) Advertising Platforms Software Sales Growth Rate by Application (2020-2025)

## **8 CONNECTED TV (CTV) ADVERTISING PLATFORMS SOFTWARE MARKET SALES BY REGION**

8.1 Global Connected TV (CTV) Advertising Platforms Software Sales by Region

8.1.1 Global Connected TV (CTV) Advertising Platforms Software Sales by Region

8.1.2 Global Connected TV (CTV) Advertising Platforms Software Sales Market Share by Region

8.2 Global Connected TV (CTV) Advertising Platforms Software Market Size by Region

8.2.1 Global Connected TV (CTV) Advertising Platforms Software Market Size by Region

8.2.2 Global Connected TV (CTV) Advertising Platforms Software Market Size Market Share by Region

8.3 North America

8.3.1 North America Connected TV (CTV) Advertising Platforms Software Sales by Country

### 8.3.2 North America Connected TV (CTV) Advertising Platforms Software Market Size by Country

8.3.3 U.S. Market Overview

8.3.4 Canada Market Overview

8.3.5 Mexico Market Overview

### 8.4 Europe

8.4.1 Europe Connected TV (CTV) Advertising Platforms Software Sales by Country

### 8.4.2 Europe Connected TV (CTV) Advertising Platforms Software Market Size by Country

8.4.3 Germany Market Overview

8.4.4 France Market Overview

8.4.5 U.K. Market Overview

8.4.6 Italy Market Overview

8.4.7 Spain Market Overview

### 8.5 Asia Pacific

### 8.5.1 Asia Pacific Connected TV (CTV) Advertising Platforms Software Sales by Region

### 8.5.2 Asia Pacific Connected TV (CTV) Advertising Platforms Software Market Size by Region

8.5.3 China Market Overview

8.5.4 Japan Market Overview

8.5.5 South Korea Market Overview

8.5.6 India Market Overview

8.5.7 Southeast Asia Market Overview

### 8.6 South America

### 8.6.1 South America Connected TV (CTV) Advertising Platforms Software Sales by Country

### 8.6.2 South America Connected TV (CTV) Advertising Platforms Software Market Size by Country

8.6.3 Brazil Market Overview

8.6.4 Argentina Market Overview

8.6.5 Columbia Market Overview

### 8.7 Middle East and Africa

### 8.7.1 Middle East and Africa Connected TV (CTV) Advertising Platforms Software Sales by Region

### 8.7.2 Middle East and Africa Connected TV (CTV) Advertising Platforms Software Market Size by Region

8.7.3 Saudi Arabia Market Overview

8.7.4 UAE Market Overview

- 8.7.5 Egypt Market Overview
- 8.7.6 Nigeria Market Overview
- 8.7.7 South Africa Market Overview

## **9 CONNECTED TV (CTV) ADVERTISING PLATFORMS SOFTWARE MARKET PRODUCTION BY REGION**

- 9.1 Global Production of Connected TV (CTV) Advertising Platforms Software by Region(2020-2025)
- 9.2 Global Connected TV (CTV) Advertising Platforms Software Revenue Market Share by Region (2020-2025)
- 9.3 Global Connected TV (CTV) Advertising Platforms Software Production, Revenue, Price and Gross Margin (2020-2025)
- 9.4 North America Connected TV (CTV) Advertising Platforms Software Production
  - 9.4.1 North America Connected TV (CTV) Advertising Platforms Software Production Growth Rate (2020-2025)
  - 9.4.2 North America Connected TV (CTV) Advertising Platforms Software Production, Revenue, Price and Gross Margin (2020-2025)
- 9.5 Europe Connected TV (CTV) Advertising Platforms Software Production
  - 9.5.1 Europe Connected TV (CTV) Advertising Platforms Software Production Growth Rate (2020-2025)
  - 9.5.2 Europe Connected TV (CTV) Advertising Platforms Software Production, Revenue, Price and Gross Margin (2020-2025)
- 9.6 Japan Connected TV (CTV) Advertising Platforms Software Production (2020-2025)
  - 9.6.1 Japan Connected TV (CTV) Advertising Platforms Software Production Growth Rate (2020-2025)
  - 9.6.2 Japan Connected TV (CTV) Advertising Platforms Software Production, Revenue, Price and Gross Margin (2020-2025)
- 9.7 China Connected TV (CTV) Advertising Platforms Software Production (2020-2025)
  - 9.7.1 China Connected TV (CTV) Advertising Platforms Software Production Growth Rate (2020-2025)
  - 9.7.2 China Connected TV (CTV) Advertising Platforms Software Production, Revenue, Price and Gross Margin (2020-2025)

## **10 KEY COMPANIES PROFILE**

- 10.1 MNTN
  - 10.1.1 MNTN Basic Information
  - 10.1.2 MNTN Connected TV (CTV) Advertising Platforms Software Product Overview

- 10.1.3 MNTN Connected TV (CTV) Advertising Platforms Software Product Market Performance
  - 10.1.4 MNTN Business Overview
  - 10.1.5 MNTN SWOT Analysis
  - 10.1.6 MNTN Recent Developments
- 10.2 OpenX
  - 10.2.1 OpenX Basic Information
  - 10.2.2 OpenX Connected TV (CTV) Advertising Platforms Software Product Overview
  - 10.2.3 OpenX Connected TV (CTV) Advertising Platforms Software Product Market Performance
    - 10.2.4 OpenX Business Overview
    - 10.2.5 OpenX SWOT Analysis
    - 10.2.6 OpenX Recent Developments
- 10.3 PubMatic
  - 10.3.1 PubMatic Basic Information
  - 10.3.2 PubMatic Connected TV (CTV) Advertising Platforms Software Product Overview
    - 10.3.3 PubMatic Connected TV (CTV) Advertising Platforms Software Product Market Performance
      - 10.3.4 PubMatic Business Overview
      - 10.3.5 PubMatic SWOT Analysis
      - 10.3.6 PubMatic Recent Developments
- 10.4 Simpli.fi
  - 10.4.1 Simpli.fi Basic Information
  - 10.4.2 Simpli.fi Connected TV (CTV) Advertising Platforms Software Product Overview
  - 10.4.3 Simpli.fi Connected TV (CTV) Advertising Platforms Software Product Market Performance
    - 10.4.4 Simpli.fi Business Overview
    - 10.4.5 Simpli.fi Recent Developments
- 10.5 Target Video
  - 10.5.1 Target Video Basic Information
  - 10.5.2 Target Video Connected TV (CTV) Advertising Platforms Software Product Overview
    - 10.5.3 Target Video Connected TV (CTV) Advertising Platforms Software Product Market Performance
      - 10.5.4 Target Video Business Overview
      - 10.5.5 Target Video Recent Developments
- 10.6 Infillion
  - 10.6.1 Infillion Basic Information

- 10.6.2 Infillion Connected TV (CTV) Advertising Platforms Software Product Overview
- 10.6.3 Infillion Connected TV (CTV) Advertising Platforms Software Product Market Performance
- 10.6.4 Infillion Business Overview
- 10.6.5 Infillion Recent Developments
- 10.7 Viant Technology
  - 10.7.1 Viant Technology Basic Information
  - 10.7.2 Viant Technology Connected TV (CTV) Advertising Platforms Software Product Overview
  - 10.7.3 Viant Technology Connected TV (CTV) Advertising Platforms Software Product Market Performance
  - 10.7.4 Viant Technology Business Overview
  - 10.7.5 Viant Technology Recent Developments
- 10.8 Vplayed
  - 10.8.1 Vplayed Basic Information
  - 10.8.2 Vplayed Connected TV (CTV) Advertising Platforms Software Product Overview
  - 10.8.3 Vplayed Connected TV (CTV) Advertising Platforms Software Product Market Performance
  - 10.8.4 Vplayed Business Overview
  - 10.8.5 Vplayed Recent Developments
- 10.9 The Trade Desk
  - 10.9.1 The Trade Desk Basic Information
  - 10.9.2 The Trade Desk Connected TV (CTV) Advertising Platforms Software Product Overview
  - 10.9.3 The Trade Desk Connected TV (CTV) Advertising Platforms Software Product Market Performance
  - 10.9.4 The Trade Desk Business Overview
  - 10.9.5 The Trade Desk Recent Developments

## **11 CONNECTED TV (CTV) ADVERTISING PLATFORMS SOFTWARE MARKET FORECAST BY REGION**

- 11.1 Global Connected TV (CTV) Advertising Platforms Software Market Size Forecast
- 11.2 Global Connected TV (CTV) Advertising Platforms Software Market Forecast by Region
  - 11.2.1 North America Market Size Forecast by Country
  - 11.2.2 Europe Connected TV (CTV) Advertising Platforms Software Market Size Forecast by Country
  - 11.2.3 Asia Pacific Connected TV (CTV) Advertising Platforms Software Market Size

## Forecast by Region

11.2.4 South America Connected TV (CTV) Advertising Platforms Software Market Size Forecast by Country

11.2.5 Middle East and Africa Forecasted Sales of Connected TV (CTV) Advertising Platforms Software by Country

## **12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2033)**

12.1 Global Connected TV (CTV) Advertising Platforms Software Market Forecast by Type (2026-2033)

12.1.1 Global Forecasted Sales of Connected TV (CTV) Advertising Platforms Software by Type (2026-2033)

12.1.2 Global Connected TV (CTV) Advertising Platforms Software Market Size Forecast by Type (2026-2033)

12.1.3 Global Forecasted Price of Connected TV (CTV) Advertising Platforms Software by Type (2026-2033)

12.2 Global Connected TV (CTV) Advertising Platforms Software Market Forecast by Application (2026-2033)

12.2.1 Global Connected TV (CTV) Advertising Platforms Software Sales (K Units) Forecast by Application

12.2.2 Global Connected TV (CTV) Advertising Platforms Software Market Size (M USD) Forecast by Application (2026-2033)

## **13 CONCLUSION AND KEY FINDINGS**

## List Of Tables

### LIST OF TABLES

Table 1. Introduction of the Type

Table 2. Introduction of the Application

Table 3. Market Size (M USD) Segment Executive Summary

Table 4. Connected TV (CTV) Advertising Platforms Software Market Size Comparison by Region (M USD)

Table 5. Global Connected TV (CTV) Advertising Platforms Software Sales (K Units) by Manufacturers (2020-2025)

Table 6. Global Connected TV (CTV) Advertising Platforms Software Sales Market Share by Manufacturers (2020-2025)

Table 7. Global Connected TV (CTV) Advertising Platforms Software Revenue (M USD) by Manufacturers (2020-2025)

Table 8. Global Connected TV (CTV) Advertising Platforms Software Revenue Share by Manufacturers (2020-2025)

Table 9. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Connected TV (CTV) Advertising Platforms Software as of 2024)

Table 10. Global Market Connected TV (CTV) Advertising Platforms Software Average Price (USD/Unit) of Key Manufacturers (2020-2025)

Table 11. Manufacturers? Manufacturing Sites, Areas Served

Table 12. Manufacturers? Product Type

Table 13. Global Connected TV (CTV) Advertising Platforms Software Manufacturers Market Concentration Ratio (CR5 and HHI)

Table 14. Mergers & Acquisitions, Expansion Plans

Table 15. Market Overview of Key Raw Materials

Table 16. Midstream Market Analysis

Table 17. Downstream Customer Analysis

Table 18. Key Development Trends

Table 19. Driving Factors

Table 20. Connected TV (CTV) Advertising Platforms Software Market Challenges

Table 21. Goldman Sachs' forecast real GDP growth rate for 2024-2026

Table 22. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027

Table 23. World Bank ' Forecast Real GDP Growth Rate For 2024-2026

Table 24. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries

Table 25. Global Connected TV (CTV) Advertising Platforms Software Sales by Type (K Units)

Table 26. Global Connected TV (CTV) Advertising Platforms Software Market Size by Type (M USD)

Table 27. Global Connected TV (CTV) Advertising Platforms Software Sales (K Units) by Type (2020-2025)

Table 28. Global Connected TV (CTV) Advertising Platforms Software Sales Market Share by Type (2020-2025)

Table 29. Global Connected TV (CTV) Advertising Platforms Software Market Size (M USD) by Type (2020-2025)

Table 30. Global Connected TV (CTV) Advertising Platforms Software Market Size Share by Type (2020-2025)

Table 31. Global Connected TV (CTV) Advertising Platforms Software Price (USD/Unit) by Type (2020-2025)

Table 32. Global Connected TV (CTV) Advertising Platforms Software Sales (K Units) by Application

Table 33. Global Connected TV (CTV) Advertising Platforms Software Market Size by Application

Table 34. Global Connected TV (CTV) Advertising Platforms Software Sales by Application (2020-2025) & (K Units)

Table 35. Global Connected TV (CTV) Advertising Platforms Software Sales Market Share by Application (2020-2025)

Table 36. Global Connected TV (CTV) Advertising Platforms Software Market Size by Application (2020-2025) & (M USD)

Table 37. Global Connected TV (CTV) Advertising Platforms Software Market Share by Application (2020-2025)

Table 38. Global Connected TV (CTV) Advertising Platforms Software Sales Growth Rate by Application (2020-2025)

Table 39. Global Connected TV (CTV) Advertising Platforms Software Sales by Region (2020-2025) & (K Units)

Table 40. Global Connected TV (CTV) Advertising Platforms Software Sales Market Share by Region (2020-2025)

Table 41. Global Connected TV (CTV) Advertising Platforms Software Market Size by Region (2020-2025) & (M USD)

Table 42. Global Connected TV (CTV) Advertising Platforms Software Market Size Market Share by Region (2020-2025)

Table 43. North America Connected TV (CTV) Advertising Platforms Software Sales by Country (2020-2025) & (K Units)

Table 44. North America Connected TV (CTV) Advertising Platforms Software Market Size by Country (2020-2025) & (M USD)

Table 45. Europe Connected TV (CTV) Advertising Platforms Software Sales by

Country (2020-2025) & (K Units)

Table 46. Europe Connected TV (CTV) Advertising Platforms Software Market Size by Country (2020-2025) & (M USD)

Table 47. Asia Pacific Connected TV (CTV) Advertising Platforms Software Sales by Region (2020-2025) & (K Units)

Table 48. Asia Pacific Connected TV (CTV) Advertising Platforms Software Market Size by Region (2020-2025) & (M USD)

Table 49. South America Connected TV (CTV) Advertising Platforms Software Sales by Country (2020-2025) & (K Units)

Table 50. South America Connected TV (CTV) Advertising Platforms Software Market Size by Country (2020-2025) & (M USD)

Table 51. Middle East and Africa Connected TV (CTV) Advertising Platforms Software Sales by Region (2020-2025) & (K Units)

Table 52. Middle East and Africa Connected TV (CTV) Advertising Platforms Software Market Size by Region (2020-2025) & (M USD)

Table 53. Global Connected TV (CTV) Advertising Platforms Software Production (K Units) by Region(2020-2025)

Table 54. Global Connected TV (CTV) Advertising Platforms Software Revenue (US\$ Million) by Region (2020-2025)

Table 55. Global Connected TV (CTV) Advertising Platforms Software Revenue Market Share by Region (2020-2025)

Table 56. Global Connected TV (CTV) Advertising Platforms Software Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 57. North America Connected TV (CTV) Advertising Platforms Software Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 58. Europe Connected TV (CTV) Advertising Platforms Software Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 59. Japan Connected TV (CTV) Advertising Platforms Software Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 60. China Connected TV (CTV) Advertising Platforms Software Production (K Units), Revenue (US\$ Million), Price (USD/Unit) and Gross Margin (2020-2025)

Table 61. MNTN Basic Information

Table 62. MNTN Connected TV (CTV) Advertising Platforms Software Product Overview

Table 63. MNTN Connected TV (CTV) Advertising Platforms Software Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 64. MNTN Business Overview

Table 65. MNTN SWOT Analysis

Table 66. MNTN Recent Developments

Table 67. OpenX Basic Information

Table 68. OpenX Connected TV (CTV) Advertising Platforms Software Product Overview

Table 69. OpenX Connected TV (CTV) Advertising Platforms Software Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 70. OpenX Business Overview

Table 71. OpenX SWOT Analysis

Table 72. OpenX Recent Developments

Table 73. PubMatic Basic Information

Table 74. PubMatic Connected TV (CTV) Advertising Platforms Software Product Overview

Table 75. PubMatic Connected TV (CTV) Advertising Platforms Software Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 76. PubMatic Business Overview

Table 77. PubMatic SWOT Analysis

Table 78. PubMatic Recent Developments

Table 79. Simpli.fi Basic Information

Table 80. Simpli.fi Connected TV (CTV) Advertising Platforms Software Product Overview

Table 81. Simpli.fi Connected TV (CTV) Advertising Platforms Software Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 82. Simpli.fi Business Overview

Table 83. Simpli.fi Recent Developments

Table 84. Target Video Basic Information

Table 85. Target Video Connected TV (CTV) Advertising Platforms Software Product Overview

Table 86. Target Video Connected TV (CTV) Advertising Platforms Software Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 87. Target Video Business Overview

Table 88. Target Video Recent Developments

Table 89. Infillion Basic Information

Table 90. Infillion Connected TV (CTV) Advertising Platforms Software Product Overview

Table 91. Infillion Connected TV (CTV) Advertising Platforms Software Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 92. Infillion Business Overview

Table 93. Infillion Recent Developments

Table 94. Viant Technology Basic Information

Table 95. Viant Technology Connected TV (CTV) Advertising Platforms Software Product Overview

Table 96. Viant Technology Connected TV (CTV) Advertising Platforms Software Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 97. Viant Technology Business Overview

Table 98. Viant Technology Recent Developments

Table 99. Vplayed Basic Information

Table 100. Vplayed Connected TV (CTV) Advertising Platforms Software Product Overview

Table 101. Vplayed Connected TV (CTV) Advertising Platforms Software Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 102. Vplayed Business Overview

Table 103. Vplayed Recent Developments

Table 104. The Trade Desk Basic Information

Table 105. The Trade Desk Connected TV (CTV) Advertising Platforms Software Product Overview

Table 106. The Trade Desk Connected TV (CTV) Advertising Platforms Software Sales (K Units), Revenue (M USD), Price (USD/Unit) and Gross Margin (2020-2025)

Table 107. The Trade Desk Business Overview

Table 108. The Trade Desk Recent Developments

Table 109. Global Connected TV (CTV) Advertising Platforms Software Sales Forecast by Region (2026-2033) & (K Units)

Table 110. Global Connected TV (CTV) Advertising Platforms Software Market Size Forecast by Region (2026-2033) & (M USD)

Table 111. North America Connected TV (CTV) Advertising Platforms Software Sales Forecast by Country (2026-2033) & (K Units)

Table 112. North America Connected TV (CTV) Advertising Platforms Software Market Size Forecast by Country (2026-2033) & (M USD)

Table 113. Europe Connected TV (CTV) Advertising Platforms Software Sales Forecast by Country (2026-2033) & (K Units)

Table 114. Europe Connected TV (CTV) Advertising Platforms Software Market Size Forecast by Country (2026-2033) & (M USD)

Table 115. Asia Pacific Connected TV (CTV) Advertising Platforms Software Sales Forecast by Region (2026-2033) & (K Units)

Table 116. Asia Pacific Connected TV (CTV) Advertising Platforms Software Market Size Forecast by Region (2026-2033) & (M USD)

Table 117. South America Connected TV (CTV) Advertising Platforms Software Sales Forecast by Country (2026-2033) & (K Units)

Table 118. South America Connected TV (CTV) Advertising Platforms Software Market

Size Forecast by Country (2026-2033) & (M USD)

Table 119. Middle East and Africa Connected TV (CTV) Advertising Platforms Software Sales Forecast by Country (2026-2033) & (Units)

Table 120. Middle East and Africa Connected TV (CTV) Advertising Platforms Software Market Size Forecast by Country (2026-2033) & (M USD)

Table 121. Global Connected TV (CTV) Advertising Platforms Software Sales Forecast by Type (2026-2033) & (K Units)

Table 122. Global Connected TV (CTV) Advertising Platforms Software Market Size Forecast by Type (2026-2033) & (M USD)

Table 123. Global Connected TV (CTV) Advertising Platforms Software Price Forecast by Type (2026-2033) & (USD/Unit)

Table 124. Global Connected TV (CTV) Advertising Platforms Software Sales (K Units) Forecast by Application (2026-2033)

Table 125. Global Connected TV (CTV) Advertising Platforms Software Market Size Forecast by Application (2026-2033) & (M USD)

## List Of Figures

### LIST OF FIGURES

Figure 1. Product Picture of Connected TV (CTV) Advertising Platforms Software

Figure 2. Data Triangulation

Figure 3. Key Caveats

Figure 4. Global Connected TV (CTV) Advertising Platforms Software Market Size (M USD), 2024-2033

Figure 5. Global Connected TV (CTV) Advertising Platforms Software Market Size (M USD) (2020-2033)

Figure 6. Global Connected TV (CTV) Advertising Platforms Software Sales (K Units) & (2020-2033)

Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 9. Evaluation Matrix of Regional Market Development Potential

Figure 10. Connected TV (CTV) Advertising Platforms Software Market Size by Country (M USD)

Figure 11. Company Assessment Quadrant

Figure 12. Global Connected TV (CTV) Advertising Platforms Software Product Life Cycle

Figure 13. Connected TV (CTV) Advertising Platforms Software Sales Share by Manufacturers in 2024

Figure 14. Global Connected TV (CTV) Advertising Platforms Software Revenue Share by Manufacturers in 2024

Figure 15. Connected TV (CTV) Advertising Platforms Software Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2024

Figure 16. Global Market Connected TV (CTV) Advertising Platforms Software Average Price (USD/Unit) of Key Manufacturers in 2024

Figure 17. The Global 5 and 10 Largest Players: Market Share by Connected TV (CTV) Advertising Platforms Software Revenue in 2024

Figure 18. Industry Chain Map of Connected TV (CTV) Advertising Platforms Software

Figure 19. Global Connected TV (CTV) Advertising Platforms Software Market PEST Analysis

Figure 20. Global Connected TV (CTV) Advertising Platforms Software Market Porter's Five Forces Analysis

Figure 21. Global Merchandise Trade as a Percentage Of GDP

Figure 22. US - Imports of Goods by Country

Figure 23. China Exports by Country

- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global Connected TV (CTV) Advertising Platforms Software Market Share by Type
- Figure 27. Sales Market Share of Connected TV (CTV) Advertising Platforms Software by Type (2020-2025)
- Figure 28. Sales Market Share of Connected TV (CTV) Advertising Platforms Software by Type in 2024
- Figure 29. Market Size Share of Connected TV (CTV) Advertising Platforms Software by Type (2020-2025)
- Figure 30. Market Size Share of Connected TV (CTV) Advertising Platforms Software by Type in 2024
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global Connected TV (CTV) Advertising Platforms Software Market Share by Application
- Figure 33. Global Connected TV (CTV) Advertising Platforms Software Sales Market Share by Application (2020-2025)
- Figure 34. Global Connected TV (CTV) Advertising Platforms Software Sales Market Share by Application in 2024
- Figure 35. Global Connected TV (CTV) Advertising Platforms Software Market Share by Application (2020-2025)
- Figure 36. Global Connected TV (CTV) Advertising Platforms Software Market Share by Application in 2024
- Figure 37. Global Connected TV (CTV) Advertising Platforms Software Sales Growth Rate by Application (2020-2025)
- Figure 38. Global Connected TV (CTV) Advertising Platforms Software Sales Market Share by Region (2020-2025)
- Figure 39. Global Connected TV (CTV) Advertising Platforms Software Market Size Market Share by Region (2020-2025)
- Figure 40. North America Connected TV (CTV) Advertising Platforms Software Sales and Growth Rate (2020-2025) & (K Units)
- Figure 41. North America Connected TV (CTV) Advertising Platforms Software Sales and Growth Rate (2020-2025) & (K Units)
- Figure 42. North America Connected TV (CTV) Advertising Platforms Software Sales Market Share by Country in 2024
- Figure 43. North America Connected TV (CTV) Advertising Platforms Software Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 44. North America Connected TV (CTV) Advertising Platforms Software Market Size Market Share by Country in 2024

- Figure 45. U.S. Connected TV (CTV) Advertising Platforms Software Sales and Growth Rate (2020-2025) & (K Units)
- Figure 46. U.S. Connected TV (CTV) Advertising Platforms Software Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 47. Canada Connected TV (CTV) Advertising Platforms Software Sales (K Units) and Growth Rate (2020-2025)
- Figure 48. Canada Connected TV (CTV) Advertising Platforms Software Market Size (M USD) and Growth Rate (2020-2025)
- Figure 49. Mexico Connected TV (CTV) Advertising Platforms Software Sales (Units) and Growth Rate (2020-2025)
- Figure 50. Mexico Connected TV (CTV) Advertising Platforms Software Market Size (Units) and Growth Rate (2020-2025)
- Figure 51. Europe Connected TV (CTV) Advertising Platforms Software Sales and Growth Rate (2020-2025) & (K Units)
- Figure 52. Europe Connected TV (CTV) Advertising Platforms Software Sales Market Share by Country in 2024
- Figure 53. Europe Connected TV (CTV) Advertising Platforms Software Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 54. Europe Connected TV (CTV) Advertising Platforms Software Market Size Market Share by Country in 2024
- Figure 55. Germany Connected TV (CTV) Advertising Platforms Software Sales and Growth Rate (2020-2025) & (K Units)
- Figure 56. Germany Connected TV (CTV) Advertising Platforms Software Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 57. France Connected TV (CTV) Advertising Platforms Software Sales and Growth Rate (2020-2025) & (K Units)
- Figure 58. France Connected TV (CTV) Advertising Platforms Software Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 59. U.K. Connected TV (CTV) Advertising Platforms Software Sales and Growth Rate (2020-2025) & (K Units)
- Figure 60. U.K. Connected TV (CTV) Advertising Platforms Software Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 61. Italy Connected TV (CTV) Advertising Platforms Software Sales and Growth Rate (2020-2025) & (K Units)
- Figure 62. Italy Connected TV (CTV) Advertising Platforms Software Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 63. Spain Connected TV (CTV) Advertising Platforms Software Sales and Growth Rate (2020-2025) & (K Units)
- Figure 64. Spain Connected TV (CTV) Advertising Platforms Software Market Size and

Growth Rate (2020-2025) & (M USD)

Figure 65. Asia Pacific Connected TV (CTV) Advertising Platforms Software Sales and Growth Rate (K Units)

Figure 66. Asia Pacific Connected TV (CTV) Advertising Platforms Software Sales Market Share by Region in 2024

Figure 67. Asia Pacific Connected TV (CTV) Advertising Platforms Software Market Size Market Share by Region in 2024

Figure 68. China Connected TV (CTV) Advertising Platforms Software Sales and Growth Rate (2020-2025) & (K Units)

Figure 69. China Connected TV (CTV) Advertising Platforms Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan Connected TV (CTV) Advertising Platforms Software Sales and Growth Rate (2020-2025) & (K Units)

Figure 71. Japan Connected TV (CTV) Advertising Platforms Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea Connected TV (CTV) Advertising Platforms Software Sales and Growth Rate (2020-2025) & (K Units)

Figure 73. South Korea Connected TV (CTV) Advertising Platforms Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India Connected TV (CTV) Advertising Platforms Software Sales and Growth Rate (2020-2025) & (K Units)

Figure 75. India Connected TV (CTV) Advertising Platforms Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia Connected TV (CTV) Advertising Platforms Software Sales and Growth Rate (2020-2025) & (K Units)

Figure 77. Southeast Asia Connected TV (CTV) Advertising Platforms Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America Connected TV (CTV) Advertising Platforms Software Sales and Growth Rate (K Units)

Figure 79. South America Connected TV (CTV) Advertising Platforms Software Sales Market Share by Country in 2024

Figure 80. South America Connected TV (CTV) Advertising Platforms Software Market Size and Growth Rate (M USD)

Figure 81. South America Connected TV (CTV) Advertising Platforms Software Market Size Market Share by Country in 2024

Figure 82. Brazil Connected TV (CTV) Advertising Platforms Software Sales and Growth Rate (2020-2025) & (K Units)

Figure 83. Brazil Connected TV (CTV) Advertising Platforms Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina Connected TV (CTV) Advertising Platforms Software Sales and Growth Rate (2020-2025) & (K Units)

Figure 85. Argentina Connected TV (CTV) Advertising Platforms Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia Connected TV (CTV) Advertising Platforms Software Sales and Growth Rate (2020-2025) & (K Units)

Figure 87. Columbia Connected TV (CTV) Advertising Platforms Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa Connected TV (CTV) Advertising Platforms Software Sales and Growth Rate (K Units)

Figure 89. Middle East and Africa Connected TV (CTV) Advertising Platforms Software Sales Market Share by Region in 2024

Figure 90. Middle East and Africa Connected TV (CTV) Advertising Platforms Software Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa Connected TV (CTV) Advertising Platforms Software Market Size Market Share by Region in 2024

Figure 92. Saudi Arabia Connected TV (CTV) Advertising Platforms Software Sales and Growth Rate (2020-2025) & (K Units)

Figure 93. Saudi Arabia Connected TV (CTV) Advertising Platforms Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE Connected TV (CTV) Advertising Platforms Software Sales and Growth Rate (2020-2025) & (K Units)

Figure 95. UAE Connected TV (CTV) Advertising Platforms Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt Connected TV (CTV) Advertising Platforms Software Sales and Growth Rate (2020-2025) & (K Units)

Figure 97. Egypt Connected TV (CTV) Advertising Platforms Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria Connected TV (CTV) Advertising Platforms Software Sales and Growth Rate (2020-2025) & (K Units)

Figure 99. Nigeria Connected TV (CTV) Advertising Platforms Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa Connected TV (CTV) Advertising Platforms Software Sales and Growth Rate (2020-2025) & (K Units)

Figure 101. South Africa Connected TV (CTV) Advertising Platforms Software Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global Connected TV (CTV) Advertising Platforms Software Production Market Share by Region (2020-2025)

Figure 103. North America Connected TV (CTV) Advertising Platforms Software

Production (K Units) Growth Rate (2020-2025)

Figure 104. Europe Connected TV (CTV) Advertising Platforms Software Production (K Units) Growth Rate (2020-2025)

Figure 105. Japan Connected TV (CTV) Advertising Platforms Software Production (K Units) Growth Rate (2020-2025)

Figure 106. China Connected TV (CTV) Advertising Platforms Software Production (K Units) Growth Rate (2020-2025)

Figure 107. Global Connected TV (CTV) Advertising Platforms Software Sales Forecast by Volume (2020-2033) & (K Units)

Figure 108. Global Connected TV (CTV) Advertising Platforms Software Market Size Forecast by Value (2020-2033) & (M USD)

Figure 109. Global Connected TV (CTV) Advertising Platforms Software Sales Market Share Forecast by Type (2026-2033)

Figure 110. Global Connected TV (CTV) Advertising Platforms Software Market Share Forecast by Type (2026-2033)

Figure 111. Global Connected TV (CTV) Advertising Platforms Software Sales Forecast by Application (2026-2033)

Figure 112. Global Connected TV (CTV) Advertising Platforms Software Market Share Forecast by Application (2026-2033)

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