

# Global Programmatic AD Spending Market Research Report 2024(Status and Outlook)

<https://marketpublishers.com/r/G0E82CFB8C16EN.html>

Date: April 2024

Pages: 103

Price: US\$ 2,800.00 (Single User License)

ID: G0E82CFB8C16EN

## Abstracts

### Report Overview

This report provides a deep insight into the global Programmatic AD Spending 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 Programmatic AD Spending 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 Programmatic AD Spending market in any manner.

### Global Programmatic AD Spending 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

Facebook

Google

ONE by AOL

BrightRoll

SpotX

Tremor Video

Alibaba

Baidu

Tencent

Kantar Media

Market Segmentation (by Type)

Mobile Ad

Over-the-top (ott) Ad

Connected TV Ad

Market Segmentation (by Application)

Small and Medium-sized Enterprises

Large Enterprises

## 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 Programmatic AD Spending Market

Overview of the regional outlook of the Programmatic AD Spending Market:

## 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 (USD Billion) 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

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 Programmatic AD Spending 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 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 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

## Contents

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

- 1.1 Market Definition and Statistical Scope of Programmatic AD Spending
- 1.2 Key Market Segments
  - 1.2.1 Programmatic AD Spending Segment by Type
  - 1.2.2 Programmatic AD Spending 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 PROGRAMMATIC AD SPENDING MARKET OVERVIEW**

- 2.1 Global Market Overview
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

### **3 PROGRAMMATIC AD SPENDING MARKET COMPETITIVE LANDSCAPE**

- 3.1 Global Programmatic AD Spending Revenue Market Share by Company (2019-2024)
- 3.2 Programmatic AD Spending Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.3 Company Programmatic AD Spending Market Size Sites, Area Served, Product Type
- 3.4 Programmatic AD Spending Market Competitive Situation and Trends
  - 3.4.1 Programmatic AD Spending Market Concentration Rate
  - 3.4.2 Global 5 and 10 Largest Programmatic AD Spending Players Market Share by Revenue
  - 3.4.3 Mergers & Acquisitions, Expansion

### **4 PROGRAMMATIC AD SPENDING VALUE CHAIN ANALYSIS**

- 4.1 Programmatic AD Spending Value Chain Analysis
- 4.2 Midstream Market Analysis

#### 4.3 Downstream Customer Analysis

### **5 THE DEVELOPMENT AND DYNAMICS OF PROGRAMMATIC AD SPENDING MARKET**

#### 5.1 Key Development Trends

#### 5.2 Driving Factors

#### 5.3 Market Challenges

#### 5.4 Market Restraints

#### 5.5 Industry News

##### 5.5.1 Mergers & Acquisitions

##### 5.5.2 Expansions

##### 5.5.3 Collaboration/Supply Contracts

#### 5.6 Industry Policies

### **6 PROGRAMMATIC AD SPENDING MARKET SEGMENTATION BY TYPE**

#### 6.1 Evaluation Matrix of Segment Market Development Potential (Type)

#### 6.2 Global Programmatic AD Spending Market Size Market Share by Type (2019-2024)

#### 6.3 Global Programmatic AD Spending Market Size Growth Rate by Type (2019-2024)

### **7 PROGRAMMATIC AD SPENDING MARKET SEGMENTATION BY APPLICATION**

#### 7.1 Evaluation Matrix of Segment Market Development Potential (Application)

#### 7.2 Global Programmatic AD Spending Market Size (M USD) by Application (2019-2024)

#### 7.3 Global Programmatic AD Spending Market Size Growth Rate by Application (2019-2024)

### **8 PROGRAMMATIC AD SPENDING MARKET SEGMENTATION BY REGION**

#### 8.1 Global Programmatic AD Spending Market Size by Region

##### 8.1.1 Global Programmatic AD Spending Market Size by Region

##### 8.1.2 Global Programmatic AD Spending Market Size Market Share by Region

#### 8.2 North America

##### 8.2.1 North America Programmatic AD Spending Market Size by Country

##### 8.2.2 U.S.

##### 8.2.3 Canada

##### 8.2.4 Mexico



## 8.3 Europe

### 8.3.1 Europe Programmatic AD Spending Market Size by Country

#### 8.3.2 Germany

#### 8.3.3 France

#### 8.3.4 U.K.

#### 8.3.5 Italy

#### 8.3.6 Russia

## 8.4 Asia Pacific

### 8.4.1 Asia Pacific Programmatic AD Spending Market Size by Region

#### 8.4.2 China

#### 8.4.3 Japan

#### 8.4.4 South Korea

#### 8.4.5 India

#### 8.4.6 Southeast Asia

## 8.5 South America

### 8.5.1 South America Programmatic AD Spending Market Size by Country

#### 8.5.2 Brazil

#### 8.5.3 Argentina

#### 8.5.4 Columbia

## 8.6 Middle East and Africa

### 8.6.1 Middle East and Africa Programmatic AD Spending Market Size by Region

#### 8.6.2 Saudi Arabia

#### 8.6.3 UAE

#### 8.6.4 Egypt

#### 8.6.5 Nigeria

#### 8.6.6 South Africa

## 9 KEY COMPANIES PROFILE

### 9.1 Facebook

#### 9.1.1 Facebook Programmatic AD Spending Basic Information

#### 9.1.2 Facebook Programmatic AD Spending Product Overview

#### 9.1.3 Facebook Programmatic AD Spending Product Market Performance

#### 9.1.4 Facebook Programmatic AD Spending SWOT Analysis

#### 9.1.5 Facebook Business Overview

#### 9.1.6 Facebook Recent Developments

### 9.2 Google

#### 9.2.1 Google Programmatic AD Spending Basic Information

#### 9.2.2 Google Programmatic AD Spending Product Overview

- 9.2.3 Google Programmatic AD Spending Product Market Performance
- 9.2.4 Facebook Programmatic AD Spending SWOT Analysis
- 9.2.5 Google Business Overview
- 9.2.6 Google Recent Developments
- 9.3 ONE by AOL
  - 9.3.1 ONE by AOL Programmatic AD Spending Basic Information
  - 9.3.2 ONE by AOL Programmatic AD Spending Product Overview
  - 9.3.3 ONE by AOL Programmatic AD Spending Product Market Performance
  - 9.3.4 Facebook Programmatic AD Spending SWOT Analysis
  - 9.3.5 ONE by AOL Business Overview
  - 9.3.6 ONE by AOL Recent Developments
- 9.4 BrightRoll
  - 9.4.1 BrightRoll Programmatic AD Spending Basic Information
  - 9.4.2 BrightRoll Programmatic AD Spending Product Overview
  - 9.4.3 BrightRoll Programmatic AD Spending Product Market Performance
  - 9.4.4 BrightRoll Business Overview
  - 9.4.5 BrightRoll Recent Developments
- 9.5 SpotX
  - 9.5.1 SpotX Programmatic AD Spending Basic Information
  - 9.5.2 SpotX Programmatic AD Spending Product Overview
  - 9.5.3 SpotX Programmatic AD Spending Product Market Performance
  - 9.5.4 SpotX Business Overview
  - 9.5.5 SpotX Recent Developments
- 9.6 Tremor Video
  - 9.6.1 Tremor Video Programmatic AD Spending Basic Information
  - 9.6.2 Tremor Video Programmatic AD Spending Product Overview
  - 9.6.3 Tremor Video Programmatic AD Spending Product Market Performance
  - 9.6.4 Tremor Video Business Overview
  - 9.6.5 Tremor Video Recent Developments
- 9.7 Alibaba
  - 9.7.1 Alibaba Programmatic AD Spending Basic Information
  - 9.7.2 Alibaba Programmatic AD Spending Product Overview
  - 9.7.3 Alibaba Programmatic AD Spending Product Market Performance
  - 9.7.4 Alibaba Business Overview
  - 9.7.5 Alibaba Recent Developments
- 9.8 Baidu
  - 9.8.1 Baidu Programmatic AD Spending Basic Information
  - 9.8.2 Baidu Programmatic AD Spending Product Overview
  - 9.8.3 Baidu Programmatic AD Spending Product Market Performance

9.8.4 Baidu Business Overview

9.8.5 Baidu Recent Developments

9.9 Tencent

9.9.1 Tencent Programmatic AD Spending Basic Information

9.9.2 Tencent Programmatic AD Spending Product Overview

9.9.3 Tencent Programmatic AD Spending Product Market Performance

9.9.4 Tencent Business Overview

9.9.5 Tencent Recent Developments

9.10 Kantar Media

9.10.1 Kantar Media Programmatic AD Spending Basic Information

9.10.2 Kantar Media Programmatic AD Spending Product Overview

9.10.3 Kantar Media Programmatic AD Spending Product Market Performance

9.10.4 Kantar Media Business Overview

9.10.5 Kantar Media Recent Developments

## **10 PROGRAMMATIC AD SPENDING REGIONAL MARKET FORECAST**

10.1 Global Programmatic AD Spending Market Size Forecast

10.2 Global Programmatic AD Spending Market Forecast by Region

10.2.1 North America Market Size Forecast by Country

10.2.2 Europe Programmatic AD Spending Market Size Forecast by Country

10.2.3 Asia Pacific Programmatic AD Spending Market Size Forecast by Region

10.2.4 South America Programmatic AD Spending Market Size Forecast by Country

10.2.5 Middle East and Africa Forecasted Consumption of Programmatic AD Spending by Country

## **11 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2030)**

11.1 Global Programmatic AD Spending Market Forecast by Type (2025-2030)

11.2 Global Programmatic AD Spending Market Forecast by Application (2025-2030)

## **12 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. Programmatic AD Spending Market Size Comparison by Region (M USD)

Table 5. Global Programmatic AD Spending Revenue (M USD) by Company  
(2019-2024)

Table 6. Global Programmatic AD Spending Revenue Share by Company (2019-2024)

Table 7. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in  
Programmatic AD Spending as of 2022)

Table 8. Company Programmatic AD Spending Market Size Sites and Area Served

Table 9. Company Programmatic AD Spending Product Type

Table 10. Global Programmatic AD Spending Company Market Concentration Ratio  
(CR5 and HHI)

Table 11. Mergers & Acquisitions, Expansion Plans

Table 12. Value Chain Map of Programmatic AD Spending

Table 13. Midstream Market Analysis

Table 14. Downstream Customer Analysis

Table 15. Key Development Trends

Table 16. Driving Factors

Table 17. Programmatic AD Spending Market Challenges

Table 18. Global Programmatic AD Spending Market Size by Type (M USD)

Table 19. Global Programmatic AD Spending Market Size (M USD) by Type  
(2019-2024)

Table 20. Global Programmatic AD Spending Market Size Share by Type (2019-2024)

Table 21. Global Programmatic AD Spending Market Size Growth Rate by Type  
(2019-2024)

Table 22. Global Programmatic AD Spending Market Size by Application

Table 23. Global Programmatic AD Spending Market Size by Application (2019-2024) &  
(M USD)

Table 24. Global Programmatic AD Spending Market Share by Application (2019-2024)

Table 25. Global Programmatic AD Spending Market Size Growth Rate by Application  
(2019-2024)

Table 26. Global Programmatic AD Spending Market Size by Region (2019-2024) & (M  
USD)

Table 27. Global Programmatic AD Spending Market Size Market Share by Region

(2019-2024)

Table 28. North America Programmatic AD Spending Market Size by Country (2019-2024) & (M USD)

Table 29. Europe Programmatic AD Spending Market Size by Country (2019-2024) & (M USD)

Table 30. Asia Pacific Programmatic AD Spending Market Size by Region (2019-2024) & (M USD)

Table 31. South America Programmatic AD Spending Market Size by Country (2019-2024) & (M USD)

Table 32. Middle East and Africa Programmatic AD Spending Market Size by Region (2019-2024) & (M USD)

Table 33. Facebook Programmatic AD Spending Basic Information

Table 34. Facebook Programmatic AD Spending Product Overview

Table 35. Facebook Programmatic AD Spending Revenue (M USD) and Gross Margin (2019-2024)

Table 36. Facebook Programmatic AD Spending SWOT Analysis

Table 37. Facebook Business Overview

Table 38. Facebook Recent Developments

Table 39. Google Programmatic AD Spending Basic Information

Table 40. Google Programmatic AD Spending Product Overview

Table 41. Google Programmatic AD Spending Revenue (M USD) and Gross Margin (2019-2024)

Table 42. Facebook Programmatic AD Spending SWOT Analysis

Table 43. Google Business Overview

Table 44. Google Recent Developments

Table 45. ONE by AOL Programmatic AD Spending Basic Information

Table 46. ONE by AOL Programmatic AD Spending Product Overview

Table 47. ONE by AOL Programmatic AD Spending Revenue (M USD) and Gross Margin (2019-2024)

Table 48. Facebook Programmatic AD Spending SWOT Analysis

Table 49. ONE by AOL Business Overview

Table 50. ONE by AOL Recent Developments

Table 51. BrightRoll Programmatic AD Spending Basic Information

Table 52. BrightRoll Programmatic AD Spending Product Overview

Table 53. BrightRoll Programmatic AD Spending Revenue (M USD) and Gross Margin (2019-2024)

Table 54. BrightRoll Business Overview

Table 55. BrightRoll Recent Developments

Table 56. SpotX Programmatic AD Spending Basic Information

- Table 57. SpotX Programmatic AD Spending Product Overview
- Table 58. SpotX Programmatic AD Spending Revenue (M USD) and Gross Margin (2019-2024)
- Table 59. SpotX Business Overview
- Table 60. SpotX Recent Developments
- Table 61. Tremor Video Programmatic AD Spending Basic Information
- Table 62. Tremor Video Programmatic AD Spending Product Overview
- Table 63. Tremor Video Programmatic AD Spending Revenue (M USD) and Gross Margin (2019-2024)
- Table 64. Tremor Video Business Overview
- Table 65. Tremor Video Recent Developments
- Table 66. Alibaba Programmatic AD Spending Basic Information
- Table 67. Alibaba Programmatic AD Spending Product Overview
- Table 68. Alibaba Programmatic AD Spending Revenue (M USD) and Gross Margin (2019-2024)
- Table 69. Alibaba Business Overview
- Table 70. Alibaba Recent Developments
- Table 71. Baidu Programmatic AD Spending Basic Information
- Table 72. Baidu Programmatic AD Spending Product Overview
- Table 73. Baidu Programmatic AD Spending Revenue (M USD) and Gross Margin (2019-2024)
- Table 74. Baidu Business Overview
- Table 75. Baidu Recent Developments
- Table 76. Tencent Programmatic AD Spending Basic Information
- Table 77. Tencent Programmatic AD Spending Product Overview
- Table 78. Tencent Programmatic AD Spending Revenue (M USD) and Gross Margin (2019-2024)
- Table 79. Tencent Business Overview
- Table 80. Tencent Recent Developments
- Table 81. Kantar Media Programmatic AD Spending Basic Information
- Table 82. Kantar Media Programmatic AD Spending Product Overview
- Table 83. Kantar Media Programmatic AD Spending Revenue (M USD) and Gross Margin (2019-2024)
- Table 84. Kantar Media Business Overview
- Table 85. Kantar Media Recent Developments
- Table 86. Global Programmatic AD Spending Market Size Forecast by Region (2025-2030) & (M USD)
- Table 87. North America Programmatic AD Spending Market Size Forecast by Country (2025-2030) & (M USD)

Table 88. Europe Programmatic AD Spending Market Size Forecast by Country (2025-2030) & (M USD)

Table 89. Asia Pacific Programmatic AD Spending Market Size Forecast by Region (2025-2030) & (M USD)

Table 90. South America Programmatic AD Spending Market Size Forecast by Country (2025-2030) & (M USD)

Table 91. Middle East and Africa Programmatic AD Spending Market Size Forecast by Country (2025-2030) & (M USD)

Table 92. Global Programmatic AD Spending Market Size Forecast by Type (2025-2030) & (M USD)

Table 93. Global Programmatic AD Spending Market Size Forecast by Application (2025-2030) & (M USD)

## List Of Figures

### LIST OF FIGURES

- Figure 1. Industrial Chain of Programmatic AD Spending
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Programmatic AD Spending Market Size (M USD), 2019-2030
- Figure 5. Global Programmatic AD Spending Market Size (M USD) (2019-2030)
- Figure 6. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 8. Evaluation Matrix of Regional Market Development Potential
- Figure 9. Programmatic AD Spending Market Size by Country (M USD)
- Figure 10. Global Programmatic AD Spending Revenue Share by Company in 2023
- Figure 11. Programmatic AD Spending Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2023
- Figure 12. The Global 5 and 10 Largest Players: Market Share by Programmatic AD Spending Revenue in 2023
- Figure 13. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 14. Global Programmatic AD Spending Market Share by Type
- Figure 15. Market Size Share of Programmatic AD Spending by Type (2019-2024)
- Figure 16. Market Size Market Share of Programmatic AD Spending by Type in 2022
- Figure 17. Global Programmatic AD Spending Market Size Growth Rate by Type (2019-2024)
- Figure 18. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 19. Global Programmatic AD Spending Market Share by Application
- Figure 20. Global Programmatic AD Spending Market Share by Application (2019-2024)
- Figure 21. Global Programmatic AD Spending Market Share by Application in 2022
- Figure 22. Global Programmatic AD Spending Market Size Growth Rate by Application (2019-2024)
- Figure 23. Global Programmatic AD Spending Market Size Market Share by Region (2019-2024)
- Figure 24. North America Programmatic AD Spending Market Size and Growth Rate (2019-2024) & (M USD)
- Figure 25. North America Programmatic AD Spending Market Size Market Share by Country in 2023
- Figure 26. U.S. Programmatic AD Spending Market Size and Growth Rate (2019-2024) & (M USD)
- Figure 27. Canada Programmatic AD Spending Market Size (M USD) and Growth Rate



(2019-2024)

Figure 28. Mexico Programmatic AD Spending Market Size (Units) and Growth Rate (2019-2024)

Figure 29. Europe Programmatic AD Spending Market Size and Growth Rate (2019-2024) & (M USD)

Figure 30. Europe Programmatic AD Spending Market Size Market Share by Country in 2023

Figure 31. Germany Programmatic AD Spending Market Size and Growth Rate (2019-2024) & (M USD)

Figure 32. France Programmatic AD Spending Market Size and Growth Rate (2019-2024) & (M USD)

Figure 33. U.K. Programmatic AD Spending Market Size and Growth Rate (2019-2024) & (M USD)

Figure 34. Italy Programmatic AD Spending Market Size and Growth Rate (2019-2024) & (M USD)

Figure 35. Russia Programmatic AD Spending Market Size and Growth Rate (2019-2024) & (M USD)

Figure 36. Asia Pacific Programmatic AD Spending Market Size and Growth Rate (M USD)

Figure 37. Asia Pacific Programmatic AD Spending Market Size Market Share by Region in 2023

Figure 38. China Programmatic AD Spending Market Size and Growth Rate (2019-2024) & (M USD)

Figure 39. Japan Programmatic AD Spending Market Size and Growth Rate (2019-2024) & (M USD)

Figure 40. South Korea Programmatic AD Spending Market Size and Growth Rate (2019-2024) & (M USD)

Figure 41. India Programmatic AD Spending Market Size and Growth Rate (2019-2024) & (M USD)

Figure 42. Southeast Asia Programmatic AD Spending Market Size and Growth Rate (2019-2024) & (M USD)

Figure 43. South America Programmatic AD Spending Market Size and Growth Rate (M USD)

Figure 44. South America Programmatic AD Spending Market Size Market Share by Country in 2023

Figure 45. Brazil Programmatic AD Spending Market Size and Growth Rate (2019-2024) & (M USD)

Figure 46. Argentina Programmatic AD Spending Market Size and Growth Rate (2019-2024) & (M USD)

Figure 47. Columbia Programmatic AD Spending Market Size and Growth Rate (2019-2024) & (M USD)

Figure 48. Middle East and Africa Programmatic AD Spending Market Size and Growth Rate (M USD)

Figure 49. Middle East and Africa Programmatic AD Spending Market Size Market Share by Region in 2023

Figure 50. Saudi Arabia Programmatic AD Spending Market Size and Growth Rate (2019-2024) & (M USD)

Figure 51. UAE Programmatic AD Spending Market Size and Growth Rate (2019-2024) & (M USD)

Figure 52. Egypt Programmatic AD Spending Market Size and Growth Rate (2019-2024) & (M USD)

Figure 53. Nigeria Programmatic AD Spending Market Size and Growth Rate (2019-2024) & (M USD)

Figure 54. South Africa Programmatic AD Spending Market Size and Growth Rate (2019-2024) & (M USD)

Figure 55. Global Programmatic AD Spending Market Size Forecast by Value (2019-2030) & (M USD)

Figure 56. Global Programmatic AD Spending Market Share Forecast by Type (2025-2030)

Figure 57. Global Programmatic AD Spending Market Share Forecast by Application (2025-2030)

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