

Global Digital Technology Advertising Products Market 2023 by Company, Regions, Type and Application, Forecast to 2029

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Abstracts

According to our (Global Info Research) latest study, the global Digital Technology Advertising Products market size was valued at USD 4397.7 million in 2022 and is forecast to a readjusted size of USD 6297.6 million by 2029 with a CAGR of 5.3% during review period.

Advertising technology (AdTech) is an umbrella term that refers to the tools and software advertisers use to reach audiences, run digital ad campaigns, and measure the effectiveness of digital ad campaigns. As the process of buying and selling digital ads has become more complex, ad tech has emerged to simplify the process. Common ad tech tools such as demand-side platforms are the integration of a set of technologies that allow advertisers to buy impressions and select audiences across numerous publisher sites. Now, ad technology enables advertisers and ad agencies to efficiently manage integrated ad campaigns. It also enables brands to get the most out of their budgets and helps maximize return on investment (ROI) on digital advertising. Ultimately, the ad tech environment enables advertisers to strategically plan and optimize their ad campaigns.

As an important force driving a new round of scientific and technological revolution, many countries have elevated its development to a national strategic level and encouraged industrial development from both policy support and capital investment. The 'Digital Europe' plan adopted by the EU is expected to allocate 9.2 billion euros, focusing on strategic investments in supercomputing, artificial intelligence, network security and other fields. In order to maintain its leading position, the United States will increase its investment in artificial intelligence research and development in non-defense fields to US\$1.7 billion in 2022. According to the latest data released by IDC,

global artificial intelligence revenue will reach US\$432.8 billion in 2022, a year-on-year increase of 19.6%, including software, hardware and services. China and the United States are the leading countries in the global AI industry. On the 2022 AI 100 list released by CB Insights, the United States ranks first in the number of companies, with more than 70 companies; followed by the United Kingdom, with 8 companies on the list; China and Canada each have 5 companies on the list. According to data from the China Academy of Information and Communications Technology, the scale of China's core artificial intelligence industry will reach 508 billion yuan in 2022, a year-on-year increase of 18%. From 2013 to November 2022, the global cumulative number of artificial intelligence invention patent applications reached 729,000, and China's cumulative number of applications reached 389,000, accounting for 53.4%; the global cumulative number of artificial intelligence invention patent authorizations reached 244,000, and China's cumulative number of authorizations The number of items reached 102,000, accounting for 41.7%. However, the '2021 Global Artificial Intelligence Innovation Index Report' released by the China Academy of Scientific and Technological Information shows that the comprehensive strength of the United States is still far ahead. The number of artificial intelligence companies in the United States is about 4,670, while China only has 880. China's data centers are less than 1/20 of those in the United States, and the scale of its artificial intelligence industry is about one-third of that of the United States.

The Global Info Research report includes an overview of the development of the Digital Technology Advertising Products industry chain, the market status of Ads Setting (On-Premise, Cloud-Based), Data Analytics (On-Premise, Cloud-Based), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Digital Technology Advertising Products.

Regionally, the report analyzes the Digital Technology Advertising Products markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Digital Technology Advertising Products market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Digital Technology Advertising Products market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics,

trends, challenges, and opportunities within the Digital Technology Advertising Products industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., On-Premise, Cloud-Based).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Digital Technology Advertising Products market.

Regional Analysis: The report involves examining the Digital Technology Advertising Products market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Digital Technology Advertising Products market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Digital Technology Advertising Products:

Company Analysis: Report covers individual Digital Technology Advertising Products players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Digital Technology Advertising Products This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Ads Setting, Data Analytics).

Technology Analysis: Report covers specific technologies relevant to Digital Technology Advertising Products. It assesses the current state, advancements, and potential future

developments in Digital Technology Advertising Products areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Digital Technology Advertising Products market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Digital Technology Advertising Products market is split by Type and by Application. For the period 2018-2029, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

Market segment by Type

On-Premise

Cloud-Based

Market segment by Application

Ads Setting

Data Analytics

Yield Management

Others

Market segment by players, this report covers

Adform

Adobe

AdRoll

Amazon (AWS)

AT&T (WarnerMedia)

CAKE

Choozle

Criteo

Google

LiveIntent

Marin Software

MediaMath

Quantcast

Singapore Telecommunications (Amobee)

Sovrn

The Search Monitor

The Trade Desk

Verizon (Verizon Media)

Verve

Market segment by regions, regional analysis covers

North America (United States, Canada, and Mexico)

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

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

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

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Digital Technology Advertising Products product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Digital Technology Advertising Products, with revenue, gross margin and global market share of Digital Technology Advertising Products from 2018 to 2023.

Chapter 3, the Digital Technology Advertising Products competitive situation, revenue and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and application, with consumption value and growth rate by Type, application, from 2018 to 2029.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2018 to 2023. and Digital Technology Advertising Products market forecast, by regions, type and application, with consumption value, from 2024 to 2029.

Chapter 11, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Digital Technology Advertising Products.

Chapter 13, to describe Digital Technology Advertising Products research findings and

conclusion.

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