

Global Digital Technology Advertising Products Supply, Demand and Key Producers, 2023-2029

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Abstracts

The global Digital Technology Advertising Products market size is expected to reach \$ 6297.6 million by 2029, rising at a market growth of 5.3% CAGR during the forecast period (2023-2029).

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.

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.

This report studies the global Digital Technology Advertising Products demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Digital Technology Advertising Products, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2022 as the base year. This report explores demand trends and competition, as well as details the characteristics of Digital Technology Advertising Products that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Digital Technology Advertising Products total market, 2018-2029, (USD Million)

Global Digital Technology Advertising Products total market by region & country, CAGR, 2018-2029, (USD Million)

U.S. VS China: Digital Technology Advertising Products total market, key domestic companies and share, (USD Million)

Global Digital Technology Advertising Products revenue by player and market share

2018-2023, (USD Million)

Global Digital Technology Advertising Products total market by Type, CAGR, 2018-2029, (USD Million)

Global Digital Technology Advertising Products total market by Application, CAGR, 2018-2029, (USD Million).

This reports profiles major players in the global Digital Technology Advertising Products market based on the following parameters – company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Adform, Adobe, AdRoll, Amazon (AWS), AT&T (WarnerMedia), CAKE, Choozle, Criteo and Google, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Digital Technology Advertising Products market.

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2018-2029 by year with 2022 as the base year, 2023 as the estimate year, and 2024-2029 as the forecast year.

Global Digital Technology Advertising Products Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Digital Technology Advertising Products Market, Segmentation by Type

On-Premise

Cloud-Based

Global Digital Technology Advertising Products Market, Segmentation by Application

Ads Setting

Data Analytics

Yield Management

Others

Companies Profiled:

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

Key Questions Answered

1. How big is the global Digital Technology Advertising Products market?
2. What is the demand of the global Digital Technology Advertising Products market?
3. What is the year over year growth of the global Digital Technology Advertising Products market?
4. What is the total value of the global Digital Technology Advertising Products market?
5. Who are the major players in the global Digital Technology Advertising Products

market?

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