

# Global Programmatic Advertising Display Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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## Abstracts

According to our (Global Info Research) latest study, the global Programmatic Advertising Display market size was valued at USD million in 2023 and is forecast to a readjusted size of USD million by 2030 with a CAGR of % during review period.

Programmatic paid advertising solutions offer an automated way to serve up tailored content to targeted individuals within a defined budget. For marketers, it promises a way to get more from your online digital marketing budget.

With the introduction of newer platforms such as online and mobile devices for video consumption, video advertising has facilitated companies to connect with their audience on a more personal level. Though the lack of premium inventory brands made it difficult for brands to invest on programmatic video advertising, the growth in automated guaranteed and invitation-only auctions, will fuel the demand for video advertising during the forecast period.

The Global Info Research report includes an overview of the development of the Programmatic Advertising Display industry chain, the market status of Desktop Banners (Mobile Devices, Desktop), Mobile Banners (Mobile Devices, Desktop), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Programmatic Advertising Display.

Regionally, the report analyzes the Programmatic Advertising Display 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 Programmatic Advertising Display market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the Programmatic Advertising Display 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 Programmatic Advertising Display 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., Mobile Devices, Desktop).

**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 Programmatic Advertising Display market.

**Regional Analysis:** The report involves examining the Programmatic Advertising Display 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 Programmatic Advertising Display market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Programmatic Advertising Display:

**Company Analysis:** Report covers individual Programmatic Advertising Display 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 Programmatic Advertising Display. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Desktop Banners, Mobile Banners).

**Technology Analysis:** Report covers specific technologies relevant to Programmatic Advertising Display. It assesses the current state, advancements, and potential future developments in Programmatic Advertising Display areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Programmatic Advertising Display 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

Programmatic Advertising Display market is split by Type and by Application. For the period 2019-2030, 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

Mobile Devices

Desktop

### Market segment by Application

Desktop Banners

Mobile Banners

Desktop Videos

## Mobile Videos

Market segment by players, this report covers

AOL

BrightRoll

SpotXchange

Tremor Video

TubeMogul

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 Programmatic Advertising Display product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Programmatic Advertising Display, with revenue, gross margin and global market share of Programmatic Advertising Display from 2019 to 2024.

Chapter 3, the Programmatic Advertising Display 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 2019 to 2030.

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 2019 to 2024. and Programmatic Advertising Display market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

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 Programmatic Advertising Display.

Chapter 13, to describe Programmatic Advertising Display research findings and conclusion.

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