

# Global Programmatic Display Advertising Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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## Abstracts

Programmatic display advertising helps automate the decision-making process of media buying by targeting specific audiences and demographics.

Scope of the Report:

Programmatic ads are placed using artificial intelligence (AI) and real-time bidding (RTB) for online display, social media advertising, mobile and video campaigns, and is expanding to traditional TV advertising marketplaces.

The global Programmatic Display Advertising market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Programmatic Display Advertising.

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

This report studies the Programmatic Display Advertising market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Programmatic Display Advertising market by product type and applications/end industries.

Market Segment by Companies, this report covers

Facebook

Google (DoubleClick)

Alibaba

Adobe Systems Incorporated

Tencent

AppNexus

Amazon

JD.com

Yahoo

Verizon Communications

eBay

Booking

Expedia

MediaMath

Baidu

Rakuten

Rocket Fuel

The Trade Desk

Adroll

Sina

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

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

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Real Time Bidding

Private Marketplace

Automated Guaranteed

Market Segment by Applications, can be divided into

E-commerce Ads

Travel Ads

Game Ads

Others

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