

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

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## Abstracts

Programmatic Advertising is the automation of the buying and selling of desktop display, video, FBX, and mobile ads using real-time-bidding. Programmatic describes how online campaigns are booked, flighted, analyzed, and optimized via demand-side software (DSP) interfaces and algorithms.

Scope of the Report:

This report studies the Programmatic Display 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 market by product type and applications/end industries.

Programmatic advertising sprang to life as an automated way to buy and sell ad inventory through exchanges that connect advertisers to publishers. The exchanges started with search, but today they cover all channels, from display, social, and mobile to television, radio, and outdoor.

With growing market for mobile phones, wide utilization of mobile advertising is witnessed, coupled with surging demand for more sophisticated technology. Emergence of tools to monitor & measure relevant data on mobile devices is influencing bright prospects for programmatic mobile video. There has been a wide adoption of digital technologies & devices for innovation in business processes and revenue producing opportunities. In addition, several government and international events have generated an incremental online advertising spending, which in turn has influenced adoption of programmatic advertisements. The aforementioned factors are expected to fuel growth

of the market during the forecast period. In addition, social media marketers are running more effective campaigns through automated buying, reaching precise audiences with highly relevant messages. This is further estimated to propel market growth.

The global Programmatic Display market is valued at 84600 million USD in 2017 and is expected to reach 244100 million USD by the end of 2023, growing at a CAGR of 19.3% 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.

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%.

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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