

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

<https://marketpublishers.com/r/G0A924639C4EN.html>

Date: January 2024

Pages: 123

Price: US\$ 3,480.00 (Single User License)

ID: G0A924639C4EN

Abstracts

According to our (Global Info Research) latest study, the global Programmatic Display market size was valued at USD 177510 million in 2023 and is forecast to a readjusted size of USD 518770 million by 2030 with a CAGR of 16.6% during review period.

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.

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.

Global Programmatic Display key players include Facebook, Google (DoubleClick), Amazon, Alibaba, Tencent, etc. Global top five manufacturers hold a share about 55%.

North America is the largest market, with a share about 55%, followed by Europe and Asia-Pacific, both have a share over 40 percent.

In terms of product, Real Time Bidding (RTB) is the largest segment, with a share over 50%. And in terms of application, the largest application is E-commerce Ads, followed by Travel Ads.

The Global Info Research report includes an overview of the development of the

Programmatic Display industry chain, the market status of E-commerce Ads (Real Time Bidding (RTB), Programmatic Direct), Travel Ads (Real Time Bidding (RTB), Programmatic Direct), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Programmatic Display.

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

Key Features:

The report presents comprehensive understanding of the Programmatic 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 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., Real Time Bidding (RTB), Programmatic Direct).

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 Display market.

Regional Analysis: The report involves examining the Programmatic 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 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 Display:

Company Analysis: Report covers individual Programmatic 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 Display. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (E-commerce Ads, Travel Ads).

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

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

Real Time Bidding (RTB)

Programmatic Direct

Private Exchange Buying (PMP)

Market segment by Application

E-commerce Ads

Travel Ads

Game Ads

Others

Market segment by players, this report covers

Facebook

Google (DoubleClick)

Amazon

Alibaba

Adobe Systems Incorporated

Tencent

Baidu

ByteDance

Verizon Communications

eBay

Expedia

MediaMath

The Trade Desk

Xandr

Rakuten

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

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

Chapter 3, the Programmatic 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 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 Display.

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

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