

Global Real-time Bidding (RTB) Market 2022 by Company, Regions, Type and Application, Forecast to 2028

<https://marketpublishers.com/r/GC2B53A0C18EN.html>

Date: February 2022

Pages: 112

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

ID: GC2B53A0C18EN

Abstracts

The Real-time Bidding (RTB) market report provides a detailed analysis of global market size, regional and country-level market size, segmentation market growth, market share, competitive Landscape, sales analysis, impact of domestic and global market players, value chain optimization, trade regulations, recent developments, opportunities analysis, strategic market growth analysis, product launches, area marketplace expanding, and technological innovations.

According to our (Global Info Research) latest study, due to COVID-19 pandemic, the global Real-time Bidding (RTB) market size is estimated to be worth US\$ 9804.4 million in 2021 and is forecast to a readjusted size of USD 22590 million by 2028 with a CAGR of 12.7% during review period. Media and Entertainment accounting for % of the Real-time Bidding (RTB) global market in 2021, is projected to value USD million by 2028, growing at a % CAGR in next six years. While Open Auction segment is altered to a % CAGR between 2022 and 2028.

Global key companies of Real-time Bidding (RTB) include Google, WPP, Adobe, Facebook, and Twitter (Mopub), etc. In terms of revenue, the global top four players hold a share over % in 2021.

Market segmentation

Real-time Bidding (RTB) market is split by Type and by Application. For the period 2017-2028, the growth among segments provide accurate calculations and forecasts for revenue by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type, covers

Open Auction

Invited Auction

Market segment by Application, can be divided into

Media and Entertainment

Games

Retail and Ecommerce

Others

Market segment by players, this report covers

Google

WPP

Adobe

Facebook

Twitter (Mopub)

Verizon Media

Criteo

Smaato

Yandex

Rubicon Project

Pubmatic

Salesforce

Mediamath

Appnexus (A Xandr Company)

Platform One

Match2one

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, 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 12 chapters:

Chapter 1, to describe Real-time Bidding (RTB) product scope, market overview, market opportunities, market driving force and market risks.

Chapter 2, to profile the top players of Real-time Bidding (RTB), with revenue, gross margin and global market share of Real-time Bidding (RTB) from 2019 to 2022.

Chapter 3, the Real-time Bidding (RTB) 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 revenue and growth rate by Type, application, from 2017 to 2028.

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 2017 to 2022. and Real-time Bidding (RTB) market forecast, by regions, type and application, with revenue, from 2023 to 2028.

Chapter 11 and 12, to describe Real-time Bidding (RTB) research findings and conclusion, appendix and data source.

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