

Global Real-time Bidding (RTB) Platform Market 2023 by Company, Regions, Type and Application, Forecast to 2029

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Abstracts

According to our (Global Info Research) latest study, the global Real-time Bidding (RTB) Platform market size was valued at USD million in 2022 and is forecast to a readjusted size of USD million by 2029 with a CAGR of % during review period. The influence of COVID-19 and the Russia-Ukraine War were considered while estimating market sizes.

This report is a detailed and comprehensive analysis for global Real-time Bidding (RTB) Platform market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2023, are provided.

Key Features:

Global Real-time Bidding (RTB) Platform market size and forecasts, in consumption value (\$ Million), 2018-2029

Global Real-time Bidding (RTB) Platform market size and forecasts by region and country, in consumption value (\$ Million), 2018-2029

Global Real-time Bidding (RTB) Platform market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2018-2029

Global Real-time Bidding (RTB) Platform market shares of main players, in revenue (\$

Million), 2018-2023

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Real-time Bidding (RTB) Platform

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Real-time Bidding (RTB) Platform market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Ad Colony, Ads Compass, Imonomy, LiveIntent and Magnite, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals, COVID-19 and Russia-Ukraine War Influence.

Market segmentation

Real-time Bidding (RTB) Platform market is split by Type and by Application. For the period 2018-2029, the growth among segments provide accurate calculations and forecasts for consumption value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Publisher Platform

Advertiser Platform

Advertising Exchange Platform

Market segment by Application

Media and Entertainment

Games

Retail and E-Commerce

Travel and Luxury

Mobile Apps

Other

Market segment by players, this report covers

Ad Colony

Ads Compass

Imonomy

LiveIntent

Magnite

OutBrain

Smaato

Splicky

OpenX

Xandr

Ad Pushup

GetGeoFencing

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 Real-time Bidding (RTB) Platform product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Real-time Bidding (RTB) Platform, with revenue, gross margin and global market share of Real-time Bidding (RTB) Platform from 2018 to 2023.

Chapter 3, the Real-time Bidding (RTB) Platform 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 2018 to 2029.

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 2018 to 2023. and Real-time Bidding (RTB) Platform market forecast, by regions, type and application, with consumption value, from 2024 to 2029.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis, and Influence of COVID-19 and Russia-Ukraine War

Chapter 12, the key raw materials and key suppliers, and industry chain of Real-time Bidding (RTB) Platform.

Chapter 13, to describe Real-time Bidding (RTB) Platform research findings and conclusion.

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