

Global Real-time Bidding (RTB) Platform Supply, Demand and Key Producers, 2023-2029

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Abstracts

The global Real-time Bidding (RTB) Platform market size is expected to reach \$ million by 2029, rising at a market growth of % CAGR during the forecast period (2023-2029).

This report studies the global Real-time Bidding (RTB) Platform demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Real-time Bidding (RTB) Platform, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2022 as the base year. This report explores demand trends and competition, as well as details the characteristics of Real-time Bidding (RTB) Platform that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Real-time Bidding (RTB) Platform total market, 2018-2029, (USD Million)

Global Real-time Bidding (RTB) Platform total market by region & country, CAGR, 2018-2029, (USD Million)

U.S. VS China: Real-time Bidding (RTB) Platform total market, key domestic companies and share, (USD Million)

Global Real-time Bidding (RTB) Platform revenue by player and market share 2018-2023, (USD Million)

Global Real-time Bidding (RTB) Platform total market by Type, CAGR, 2018-2029,

(USD Million)

Global Real-time Bidding (RTB) Platform total market by Application, CAGR, 2018-2029, (USD Million)

This reports profiles major players in the global Real-time Bidding (RTB) Platform market based on the following parameters – company overview, revenue, 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, Magnite, OutBrain, Smaato, Splicky and OpenX, etc.

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

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Real-time Bidding (RTB) Platform market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2018-2029 by year with 2022 as the base year, 2023 as the estimate year, and 2024-2029 as the forecast year.

Global Real-time Bidding (RTB) Platform Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Real-time Bidding (RTB) Platform Market, Segmentation by Type

Publisher Platform

Advertiser Platform

Advertising Exchange Platform

Global Real-time Bidding (RTB) Platform Market, Segmentation by Application

Media and Entertainment

Games

Retail and E-Commerce

Travel and Luxury

Mobile Apps

Other

Companies Profiled:

Ad Colony

Ads Compass

Imonomy

LiveIntent

Magnite

OutBrain

Smaato

Splicky

OpenX

Xandr

Ad Pushup

GetGeoFencing

Key Questions Answered

1. How big is the global Real-time Bidding (RTB) Platform market?
2. What is the demand of the global Real-time Bidding (RTB) Platform market?
3. What is the year over year growth of the global Real-time Bidding (RTB) Platform market?
4. What is the total value of the global Real-time Bidding (RTB) Platform market?
5. Who are the major players in the global Real-time Bidding (RTB) Platform market?
6. What are the growth factors driving the market demand?

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