

# **Real-Time Bidding Market Report by Auction Type (Open Auction, Invitation-Auction), Advertisement Format (Video, Image), Application (Media & Entertainment, Retail and E-commerce, Games, Travel & Luxury, Mobile Applications, and Others), Device (Mobile, Desktop, and Others), and Region 2024-2032**

<https://marketpublishers.com/r/R951C5AA07D2EN.html>

Date: April 2024

Pages: 137

Price: US\$ 3,899.00 (Single User License)

ID: R951C5AA07D2EN

## **Abstracts**

The global real-time bidding market size reached US\$ 15.8 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 81.1 Billion by 2032, exhibiting a growth rate (CAGR) of 19.4% during 2024-2032.

Real-time bidding (RTB) refers to the process of buying and selling online advertisements, impressions or views through live, automated auctions. It is a crucial component of programmatic buying, where once the buyer wins an auction, his/her advertisement is instantly displayed on the publisher's website. Instead of inventory-centric and bulk buying, real-time bidding mimics the functioning of the stock exchange and uses computer-based algorithms to make the trade in milliseconds. It enhances the effectiveness of advertising campaigns by analyzing demographics and behavioral data obtained from the internet, thus aiding in improved attribution accuracy, and greater transparency and profit margins, while reducing media wastage and overall costs.

### **Real-Time Bidding Market Trends:**

The key factors driving the growth of the market include the proliferation of various social media platforms and the rapidly increasing number of internet users across the globe. The thriving e-commerce and retail industries are also providing a boost to the market. Consumers are increasingly spending time surfing the internet and watching online content through smartphones, computers and laptops. This has encouraged the

advertisers to invest in RTB video ads, as they are proving to be a powerful tool to engage the target audience. Additionally, increasing service adoption by businesses to display personalized ads to individual users according to their online activity is also creating a positive impact on the market. Advertisers can buy and sell individual page views in real-time to enhance their campaign efficiency and brand awareness. Moreover, the integration of digital marketing, machine learning (ML) and artificial intelligence (AI) techniques with the bidding software is projected to drive the market further. Other factors, such as significant growth and advancements in the media and entertainment industry, along with the rising trend of digital marketing, are also creating a positive outlook for the market.

IMARC Group's latest report provides a deep insight into the global real-time bidding market covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc. This report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the real-time bidding market in any manner.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global real-time bidding market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on auction type, advertisement format, application and device.

#### Breakup by Auction Type:

Open Auction  
Invitation-Auction

#### Breakup by Advertisement Format:

Video  
Image

#### Breakup by Application:

Media & Entertainment  
Retail and E-commerce

Games  
Travel & Luxury  
Mobile Applications  
Others

Breakup by Device:

Mobile  
Desktop  
Others

Breakup by Region:

North America  
United States  
Canada  
Asia Pacific  
China  
Japan  
India  
South Korea  
Australia  
Indonesia  
Others  
Europe  
Germany  
France  
United Kingdom  
Italy  
Spain  
Russia  
Others  
Latin America  
Brazil  
Mexico  
Argentina  
Colombia  
Chile  
Peru

Others

Middle East and Africa

Turkey

Saudi Arabia

Iran

United Arab Emirates

Others

Competitive Landscape:

The competitive landscape of the industry has also been examined with some of the key players being Adobe Inc., AppNexus Inc., Criteo SA, Facebook Inc., Google LLC, Match2One AB, MediaMath, Inc., MoPub/ Twitter, Inc., PubMatic, Inc., Salesforce.com, inc., Smaato, Inc., The Rubicon Project, Inc., Verizon Media, WPP plc, Yandex Europe AG.

Key Questions Answered in This Report

1. What was the size of the global real-time bidding market in 2023?
2. What is the expected growth rate of the global real-time bidding market during 2024-2032?
3. What are the key factors driving the global real-time bidding market?
4. What has been the impact of COVID-19 on the global real-time bidding market?
5. What is the breakup of the global real-time bidding market based on the auction type?
6. What is the breakup of the global real-time bidding market based on the advertisement format?
7. What is the breakup of the global real-time bidding market based on application?
8. What is the breakup of the global real-time bidding market based on the device?
9. What are the key regions in the global real-time bidding market?
10. Who are the key players/companies in the global real-time bidding market?

## Contents

### **1 PREFACE**

### **2 SCOPE AND METHODOLOGY**

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
  - 2.3.1 Primary Sources
  - 2.3.2 Secondary Sources
- 2.4 Market Estimation
  - 2.4.1 Bottom-Up Approach
  - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

### **3 EXECUTIVE SUMMARY**

### **4 INTRODUCTION**

- 4.1 Overview
- 4.2 Key Industry Trends

### **5 GLOBAL REAL-TIME BIDDING MARKET**

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

### **6 MARKET BREAKUP BY AUCTION TYPE**

- 6.1 Open Auction
  - 6.1.1 Market Trends
  - 6.1.2 Market Forecast
- 6.2 Invitation-Auction
  - 6.2.1 Market Trends
  - 6.2.2 Market Forecast

## **7 MARKET BREAKUP BY ADVERTISEMENT FORMAT**

### 7.1 Video

7.1.1 Market Trends

7.1.2 Market Forecast

### 7.2 Image

7.2.1 Market Trends

7.2.2 Market Forecast

## **8 MARKET BREAKUP BY APPLICATION**

### 8.1 Media & Entertainment

8.1.1 Market Trends

8.1.2 Market Forecast

### 8.2 Retail and E-commerce

8.2.1 Market Trends

8.2.2 Market Forecast

### 8.3 Games

8.3.1 Market Trends

8.3.2 Market Forecast

### 8.4 Travel & Luxury

8.4.1 Market Trends

8.4.2 Market Forecast

### 8.5 Mobile Applications

8.5.1 Market Trends

8.5.2 Market Forecast

### 8.6 Others

8.6.1 Market Trends

8.6.2 Market Forecast

## **9 MARKET BREAKUP BY DEVICE**

### 9.1 Mobile

9.1.1 Market Trends

9.1.2 Market Forecast

### 9.2 Desktop

9.2.1 Market Trends

9.2.2 Market Forecast

### 9.3 Others

9.3.1 Market Trends

9.3.2 Market Forecast

## **10 MARKET BREAKUP BY REGION**

10.1 North America

10.1.1 United States

10.1.1.1 Market Trends

10.1.1.2 Market Forecast

10.1.2 Canada

10.1.2.1 Market Trends

10.1.2.2 Market Forecast

10.2 Asia Pacific

10.2.1 China

10.2.1.1 Market Trends

10.2.1.2 Market Forecast

10.2.2 Japan

10.2.2.1 Market Trends

10.2.2.2 Market Forecast

10.2.3 India

10.2.3.1 Market Trends

10.2.3.2 Market Forecast

10.2.4 South Korea

10.2.4.1 Market Trends

10.2.4.2 Market Forecast

10.2.5 Australia

10.2.5.1 Market Trends

10.2.5.2 Market Forecast

10.2.6 Indonesia

10.2.6.1 Market Trends

10.2.6.2 Market Forecast

10.2.7 Others

10.2.7.1 Market Trends

10.2.7.2 Market Forecast

10.3 Europe

10.3.1 Germany

10.3.1.1 Market Trends

10.3.1.2 Market Forecast

10.3.2 France

- 10.3.2.1 Market Trends
- 10.3.2.2 Market Forecast
- 10.3.3 United Kingdom
  - 10.3.3.1 Market Trends
  - 10.3.3.2 Market Forecast
- 10.3.4 Italy
  - 10.3.4.1 Market Trends
  - 10.3.4.2 Market Forecast
- 10.3.5 Spain
  - 10.3.5.1 Market Trends
  - 10.3.5.2 Market Forecast
- 10.3.6 Russia
  - 10.3.6.1 Market Trends
  - 10.3.6.2 Market Forecast
- 10.3.7 Others
  - 10.3.7.1 Market Trends
  - 10.3.7.2 Market Forecast
- 10.4 Latin America
  - 10.4.1 Brazil
    - 10.4.1.1 Market Trends
    - 10.4.1.2 Market Forecast
  - 10.4.2 Mexico
    - 10.4.2.1 Market Trends
    - 10.4.2.2 Market Forecast
  - 10.4.3 Argentina
    - 10.4.3.1 Market Trends
    - 10.4.3.2 Market Forecast
  - 10.4.4 Colombia
    - 10.4.4.1 Market Trends
    - 10.4.4.2 Market Forecast
  - 10.4.5 Chile
    - 10.4.5.1 Market Trends
    - 10.4.5.2 Market Forecast
  - 10.4.6 Peru
    - 10.4.6.1 Market Trends
    - 10.4.6.2 Market Forecast
  - 10.4.7 Others
    - 10.4.7.1 Market Trends
    - 10.4.7.2 Market Forecast



## 10.5 Middle East and Africa

### 10.5.1 Turkey

#### 10.5.1.1 Market Trends

#### 10.5.1.2 Market Forecast

### 10.5.2 Saudi Arabia

#### 10.5.2.1 Market Trends

#### 10.5.2.2 Market Forecast

### 10.5.3 Iran

#### 10.5.3.1 Market Trends

#### 10.5.3.2 Market Forecast

### 10.5.4 United Arab Emirates

#### 10.5.4.1 Market Trends

#### 10.5.4.2 Market Forecast

### 10.5.5 Others

#### 10.5.5.1 Market Trends

#### 10.5.5.2 Market Forecast

## **11 SWOT ANALYSIS**

### 11.1 Overview

### 11.2 Strengths

### 11.3 Weaknesses

### 11.4 Opportunities

### 11.5 Threats

## **12 VALUE CHAIN ANALYSIS**

### 12.1 Overview

### 12.2 Inbound Logistics

### 12.3 Operations

### 12.4 Outbound Logistics

### 12.5 Marketing and Sales

### 12.6 Service

## **13 PORTERS FIVE FORCES ANALYSIS**

### 13.1 Overview

### 13.2 Bargaining Power of Buyers

### 13.3 Bargaining Power of Suppliers

- 13.4 Degree of Competition
- 13.5 Threat of New Entrants
- 13.6 Threat of Substitutes

## **14 PRICE INDICATORS**

## **15 COMPETITIVE LANDSCAPE**

### 15.1 Market Structure

### 15.2 Key Players

### 15.3 Profiles of Key Players

#### 15.3.1 Adobe Inc.

##### 15.3.1.1 Company Overview

##### 15.3.1.2 Product Portfolio

##### 15.3.1.3 Financials

##### 15.3.1.4 SWOT Analysis

#### 15.3.2 AppNexus Inc.

##### 15.3.2.1 Company Overview

##### 15.3.2.2 Product Portfolio

#### 15.3.3 Criteo SA

##### 15.3.3.1 Company Overview

##### 15.3.3.2 Product Portfolio

##### 15.3.3.3 Financials

#### 15.3.4 Facebook Inc.

##### 15.3.4.1 Company Overview

##### 15.3.4.2 Product Portfolio

#### 15.3.5 Google LLC

##### 15.3.5.1 Company Overview

##### 15.3.5.2 Product Portfolio

##### 15.3.5.3 SWOT Analysis

#### 15.3.6 Match2One AB

##### 15.3.6.1 Company Overview

##### 15.3.6.2 Product Portfolio

#### 15.3.7 MediaMath, Inc.

##### 15.3.7.1 Company Overview

##### 15.3.7.2 Product Portfolio

#### 15.3.8 MoPub/ Twitter, Inc.

##### 15.3.8.1 Company Overview

##### 15.3.8.2 Product Portfolio

- 15.3.9 PubMatic, Inc.
  - 15.3.9.1 Company Overview
  - 15.3.9.2 Product Portfolio
- 15.3.10 Salesforce.com, inc.
  - 15.3.10.1 Company Overview
  - 15.3.10.2 Product Portfolio
- 15.3.11 Smaato, Inc.
  - 15.3.11.1 Company Overview
  - 15.3.11.2 Product Portfolio
- 15.3.12 The Rubicon Project, Inc.
  - 15.3.12.1 Company Overview
  - 15.3.12.2 Product Portfolio
  - 15.3.12.3 Financials
- 15.3.13 Verizon Media
  - 15.3.13.1 Company Overview
  - 15.3.13.2 Product Portfolio
- 15.3.14 WPP plc
  - 15.3.14.1 Company Overview
  - 15.3.14.2 Product Portfolio
  - 15.3.14.3 Financials
  - 15.3.14.4 SWOT Analysis
- 15.3.15 Yandex Europe AG
  - 15.3.15.1 Company Overview
  - 15.3.15.2 Product Portfolio

## List Of Tables

### LIST OF TABLES

Table 1: Global: Real-Time Bidding Market: Key Industry Highlights, 2023 and 2032

Table 2: Global: Real-Time Bidding Market Forecast: Breakup by Auction Type (in Million US\$), 2024-2032

Table 3: Global: Real-Time Bidding Market Forecast: Breakup by Advertisement Format (in Million US\$), 2024-2032

Table 4: Global: Real-Time Bidding Market Forecast: Breakup by Application (in Million US\$), 2024-2032

Table 5: Global: Real-Time Bidding Market Forecast: Breakup by Device (in Million US\$), 2024-2032

Table 6: Global: Real-Time Bidding Market Forecast: Breakup by Region (in Million US\$), 2024-2032

Table 7: Global: Real-Time Bidding Market: Competitive Structure

Table 8: Global: Real-Time Bidding Market: Key Players

## List Of Figures

### LIST OF FIGURES

Figure 1: Global: Real-Time Bidding Market: Major Drivers and Challenges

Figure 2: Global: Real-Time Bidding Market: Sales Value (in Billion US\$), 2018-2023

Figure 3: Global: Real-Time Bidding Market: Breakup by Auction Type (in %), 2023

Figure 4: Global: Real-Time Bidding Market: Breakup by Advertisement Format (in %), 2023

Figure 5: Global: Real-Time Bidding Market: Breakup by Application (in %), 2023

Figure 6: Global: Real-Time Bidding Market: Breakup by Device (in %), 2023

Figure 7: Global: Real-Time Bidding Market: Breakup by Region (in %), 2023

Figure 8: Global: Real-Time Bidding Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 9: Global: Real-Time Bidding (Open Auction) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 10: Global: Real-Time Bidding (Open Auction) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 11: Global: Real-Time Bidding (Invitation-Auction) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 12: Global: Real-Time Bidding (Invitation-Auction) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 13: Global: Real-Time Bidding (Video) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 14: Global: Real-Time Bidding (Video) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 15: Global: Real-Time Bidding (Image) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 16: Global: Real-Time Bidding (Image) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 17: Global: Real-Time Bidding (Media & Entertainment) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 18: Global: Real-Time Bidding (Media & Entertainment) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 19: Global: Real-Time Bidding (Retail and E-commerce) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 20: Global: Real-Time Bidding (Retail and E-commerce) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 21: Global: Real-Time Bidding (Games) Market: Sales Value (in Million US\$),

2018 & 2023

Figure 22: Global: Real-Time Bidding (Games) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 23: Global: Real-Time Bidding (Travel & Luxury) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 24: Global: Real-Time Bidding (Travel & Luxury) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 25: Global: Real-Time Bidding (Mobile Applications) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 26: Global: Real-Time Bidding (Mobile Applications) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 27: Global: Real-Time Bidding (Other Applications) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 28: Global: Real-Time Bidding (Other Applications) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 29: Global: Real-Time Bidding (Mobile) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 30: Global: Real-Time Bidding (Mobile) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 31: Global: Real-Time Bidding (Desktop) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 32: Global: Real-Time Bidding (Desktop) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 33: Global: Real-Time Bidding (Other Devices) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 34: Global: Real-Time Bidding (Other Devices) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 35: North America: Real-Time Bidding Market: Sales Value (in Million US\$), 2018 & 2023

Figure 36: North America: Real-Time Bidding Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 37: United States: Real-Time Bidding Market: Sales Value (in Million US\$), 2018 & 2023

Figure 38: United States: Real-Time Bidding Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 39: Canada: Real-Time Bidding Market: Sales Value (in Million US\$), 2018 & 2023

Figure 40: Canada: Real-Time Bidding Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 41: Asia Pacific: Real-Time Bidding Market: Sales Value (in Million US\$), 2018 & 2023

Figure 42: Asia Pacific: Real-Time Bidding Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 43: China: Real-Time Bidding Market: Sales Value (in Million US\$), 2018 & 2023

Figure 44: China: Real-Time Bidding Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 45: Japan: Real-Time Bidding Market: Sales Value (in Million US\$), 2018 & 2023

Figure 46: Japan: Real-Time Bidding Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 47: India: Real-Time Bidding Market: Sales Value (in Million US\$), 2018 & 2023

Figure 48: India: Real-Time Bidding Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 49: South Korea: Real-Time Bidding Market: Sales Value (in Million US\$), 2018 & 2023

Figure 50: South Korea: Real-Time Bidding Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 51: Australia: Real-Time Bidding Market: Sales Value (in Million US\$), 2018 & 2023

Figure 52: Australia: Real-Time Bidding Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 53: Indonesia: Real-Time Bidding Market: Sales Value (in Million US\$), 2018 & 2023

Figure 54: Indonesia: Real-Time Bidding Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 55: Others: Real-Time Bidding Market: Sales Value (in Million US\$), 2018 & 2023

Figure 56: Others: Real-Time Bidding Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 57: Europe: Real-Time Bidding Market: Sales Value (in Million US\$), 2018 & 2023

Figure 58: Europe: Real-Time Bidding Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 59: Germany: Real-Time Bidding Market: Sales Value (in Million US\$), 2018 & 2023

Figure 60: Germany: Real-Time Bidding Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 61: France: Real-Time Bidding Market: Sales Value (in Million US\$), 2018 & 2023

Figure 62: France: Real-Time Bidding Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 63: United Kingdom: Real-Time Bidding Market: Sales Value (in Million US\$), 2018 & 2023

Figure 64: United Kingdom: Real-Time Bidding Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 65: Italy: Real-Time Bidding Market: Sales Value (in Million US\$), 2018 & 2023

Figure 66: Italy: Real-Time Bidding Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 67: Spain: Real-Time Bidding Market: Sales Value (in Million US\$), 2018 & 2023

Figure 68: Spain: Real-Time Bidding Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 69: Russia: Real-Time Bidding Market: Sales Value (in Million US\$), 2018 & 2023

Figure 70: Russia: Real-Time Bidding Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 71: Others: Real-Time Bidding Market: Sales Value (in Million US\$), 2018 & 2023

Figure 72: Others: Real-Time Bidding Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 73: Latin America: Real-Time Bidding Market: Sales Value (in Million US\$), 2018 & 2023

Figure 74: Latin America: Real-Time Bidding Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 75: Brazil: Real-Time Bidding Market: Sales Value (in Million US\$), 2018 & 2023

Figure 76: Brazil: Real-Time Bidding Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 77: Mexico: Real-Time Bidding Market: Sales Value (in Million US\$), 2018 & 2023

Figure 78: Mexico: Real-Time Bidding Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 79: Argentina: Real-Time Bidding Market: Sales Value (in Million US\$), 2018 & 2023

Figure 80: Argentina: Real-Time Bidding Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 81: Colombia: Real-Time Bidding Market: Sales Value (in Million US\$), 2018 & 2023

Figure 82: Colombia: Real-Time Bidding Market Forecast: Sales Value (in Million US\$), 2024-2032



Figure 83: Chile: Real-Time Bidding Market: Sales Value (in Million US\$), 2018 & 2023

Figure 84: Chile: Real-Time Bidding Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 85: Peru: Real-Time Bidding Market: Sales Value (in Million US\$), 2018 & 2023

Figure 86: Peru: Real-Time Bidding Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 87: Others: Real-Time Bidding Market: Sales Value (in Million US\$), 2018 & 2023

Figure 88: Others: Real-Time Bidding Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 89: Middle East and Africa: Real-Time Bidding Market: Sales Value (in Million US\$), 2018 & 2023

Figure 90: Middle East and Africa: Real-Time Bidding Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 91: Turkey: Real-Time Bidding Market: Sales Value (in Million US\$), 2018 & 2023

Figure 92: Turkey: Real-Time Bidding Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 93: Saudi Arabia: Real-Time Bidding Market: Sales Value (in Million US\$), 2018 & 2023

Figure 94: Saudi Arabia: Real-Time Bidding Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 95: Iran: Real-Time Bidding Market: Sales Value (in Million US\$), 2018 & 2023

Figure 96: Iran: Real-Time Bidding Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 97: United Arab Emirates: Real-Time Bidding Market: Sales Value (in Million US\$), 2018 & 2023

Figure 98: United Arab Emirates: Real-Time Bidding Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 99: Others: Real-Time Bidding Market: Sales Value (in Million US\$), 2018 & 2023

Figure 100: Others: Real-Time Bidding Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 101: Global: Real-Time Bidding Industry: SWOT Analysis

Figure 102: Global: Real-Time Bidding Industry: Value Chain Analysis

Figure 103: Global: Real-Time Bidding Industry: Porter's Five Forces Analysis

## I would like to order

Product name: Real-Time Bidding Market Report by Auction Type (Open Auction, Invitation-Auction), Advertisement Format (Video, Image), Application (Media & Entertainment, Retail and E-commerce, Games, Travel & Luxury, Mobile Applications, and Others), Device (Mobile, Desktop, and Others), and Region 2024-2032

Product link: <https://marketpublishers.com/r/R951C5AA07D2EN.html>

Price: US\$ 3,899.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/R951C5AA07D2EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below  
and fax the completed form to +44 20 7900 3970