

Europe Digital Video Advertising Market By Type (Desktop and Mobile), By End User (Retail, Media & Entertainment, Automotive, Telecom, Financial Services, Consumer Goods & Electronics and Others), By Country, Industry Analysis and Forecast, 2020 - 2026

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Abstracts

The Europe Digital Video Advertising Market would witness market growth of 39.4% CAGR during the forecast period (2020-2026).

Blockchain technology is expected to provide advertisers with exciting growth prospects in the future. Blockchain, being a secure distributed ledger, provides the ability to track audiences, pathways, budget spending and conversion rates safely to network participants only. The customer may obtain an image, which is checked by the seller, which can then be added to the ledger. The deployment of blockchain technology allows everyone in the chain to see impression events, validate and approve changes made by individuals in order to create a more transparent marketplace.

Furthermore, the merger of cloud computing technology with digital video advertising offers a promising growth for the industry, given the enhanced capacity of the former to efficiently deliver complex and interactive content to brands and marketers. An ad-based cloud platform helps brands and marketers optimize spending across multiple channels. Cloud-based supply-side platforms enable advertising agencies to efficiently produce and deliver different video advertisements to their clients based on their needs and requirements. In addition, cloud-based platforms are also expected to promote the development of personalized ads via the original optimization product.

Based on Type, the market is segmented into Desktop and Mobile. Based on End User, the market is segmented into Retail, Media & Entertainment, Automotive, Telecom,

Financial Services, Consumer Goods & Electronics and Others. Based on countries, the market is segmented into Germany, UK, France, Russia, Spain, Italy, and Rest of Europe.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Verizon Communications, Inc., Tremor International Ltd., RTL Group S.A. (SpotX, Inc.), Publicis Groupe (Epsilon Data Management, LLC), Advertise.com, Inc., PubMatic, Inc. (Komli Media), Viant Technology, LLC (Time, Inc.), ZypMedia, Inc., JW Player, Inc., and Chocolate, Inc.

Scope of the Study

Market Segmentation:

By Type

Desktop

Mobile

By End User

Retail

Media & Entertainment

Automotive

Telecom

Financial Services

Consumer Goods & Electronics

Others

By Country

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

Companies Profiled

Verizon Communications, Inc.

Tremor International Ltd.

RTL Group S.A. (SpotX, Inc.)

Publicis Groupe (Epsilon Data Management, LLC)

Advertise.com, Inc.

PubMatic, Inc. (Komli Media)

Viant Technology, LLC (Time, Inc.)

ZypMedia, Inc.

JW Player, Inc.

Chocolate, Inc.

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