

# **Global Connected TV (CTV) Advertising Platforms Software Market Growth (Status and Outlook) 2026-2032**

<https://marketpublishers.com/r/G296CB21E225EN.html>

Date: June 2026

Pages: 86

Price: US\$ 3,660.00 (Single User License)

ID: G296CB21E225EN

## **Abstracts**

The global Connected TV (CTV) Advertising Platforms Software market size is predicted to grow from US\$ 115 million in 2025 to US\$ 177 million in 2032; it is expected to grow at a CAGR of 4.5% from 2026 to 2032.

Connected TV (CTV) Advertising Platforms Software refers to technology solutions that enable advertisers to deliver targeted advertisements to viewers on connected television devices. These platforms leverage data and analytics to optimize ad placements and enhance the effectiveness of advertising campaigns.

Driven by the global advertising ecosystem's trend towards cross-screen and cross-device integration, CTV advertising platforms are rapidly evolving, focusing on end-to-end solutions for watch-to-buy, precise targeting, and performance measurement. Market characteristics include high-quality streaming of video ads, cross-device correlation of audience data, and enhanced privacy compliance and ad security. Meanwhile, programmatic trading, supply-side/demand-side platforms (SSP/DSP), data management platforms (DMP), and third-party measurement are continuously evolving as key components. Cloud-native, open interfaces, and localized delivery strategies are becoming key competitive advantages. Advertisers and agencies are increasingly valuing cross-channel visualization analytics, brand safety, interactive formats (such as interactive ads and clickable shopping tags), and precise optimization of metrics like GRP/CPM/ROI. With the widespread adoption of smart TVs and the enrichment of the content ecosystem, the reach, targeting accuracy, and measurability of CTV advertising continue to improve, but it also faces challenges such as ad blocking, privacy regulations, cross-regional compliance, and collaboration with traditional linear television.

LPI (LP Information)' newest research report, the 'Connected TV (CTV) Advertising Platforms Software Industry Forecast' looks at past sales and reviews total world Connected TV (CTV) Advertising Platforms Software sales in 2025, providing a comprehensive analysis by region and market sector of projected Connected TV (CTV) Advertising Platforms Software sales for 2026 through 2032. With Connected TV (CTV) Advertising Platforms Software sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Connected TV (CTV) Advertising Platforms Software industry.

This Insight Report provides a comprehensive analysis of the global Connected TV (CTV) Advertising Platforms Software landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Connected TV (CTV) Advertising Platforms Software portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Connected TV (CTV) Advertising Platforms Software market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Connected TV (CTV) Advertising Platforms Software and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Connected TV (CTV) Advertising Platforms Software.

This report presents a comprehensive overview, market shares, and growth opportunities of Connected TV (CTV) Advertising Platforms Software market by product type, application, key players and key regions and countries.

Segmentation by Type:

Cloud-based

On-premise

Segmentation by Technical Architecture:

Programmatic Advertising Platform

Non-Programmatic Advertising Platform

Segmentation by Service Models:

AVOD Platform

FAST Platform

Hybrid Platform

Segmentation by Application:

Large Enterprise

SMEs

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

MNTN

OpenX

PubMatic

Simpli.fi

Target Video

Infillion

Viant Technology

Vplayed

The Trade Desk

## Contents

### 1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

### 2 EXECUTIVE SUMMARY

#### 2.1 World Market Overview

2.1.1 Global Connected TV (CTV) Advertising Platforms Software Market Size (2021-2032)

2.1.2 Connected TV (CTV) Advertising Platforms Software Market Size CAGR by Region (2021 VS 2025 VS 2032)

2.1.3 World Current & Future Analysis for Connected TV (CTV) Advertising Platforms Software by Country/Region (2021, 2025 & 2032)

#### 2.2 Connected TV (CTV) Advertising Platforms Software Segment by Type

2.2.1 Cloud-based

2.2.2 On-premise

2.2.3 Connected TV (CTV) Advertising Platforms Software Market Size by Type

2.2.3.1 Connected TV (CTV) Advertising Platforms Software Market Size CAGR by Type (2021 VS 2025 VS 2032)

2.2.3.2 Global Connected TV (CTV) Advertising Platforms Software Market Size Market Share by Type (2021-2026)

#### 2.3 Connected TV (CTV) Advertising Platforms Software Segment by Technical Architecture

2.3.1 Programmatic Advertising Platform

2.3.2 Non-Programmatic Advertising Platform

2.3.3 Connected TV (CTV) Advertising Platforms Software Market Size by Technical Architecture

2.3.3.1 Connected TV (CTV) Advertising Platforms Software Market Size CAGR by Technical Architecture (2021 VS 2025 VS 2032)

2.3.3.2 Global Connected TV (CTV) Advertising Platforms Software Market Size

## Market Share by Technical Architecture (2021-2026)

### 2.4 Connected TV (CTV) Advertising Platforms Software Segment by Service Models

#### 2.4.1 AVOD Platform

#### 2.4.2 FAST Platform

#### 2.4.3 Hybrid Platform

#### 2.4.4 Connected TV (CTV) Advertising Platforms Software Market Size by Service Models

##### 2.4.4.1 Connected TV (CTV) Advertising Platforms Software Market Size CAGR by Service Models (2021 VS 2025 VS 2032)

##### 2.4.4.2 Global Connected TV (CTV) Advertising Platforms Software Market Size Market Share by Service Models (2021-2026)

### 2.5 Connected TV (CTV) Advertising Platforms Software Segment by Application

#### 2.5.1 Large Enterprise

#### 2.5.2 SMEs

#### 2.5.3 Connected TV (CTV) Advertising Platforms Software Market Size by Application

##### 2.5.3.1 Connected TV (CTV) Advertising Platforms Software Market Size CAGR by Application (2021 VS 2025 VS 2032)

##### 2.5.3.2 Global Connected TV (CTV) Advertising Platforms Software Market Size Market Share by Application (2021-2026)

## **3 CONNECTED TV (CTV) ADVERTISING PLATFORMS SOFTWARE MARKET SIZE BY PLAYER**

### 3.1 Connected TV (CTV) Advertising Platforms Software Market Size Market Share by Player

#### 3.1.1 Global Connected TV (CTV) Advertising Platforms Software Revenue by Player (2021-2026)

#### 3.1.2 Global Connected TV (CTV) Advertising Platforms Software Revenue Market Share by Player (2021-2026)

### 3.2 Global Connected TV (CTV) Advertising Platforms Software Key Players Head office and Products Offered

### 3.3 Market Concentration Rate Analysis

#### 3.3.1 Competition Landscape Analysis

#### 3.3.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

### 3.4 New Products and Potential Entrants

### 3.5 Mergers & Acquisitions, Expansion

## **4 CONNECTED TV (CTV) ADVERTISING PLATFORMS SOFTWARE BY REGION**

4.1 Connected TV (CTV) Advertising Platforms Software Market Size by Region (2021-2026)

4.2 Global Connected TV (CTV) Advertising Platforms Software Annual Revenue by Country/Region (2021-2026)

4.3 Americas Connected TV (CTV) Advertising Platforms Software Market Size Growth (2021-2026)

4.4 APAC Connected TV (CTV) Advertising Platforms Software Market Size Growth (2021-2026)

4.5 Europe Connected TV (CTV) Advertising Platforms Software Market Size Growth (2021-2026)

4.6 Middle East & Africa Connected TV (CTV) Advertising Platforms Software Market Size Growth (2021-2026)

## **5 AMERICAS**

5.1 Americas Connected TV (CTV) Advertising Platforms Software Market Size by Country (2021-2026)

5.2 Americas Connected TV (CTV) Advertising Platforms Software Market Size by Type (2021-2026)

5.3 Americas Connected TV (CTV) Advertising Platforms Software Market Size by Application (2021-2026)

5.4 United States

5.5 Canada

5.6 Mexico

5.7 Brazil

## **6 APAC**

6.1 APAC Connected TV (CTV) Advertising Platforms Software Market Size by Region (2021-2026)

6.2 APAC Connected TV (CTV) Advertising Platforms Software Market Size by Type (2021-2026)

6.3 APAC Connected TV (CTV) Advertising Platforms Software Market Size by Application (2021-2026)

6.4 China

6.5 Japan

6.6 South Korea

6.7 Southeast Asia

6.8 India



## 6.9 Australia

## 7 EUROPE

7.1 Europe Connected TV (CTV) Advertising Platforms Software Market Size by Country (2021-2026)

7.2 Europe Connected TV (CTV) Advertising Platforms Software Market Size by Type (2021-2026)

7.3 Europe Connected TV (CTV) Advertising Platforms Software Market Size by Application (2021-2026)

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

## 8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Connected TV (CTV) Advertising Platforms Software by Region (2021-2026)

8.2 Middle East & Africa Connected TV (CTV) Advertising Platforms Software Market Size by Type (2021-2026)

8.3 Middle East & Africa Connected TV (CTV) Advertising Platforms Software Market Size by Application (2021-2026)

8.4 Egypt

8.5 South Africa

8.6 Israel

8.7 Turkey

8.8 GCC Countries

## 9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers & Growth Opportunities

9.2 Market Challenges & Risks

9.3 Industry Trends

## 10 GLOBAL CONNECTED TV (CTV) ADVERTISING PLATFORMS SOFTWARE MARKET FORECAST

## 10.1 Global Connected TV (CTV) Advertising Platforms Software Forecast by Region (2027-2032)

### 10.1.1 Global Connected TV (CTV) Advertising Platforms Software Forecast by Region (2027-2032)

#### 10.1.2 Americas Connected TV (CTV) Advertising Platforms Software Forecast

#### 10.1.3 APAC Connected TV (CTV) Advertising Platforms Software Forecast

#### 10.1.4 Europe Connected TV (CTV) Advertising Platforms Software Forecast

#### 10.1.5 Middle East & Africa Connected TV (CTV) Advertising Platforms Software Forecast

## 10.2 Americas Connected TV (CTV) Advertising Platforms Software Forecast by Country (2027-2032)

### 10.2.1 United States Market Connected TV (CTV) Advertising Platforms Software Forecast

#### 10.2.2 Canada Market Connected TV (CTV) Advertising Platforms Software Forecast

#### 10.2.3 Mexico Market Connected TV (CTV) Advertising Platforms Software Forecast

#### 10.2.4 Brazil Market Connected TV (CTV) Advertising Platforms Software Forecast

## 10.3 APAC Connected TV (CTV) Advertising Platforms Software Forecast by Region (2027-2032)

#### 10.3.1 China Connected TV (CTV) Advertising Platforms Software Market Forecast

#### 10.3.2 Japan Market Connected TV (CTV) Advertising Platforms Software Forecast

#### 10.3.3 Korea Market Connected TV (CTV) Advertising Platforms Software Forecast

#### 10.3.4 Southeast Asia Market Connected TV (CTV) Advertising Platforms Software Forecast

#### 10.3.5 India Market Connected TV (CTV) Advertising Platforms Software Forecast

#### 10.3.6 Australia Market Connected TV (CTV) Advertising Platforms Software Forecast

## 10.4 Europe Connected TV (CTV) Advertising Platforms Software Forecast by Country (2027-2032)

#### 10.4.1 Germany Market Connected TV (CTV) Advertising Platforms Software Forecast

#### 10.4.2 France Market Connected TV (CTV) Advertising Platforms Software Forecast

#### 10.4.3 UK Market Connected TV (CTV) Advertising Platforms Software Forecast

#### 10.4.4 Italy Market Connected TV (CTV) Advertising Platforms Software Forecast

#### 10.4.5 Russia Market Connected TV (CTV) Advertising Platforms Software Forecast

## 10.5 Middle East & Africa Connected TV (CTV) Advertising Platforms Software Forecast by Region (2027-2032)

#### 10.5.1 Egypt Market Connected TV (CTV) Advertising Platforms Software Forecast

#### 10.5.2 South Africa Market Connected TV (CTV) Advertising Platforms Software Forecast

#### 10.5.3 Israel Market Connected TV (CTV) Advertising Platforms Software Forecast

#### 10.5.4 Turkey Market Connected TV (CTV) Advertising Platforms Software Forecast

10.6 Global Connected TV (CTV) Advertising Platforms Software Forecast by Type (2027-2032)

10.7 Global Connected TV (CTV) Advertising Platforms Software Forecast by Application (2027-2032)

10.7.1 GCC Countries Market Connected TV (CTV) Advertising Platforms Software Forecast

## **11 KEY PLAYERS ANALYSIS**

### **11.1 MNTN**

11.1.1 MNTN Company Information

11.1.2 MNTN Connected TV (CTV) Advertising Platforms Software Product Offered

11.1.3 MNTN Connected TV (CTV) Advertising Platforms Software Revenue, Gross Margin and Market Share (2021-2026)

11.1.4 MNTN Main Business Overview

11.1.5 MNTN Latest Developments

### **11.2 OpenX**

11.2.1 OpenX Company Information

11.2.2 OpenX Connected TV (CTV) Advertising Platforms Software Product Offered

11.2.3 OpenX Connected TV (CTV) Advertising Platforms Software Revenue, Gross Margin and Market Share (2021-2026)

11.2.4 OpenX Main Business Overview

11.2.5 OpenX Latest Developments

### **11.3 PubMatic**

11.3.1 PubMatic Company Information

11.3.2 PubMatic Connected TV (CTV) Advertising Platforms Software Product Offered

11.3.3 PubMatic Connected TV (CTV) Advertising Platforms Software Revenue, Gross Margin and Market Share (2021-2026)

11.3.4 PubMatic Main Business Overview

11.3.5 PubMatic Latest Developments

### **11.4 Simpli.fi**

11.4.1 Simpli.fi Company Information

11.4.2 Simpli.fi Connected TV (CTV) Advertising Platforms Software Product Offered

11.4.3 Simpli.fi Connected TV (CTV) Advertising Platforms Software Revenue, Gross Margin and Market Share (2021-2026)

11.4.4 Simpli.fi Main Business Overview

11.4.5 Simpli.fi Latest Developments

### **11.5 Target Video**

11.5.1 Target Video Company Information

11.5.2 Target Video Connected TV (CTV) Advertising Platforms Software Product Offered

11.5.3 Target Video Connected TV (CTV) Advertising Platforms Software Revenue, Gross Margin and Market Share (2021-2026)

11.5.4 Target Video Main Business Overview

11.5.5 Target Video Latest Developments

11.6 Infillion

11.6.1 Infillion Company Information

11.6.2 Infillion Connected TV (CTV) Advertising Platforms Software Product Offered

11.6.3 Infillion Connected TV (CTV) Advertising Platforms Software Revenue, Gross Margin and Market Share (2021-2026)

11.6.4 Infillion Main Business Overview

11.6.5 Infillion Latest Developments

11.7 Viant Technology

11.7.1 Viant Technology Company Information

11.7.2 Viant Technology Connected TV (CTV) Advertising Platforms Software Product Offered

11.7.3 Viant Technology Connected TV (CTV) Advertising Platforms Software Revenue, Gross Margin and Market Share (2021-2026)

11.7.4 Viant Technology Main Business Overview

11.7.5 Viant Technology Latest Developments

11.8 Vplayed

11.8.1 Vplayed Company Information

11.8.2 Vplayed Connected TV (CTV) Advertising Platforms Software Product Offered

11.8.3 Vplayed Connected TV (CTV) Advertising Platforms Software Revenue, Gross Margin and Market Share (2021-2026)

11.8.4 Vplayed Main Business Overview

11.8.5 Vplayed Latest Developments

11.9 The Trade Desk

11.9.1 The Trade Desk Company Information

11.9.2 The Trade Desk Connected TV (CTV) Advertising Platforms Software Product Offered

11.9.3 The Trade Desk Connected TV (CTV) Advertising Platforms Software Revenue, Gross Margin and Market Share (2021-2026)

11.9.4 The Trade Desk Main Business Overview

11.9.5 The Trade Desk Latest Developments

## **12 RESEARCH FINDINGS AND CONCLUSION**



## List Of Tables

### LIST OF TABLES

Table 1. Connected TV (CTV) Advertising Platforms Software Market Size CAGR by Region (2021 VS 2025 VS 2032) & (\$ millions)

Table 2. Connected TV (CTV) Advertising Platforms Software Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)

Table 3. Major Players of Cloud-based

Table 4. Major Players of On-premise

Table 5. Connected TV (CTV) Advertising Platforms Software Market Size CAGR by Type (2021 VS 2025 VS 2032) & (\$ millions)

Table 6. Global Connected TV (CTV) Advertising Platforms Software Market Size by Type (2021-2026) & (\$ millions)

Table 7. Global Connected TV (CTV) Advertising Platforms Software Market Size Market Share by Type (2021-2026)

Table 8. Major Players of Programmatic Advertising Platform

Table 9. Major Players of Non-Programmatic Advertising Platform

Table 10. Connected TV (CTV) Advertising Platforms Software Market Size CAGR by Technical Architecture (2021 VS 2025 VS 2032) & (\$ millions)

Table 11. Global Connected TV (CTV) Advertising Platforms Software Market Size by Technical Architecture (2021-2026) & (\$ millions)

Table 12. Global Connected TV (CTV) Advertising Platforms Software Market Size Market Share by Technical Architecture (2021-2026)

Table 13. Major Players of AVOD Platform

Table 14. Major Players of FAST Platform

Table 15. Major Players of Hybrid Platform

Table 16. Connected TV (CTV) Advertising Platforms Software Market Size CAGR by Service Models (2021 VS 2025 VS 2032) & (\$ millions)

Table 17. Global Connected TV (CTV) Advertising Platforms Software Market Size by Service Models (2021-2026) & (\$ millions)

Table 18. Global Connected TV (CTV) Advertising Platforms Software Market Size Market Share by Service Models (2021-2026)

Table 19. Connected TV (CTV) Advertising Platforms Software Market Size CAGR by Application (2021 VS 2025 VS 2032) & (\$ millions)

Table 20. Global Connected TV (CTV) Advertising Platforms Software Market Size by Application (2021-2026) & (\$ millions)

Table 21. Global Connected TV (CTV) Advertising Platforms Software Market Size Market Share by Application (2021-2026)

Table 22. Global Connected TV (CTV) Advertising Platforms Software Revenue by Player (2021-2026) & (\$ millions)

Table 23. Global Connected TV (CTV) Advertising Platforms Software Revenue Market Share by Player (2021-2026)

Table 24. Connected TV (CTV) Advertising Platforms Software Key Players Head office and Products Offered

Table 25. Connected TV (CTV) Advertising Platforms Software Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

Table 26. New Products and Potential Entrants

Table 27. Mergers & Acquisitions, Expansion

Table 28. Global Connected TV (CTV) Advertising Platforms Software Market Size by Region (2021-2026) & (\$ millions)

Table 29. Global Connected TV (CTV) Advertising Platforms Software Market Size Market Share by Region (2021-2026)

Table 30. Global Connected TV (CTV) Advertising Platforms Software Revenue by Country/Region (2021-2026) & (\$ millions)

Table 31. Global Connected TV (CTV) Advertising Platforms Software Revenue Market Share by Country/Region (2021-2026)

Table 32. Americas Connected TV (CTV) Advertising Platforms Software Market Size by Country (2021-2026) & (\$ millions)

Table 33. Americas Connected TV (CTV) Advertising Platforms Software Market Size Market Share by Country (2021-2026)

Table 34. Americas Connected TV (CTV) Advertising Platforms Software Market Size by Type (2021-2026) & (\$ millions)

Table 35. Americas Connected TV (CTV) Advertising Platforms Software Market Size Market Share by Type (2021-2026)

Table 36. Americas Connected TV (CTV) Advertising Platforms Software Market Size by Application (2021-2026) & (\$ millions)

Table 37. Americas Connected TV (CTV) Advertising Platforms Software Market Size Market Share by Application (2021-2026)

Table 38. APAC Connected TV (CTV) Advertising Platforms Software Market Size by Region (2021-2026) & (\$ millions)

Table 39. APAC Connected TV (CTV) Advertising Platforms Software Market Size Market Share by Region (2021-2026)

Table 40. APAC Connected TV (CTV) Advertising Platforms Software Market Size by Type (2021-2026) & (\$ millions)

Table 41. APAC Connected TV (CTV) Advertising Platforms Software Market Size by Application (2021-2026) & (\$ millions)

Table 42. Europe Connected TV (CTV) Advertising Platforms Software Market Size by



Country (2021-2026) & (\$ millions)

Table 43. Europe Connected TV (CTV) Advertising Platforms Software Market Size  
Market Share by Country (2021-2026)

Table 44. Europe Connected TV (CTV) Advertising Platforms Software Market Size by  
Type (2021-2026) & (\$ millions)

Table 45. Europe Connected TV (CTV) Advertising Platforms Software Market Size by  
Application (2021-2026) & (\$ millions)

Table 46. Middle East & Africa Connected TV (CTV) Advertising Platforms Software  
Market Size by Region (2021-2026) & (\$ millions)

Table 47. Middle East & Africa Connected TV (CTV) Advertising Platforms Software  
Market Size by Type (2021-2026) & (\$ millions)

Table 48. Middle East & Africa Connected TV (CTV) Advertising Platforms Software  
Market Size by Application (2021-2026) & (\$ millions)

Table 49. Key Market Drivers & Growth Opportunities of Connected TV (CTV)  
Advertising Platforms Software

Table 50. Key Market Challenges & Risks of Connected TV (CTV) Advertising Platforms  
Software

Table 51. Key Industry Trends of Connected TV (CTV) Advertising Platforms Software

Table 52. Global Connected TV (CTV) Advertising Platforms Software Market Size  
Forecast by Region (2027-2032) & (\$ millions)

Table 53. Global Connected TV (CTV) Advertising Platforms Software Market Size  
Market Share Forecast by Region (2027-2032)

Table 54. Global Connected TV (CTV) Advertising Platforms Software Market Size  
Forecast by Type (2027-2032) & (\$ millions)

Table 55. Global Connected TV (CTV) Advertising Platforms Software Market Size  
Forecast by Application (2027-2032) & (\$ millions)

Table 56. MNTN Details, Company Type, Connected TV (CTV) Advertising Platforms  
Software Area Served and Its Competitors

Table 57. MNTN Connected TV (CTV) Advertising Platforms Software Product Offered

Table 58. MNTN Connected TV (CTV) Advertising Platforms Software Revenue (\$  
million), Gross Margin and Market Share (2021-2026)

Table 59. MNTN Main Business

Table 60. MNTN Latest Developments

Table 61. OpenX Details, Company Type, Connected TV (CTV) Advertising Platforms  
Software Area Served and Its Competitors

Table 62. OpenX Connected TV (CTV) Advertising Platforms Software Product Offered

Table 63. OpenX Connected TV (CTV) Advertising Platforms Software Revenue (\$  
million), Gross Margin and Market Share (2021-2026)

Table 64. OpenX Main Business



Table 65. OpenX Latest Developments

Table 66. PubMatic Details, Company Type, Connected TV (CTV) Advertising Platforms Software Area Served and Its Competitors

Table 67. PubMatic Connected TV (CTV) Advertising Platforms Software Product Offered

Table 68. PubMatic Connected TV (CTV) Advertising Platforms Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 69. PubMatic Main Business

Table 70. PubMatic Latest Developments

Table 71. Simpli.fi Details, Company Type, Connected TV (CTV) Advertising Platforms Software Area Served and Its Competitors

Table 72. Simpli.fi Connected TV (CTV) Advertising Platforms Software Product Offered

Table 73. Simpli.fi Connected TV (CTV) Advertising Platforms Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 74. Simpli.fi Main Business

Table 75. Simpli.fi Latest Developments

Table 76. Target Video Details, Company Type, Connected TV (CTV) Advertising Platforms Software Area Served and Its Competitors

Table 77. Target Video Connected TV (CTV) Advertising Platforms Software Product Offered

Table 78. Target Video Connected TV (CTV) Advertising Platforms Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 79. Target Video Main Business

Table 80. Target Video Latest Developments

Table 81. Infillion Details, Company Type, Connected TV (CTV) Advertising Platforms Software Area Served and Its Competitors

Table 82. Infillion Connected TV (CTV) Advertising Platforms Software Product Offered

Table 83. Infillion Connected TV (CTV) Advertising Platforms Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 84. Infillion Main Business

Table 85. Infillion Latest Developments

Table 86. Viant Technology Details, Company Type, Connected TV (CTV) Advertising Platforms Software Area Served and Its Competitors

Table 87. Viant Technology Connected TV (CTV) Advertising Platforms Software Product Offered

Table 88. Viant Technology Connected TV (CTV) Advertising Platforms Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 89. Viant Technology Main Business

Table 90. Viant Technology Latest Developments

Table 91. Vplayed Details, Company Type, Connected TV (CTV) Advertising Platforms Software Area Served and Its Competitors

Table 92. Vplayed Connected TV (CTV) Advertising Platforms Software Product Offered

Table 93. Vplayed Connected TV (CTV) Advertising Platforms Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 94. Vplayed Main Business

Table 95. Vplayed Latest Developments

Table 96. The Trade Desk Details, Company Type, Connected TV (CTV) Advertising Platforms Software Area Served and Its Competitors

Table 97. The Trade Desk Connected TV (CTV) Advertising Platforms Software Product Offered

Table 98. The Trade Desk Connected TV (CTV) Advertising Platforms Software Revenue (\$ million), Gross Margin and Market Share (2021-2026)

Table 99. The Trade Desk Main Business

Table 100. The Trade Desk Latest Developments

## List Of Figures

### LIST OF FIGURES

- Figure 1. Connected TV (CTV) Advertising Platforms Software Report Years Considered
- Figure 2. Research Objectives
- Figure 3. Research Methodology
- Figure 4. Research Process and Data Source
- Figure 5. Global Connected TV (CTV) Advertising Platforms Software Market Size Growth Rate (2021-2032) (\$ millions)
- Figure 6. Connected TV (CTV) Advertising Platforms Software Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Figure 7. Connected TV (CTV) Advertising Platforms Software Sales Market Share by Country/Region (2025)
- Figure 8. Connected TV (CTV) Advertising Platforms Software Sales Market Share by Country/Region (2021, 2025 & 2032)
- Figure 9. Global Connected TV (CTV) Advertising Platforms Software Market Size Market Share by Type in 2025
- Figure 10. Global Connected TV (CTV) Advertising Platforms Software Market Size Market Share by Technical Architecture in 2025
- Figure 11. Global Connected TV (CTV) Advertising Platforms Software Market Size Market Share by Service Models in 2025
- Figure 12. Connected TV (CTV) Advertising Platforms Software in Large Enterprise
- Figure 13. Global Connected TV (CTV) Advertising Platforms Software Market: Large Enterprise (2021-2026) & (\$ millions)
- Figure 14. Connected TV (CTV) Advertising Platforms Software in SMEs
- Figure 15. Global Connected TV (CTV) Advertising Platforms Software Market: SMEs (2021-2026) & (\$ millions)
- Figure 16. Global Connected TV (CTV) Advertising Platforms Software Market Size Market Share by Application in 2025
- Figure 17. Global Connected TV (CTV) Advertising Platforms Software Revenue Market Share by Player in 2025
- Figure 18. Global Connected TV (CTV) Advertising Platforms Software Market Size Market Share by Region (2021-2026)
- Figure 19. Americas Connected TV (CTV) Advertising Platforms Software Market Size 2021-2026 (\$ millions)
- Figure 20. APAC Connected TV (CTV) Advertising Platforms Software Market Size 2021-2026 (\$ millions)

Figure 21. Europe Connected TV (CTV) Advertising Platforms Software Market Size 2021-2026 (\$ millions)

Figure 22. Middle East & Africa Connected TV (CTV) Advertising Platforms Software Market Size 2021-2026 (\$ millions)

Figure 23. Americas Connected TV (CTV) Advertising Platforms Software Value Market Share by Country in 2025

Figure 24. United States Connected TV (CTV) Advertising Platforms Software Market Size Growth 2021-2026 (\$ millions)

Figure 25. Canada Connected TV (CTV) Advertising Platforms Software Market Size Growth 2021-2026 (\$ millions)

Figure 26. Mexico Connected TV (CTV) Advertising Platforms Software Market Size Growth 2021-2026 (\$ millions)

Figure 27. Brazil Connected TV (CTV) Advertising Platforms Software Market Size Growth 2021-2026 (\$ millions)

Figure 28. APAC Connected TV (CTV) Advertising Platforms Software Market Size Market Share by Region in 2025

Figure 29. APAC Connected TV (CTV) Advertising Platforms Software Market Size Market Share by Type (2021-2026)

Figure 30. APAC Connected TV (CTV) Advertising Platforms Software Market Size Market Share by Application (2021-2026)

Figure 31. China Connected TV (CTV) Advertising Platforms Software Market Size Growth 2021-2026 (\$ millions)

Figure 32. Japan Connected TV (CTV) Advertising Platforms Software Market Size Growth 2021-2026 (\$ millions)

Figure 33. South Korea Connected TV (CTV) Advertising Platforms Software Market Size Growth 2021-2026 (\$ millions)

Figure 34. Southeast Asia Connected TV (CTV) Advertising Platforms Software Market Size Growth 2021-2026 (\$ millions)

Figure 35. India Connected TV (CTV) Advertising Platforms Software Market Size Growth 2021-2026 (\$ millions)

Figure 36. Australia Connected TV (CTV) Advertising Platforms Software Market Size Growth 2021-2026 (\$ millions)

Figure 37. Europe Connected TV (CTV) Advertising Platforms Software Market Size Market Share by Country in 2025

Figure 38. Europe Connected TV (CTV) Advertising Platforms Software Market Size Market Share by Type (2021-2026)

Figure 39. Europe Connected TV (CTV) Advertising Platforms Software Market Size Market Share by Application (2021-2026)

Figure 40. Germany Connected TV (CTV) Advertising Platforms Software Market Size

Growth 2021-2026 (\$ millions)

Figure 41. France Connected TV (CTV) Advertising Platforms Software Market Size

Growth 2021-2026 (\$ millions)

Figure 42. UK Connected TV (CTV) Advertising Platforms Software Market Size Growth 2021-2026 (\$ millions)

Figure 43. Italy Connected TV (CTV) Advertising Platforms Software Market Size Growth 2021-2026 (\$ millions)

Figure 44. Russia Connected TV (CTV) Advertising Platforms Software Market Size Growth 2021-2026 (\$ millions)

Figure 45. Middle East & Africa Connected TV (CTV) Advertising Platforms Software Market Size Market Share by Region (2021-2026)

Figure 46. Middle East & Africa Connected TV (CTV) Advertising Platforms Software Market Size Market Share by Type (2021-2026)

Figure 47. Middle East & Africa Connected TV (CTV) Advertising Platforms Software Market Size Market Share by Application (2021-2026)

Figure 48. Egypt Connected TV (CTV) Advertising Platforms Software Market Size Growth 2021-2026 (\$ millions)

Figure 49. South Africa Connected TV (CTV) Advertising Platforms Software Market Size Growth 2021-2026 (\$ millions)

Figure 50. Israel Connected TV (CTV) Advertising Platforms Software Market Size Growth 2021-2026 (\$ millions)

Figure 51. Turkey Connected TV (CTV) Advertising Platforms Software Market Size Growth 2021-2026 (\$ millions)

Figure 52. GCC Countries Connected TV (CTV) Advertising Platforms Software Market Size Growth 2021-2026 (\$ millions)

Figure 53. Americas Connected TV (CTV) Advertising Platforms Software Market Size 2027-2032 (\$ millions)

Figure 54. APAC Connected TV (CTV) Advertising Platforms Software Market Size 2027-2032 (\$ millions)

Figure 55. Europe Connected TV (CTV) Advertising Platforms Software Market Size 2027-2032 (\$ millions)

Figure 56. Middle East & Africa Connected TV (CTV) Advertising Platforms Software Market Size 2027-2032 (\$ millions)

Figure 57. United States Connected TV (CTV) Advertising Platforms Software Market Size 2027-2032 (\$ millions)

Figure 58. Canada Connected TV (CTV) Advertising Platforms Software Market Size 2027-2032 (\$ millions)

Figure 59. Mexico Connected TV (CTV) Advertising Platforms Software Market Size 2027-2032 (\$ millions)

Figure 60. Brazil Connected TV (CTV) Advertising Platforms Software Market Size 2027-2032 (\$ millions)

Figure 61. China Connected TV (CTV) Advertising Platforms Software Market Size 2027-2032 (\$ millions)

Figure 62. Japan Connected TV (CTV) Advertising Platforms Software Market Size 2027-2032 (\$ millions)

Figure 63. Korea Connected TV (CTV) Advertising Platforms Software Market Size 2027-2032 (\$ millions)

Figure 64. Southeast Asia Connected TV (CTV) Advertising Platforms Software Market Size 2027-2032 (\$ millions)

Figure 65. India Connected TV (CTV) Advertising Platforms Software Market Size 2027-2032 (\$ millions)

Figure 66. Australia Connected TV (CTV) Advertising Platforms Software Market Size 2027-2032 (\$ millions)

Figure 67. Germany Connected TV (CTV) Advertising Platforms Software Market Size 2027-2032 (\$ millions)

Figure 68. France Connected TV (CTV) Advertising Platforms Software Market Size 2027-2032 (\$ millions)

Figure 69. UK Connected TV (CTV) Advertising Platforms Software Market Size 2027-2032 (\$ millions)

Figure 70. Italy Connected TV (CTV) Advertising Platforms Software Market Size 2027-2032 (\$ millions)

Figure 71. Russia Connected TV (CTV) Advertising Platforms Software Market Size 2027-2032 (\$ millions)

Figure 72. Egypt Connected TV (CTV) Advertising Platforms Software Market Size 2027-2032 (\$ millions)

Figure 73. South Africa Connected TV (CTV) Advertising Platforms Software Market Size 2027-2032 (\$ millions)

Figure 74. Israel Connected TV (CTV) Advertising Platforms Software Market Size 2027-2032 (\$ millions)

Figure 75. Turkey Connected TV (CTV) Advertising Platforms Software Market Size 2027-2032 (\$ millions)

Figure 76. Global Connected TV (CTV) Advertising Platforms Software Market Size Market Share Forecast by Type (2027-2032)

Figure 77. Global Connected TV (CTV) Advertising Platforms Software Market Size Market Share Forecast by Application (2027-2032)

Figure 78. GCC Countries Connected TV (CTV) Advertising Platforms Software Market Size 2027-2032 (\$ millions)



## I would like to order

Product name: Global Connected TV (CTV) Advertising Platforms Software Market Growth (Status and Outlook) 2026-2032

Product link: <https://marketpublishers.com/r/G296CB21E225EN.html>

Price: US\$ 3,660.00 (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/G296CB21E225EN.html>