

Global Digital Technology Advertising Products Market Growth (Status and Outlook) 2023-2029

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Abstracts

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According to our LPI (LP Information) latest study, the global Digital Technology Advertising Products market size was valued at US\$ 4181 million in 2022. With growing demand in downstream market, the Digital Technology Advertising Products is forecast to a readjusted size of US\$ 6165.5 million by 2029 with a CAGR of 5.7% during review period.

The research report highlights the growth potential of the global Digital Technology Advertising Products market. Digital Technology Advertising Products are expected to show stable growth in the future market. However, product differentiation, reducing costs, and supply chain optimization remain crucial for the widespread adoption of Digital Technology Advertising Products. Market players need to invest in research and development, forge strategic partnerships, and align their offerings with evolving consumer preferences to capitalize on the immense opportunities presented by the Digital Technology Advertising Products market.

Advertising technology (AdTech) is an umbrella term that refers to the tools and software advertisers use to reach audiences, run digital ad campaigns, and measure the effectiveness of digital ad campaigns. As the process of buying and selling digital ads has become more complex, ad tech has emerged to simplify the process. Common ad tech tools such as demand-side platforms are the integration of a set of technologies that allow advertisers to buy impressions and select audiences across numerous publisher sites. Now, ad technology enables advertisers and ad agencies to efficiently manage integrated ad campaigns. It also enables brands to get the most out of their budgets and helps maximize return on investment (ROI) on digital advertising.

Ultimately, the ad tech environment enables advertisers to strategically plan and optimize their ad campaigns.

As an important force driving a new round of scientific and technological revolution, many countries have elevated its development to a national strategic level and encouraged industrial development from both policy support and capital investment. The 'Digital Europe' plan adopted by the EU is expected to allocate 9.2 billion euros, focusing on strategic investments in supercomputing, artificial intelligence, network security and other fields. In order to maintain its leading position, the United States will increase its investment in artificial intelligence research and development in non-defense fields to US\$1.7 billion in 2022. According to the latest data released by IDC, global artificial intelligence revenue will reach US\$432.8 billion in 2022, a year-on-year increase of 19.6%, including software, hardware and services. China and the United States are the leading countries in the global AI industry. On the 2022 AI 100 list released by CB Insights, the United States ranks first in the number of companies, with more than 70 companies; followed by the United Kingdom, with 8 companies on the list; China and Canada each have 5 companies on the list. According to data from the China Academy of Information and Communications Technology, the scale of China's core artificial intelligence industry will reach 508 billion yuan in 2022, a year-on-year increase of 18%. From 2013 to November 2022, the global cumulative number of artificial intelligence invention patent applications reached 729,000, and China's cumulative number of applications reached 389,000, accounting for 53.4%; the global cumulative number of artificial intelligence invention patent authorizations reached 244,000, and China's cumulative number of authorizations The number of items reached 102,000, accounting for 41.7%. However, the '2021 Global Artificial Intelligence Innovation Index Report' released by the China Academy of Scientific and Technological Information shows that the comprehensive strength of the United States is still far ahead. The number of artificial intelligence companies in the United States is about 4,670, while China only has 880. China's data centers are less than 1/20 of those in the United States, and the scale of its artificial intelligence industry is about one-third of that of the United States.

Key Features:

The report on Digital Technology Advertising Products market reflects various aspects and provide valuable insights into the industry.

Market Size and Growth: The research report provide an overview of the current size and growth of the Digital Technology Advertising Products market. It may include

historical data, market segmentation by Type (e.g., On-Premise, Cloud-Based), and regional breakdowns.

Market Drivers and Challenges: The report can identify and analyse the factors driving the growth of the Digital Technology Advertising Products market, such as government regulations, environmental concerns, technological advancements, and changing consumer preferences. It can also highlight the challenges faced by the industry, including infrastructure limitations, range anxiety, and high upfront costs.

Competitive Landscape: The research report provides analysis of the competitive landscape within the Digital Technology Advertising Products market. It includes profiles of key players, their market share, strategies, and product offerings. The report can also highlight emerging players and their potential impact on the market.

Technological Developments: The research report can delve into the latest technological developments in the Digital Technology Advertising Products industry. This include advancements in Digital Technology Advertising Products technology, Digital Technology Advertising Products new entrants, Digital Technology Advertising Products new investment, and other innovations that are shaping the future of Digital Technology Advertising Products.

Downstream Procumbent Preference: The report can shed light on customer procumbent behaviour and adoption trends in the Digital Technology Advertising Products market. It includes factors influencing customer ' purchasing decisions, preferences for Digital Technology Advertising Products product.

Government Policies and Incentives: The research report analyse the impact of government policies and incentives on the Digital Technology Advertising Products market. This may include an assessment of regulatory frameworks, subsidies, tax incentives, and other measures aimed at promoting Digital Technology Advertising Products market. The report also evaluates the effectiveness of these policies in driving market growth.

Environmental Impact and Sustainability: The research report assess the environmental impact and sustainability aspects of the Digital Technology Advertising Products market.

Market Forecasts and Future Outlook: Based on the analysis conducted, the research report provide market forecasts and outlook for the Digital Technology Advertising Products industry. This includes projections of market size, growth rates, regional

trends, and predictions on technological advancements and policy developments.

Recommendations and Opportunities: The report concludes with recommendations for industry stakeholders, policymakers, and investors. It highlights potential opportunities for market players to capitalize on emerging trends, overcome challenges, and contribute to the growth and development of the Digital Technology Advertising Products market.

Market Segmentation:

Digital Technology Advertising Products market is split by Type and by Application. For the period 2018-2029, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

Segmentation by type

On-Premise

Cloud-Based

Segmentation by application

Ads Setting

Data Analytics

Yield Management

Others

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.

Adform

Adobe

AdRoll

Amazon (AWS)

AT&T (WarnerMedia)

CAKE

Choozle

Criteo

Google

LiveIntent

Marin Software

MediaMath

Quantcast

Singapore Telecommunications (Amobee)

Sovrn

The Search Monitor

The Trade Desk

Verizon (Verizon Media)

Verve

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