

Global Publisher Ad Server Software Market Growth (Status and Outlook) 2023-2029

<https://marketpublishers.com/r/G4D635351849EN.html>

Date: February 2023

Pages: 104

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

ID: G4D635351849EN

Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

Publisher ad servers, also short for ad servers, are software that help website publishers earn money from their website through online advertising.

LPI (LP Information)' newest research report, the "Publisher Ad Server Software Industry Forecast" looks at past sales and reviews total world Publisher Ad Server Software sales in 2022, providing a comprehensive analysis by region and market sector of projected Publisher Ad Server Software sales for 2023 through 2029. With Publisher Ad Server Software sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Publisher Ad Server Software industry.

This Insight Report provides a comprehensive analysis of the global Publisher Ad Server 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 analyzes the strategies of leading global companies with a focus on Publisher Ad Server Software portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Publisher Ad Server Software market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Publisher Ad Server 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 Publisher Ad Server Software.

The global Publisher Ad Server Software market size is projected to grow from US\$ million in 2022 to US\$ million in 2029; it is expected to grow at a CAGR of % from 2023 to 2029.

United States market for Publisher Ad Server Software is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

China market for Publisher Ad Server Software is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Europe market for Publisher Ad Server Software is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Global key Publisher Ad Server Software players cover AdGear For Publishers, AdGlare, AdSpeed, AdTech By Aol, Adzerk, AerServe, Atlas Solutions, Broadstreet and DoubleClick, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2022.

This report presents a comprehensive overview, market shares, and growth opportunities of Publisher Ad Server Software market by product type, application, key players and key regions and countries.

Market Segmentation:

Segmentation by type

Cloud Based

Web Based

Segmentation by application

Large Enterprises

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.

AdGear For Publishers

AdGlare

AdSpeed

AdTech By Aol

Adzerk

AerServe

Atlas Solutions

Broadstreet

DoubleClick

Epom

Google

Media.net

OpenX

Zedo

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 Publisher Ad Server Software Market Size 2018-2029
 - 2.1.2 Publisher Ad Server Software Market Size CAGR by Region 2018 VS 2022 VS 2029
- 2.2 Publisher Ad Server Software Segment by Type
 - 2.2.1 Cloud Based
 - 2.2.2 Web Based
- 2.3 Publisher Ad Server Software Market Size by Type
 - 2.3.1 Publisher Ad Server Software Market Size CAGR by Type (2018 VS 2022 VS 2029)
 - 2.3.2 Global Publisher Ad Server Software Market Size Market Share by Type (2018-2023)
- 2.4 Publisher Ad Server Software Segment by Application
 - 2.4.1 Large Enterprises
 - 2.4.2 SMEs
- 2.5 Publisher Ad Server Software Market Size by Application
 - 2.5.1 Publisher Ad Server Software Market Size CAGR by Application (2018 VS 2022 VS 2029)
 - 2.5.2 Global Publisher Ad Server Software Market Size Market Share by Application (2018-2023)

3 PUBLISHER AD SERVER SOFTWARE MARKET SIZE BY PLAYER

- 3.1 Publisher Ad Server Software Market Size Market Share by Players

- 3.1.1 Global Publisher Ad Server Software Revenue by Players (2018-2023)
- 3.1.2 Global Publisher Ad Server Software Revenue Market Share by Players (2018-2023)
- 3.2 Global Publisher Ad Server 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) & (2021-2023)
- 3.4 New Products and Potential Entrants
- 3.5 Mergers & Acquisitions, Expansion

4 PUBLISHER AD SERVER SOFTWARE BY REGIONS

- 4.1 Publisher Ad Server Software Market Size by Regions (2018-2023)
- 4.2 Americas Publisher Ad Server Software Market Size Growth (2018-2023)
- 4.3 APAC Publisher Ad Server Software Market Size Growth (2018-2023)
- 4.4 Europe Publisher Ad Server Software Market Size Growth (2018-2023)
- 4.5 Middle East & Africa Publisher Ad Server Software Market Size Growth (2018-2023)

5 AMERICAS

- 5.1 Americas Publisher Ad Server Software Market Size by Country (2018-2023)
- 5.2 Americas Publisher Ad Server Software Market Size by Type (2018-2023)
- 5.3 Americas Publisher Ad Server Software Market Size by Application (2018-2023)
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Brazil

6 APAC

- 6.1 APAC Publisher Ad Server Software Market Size by Region (2018-2023)
- 6.2 APAC Publisher Ad Server Software Market Size by Type (2018-2023)
- 6.3 APAC Publisher Ad Server Software Market Size by Application (2018-2023)
- 6.4 China
- 6.5 Japan
- 6.6 Korea
- 6.7 Southeast Asia
- 6.8 India
- 6.9 Australia

7 EUROPE

- 7.1 Europe Publisher Ad Server Software by Country (2018-2023)
- 7.2 Europe Publisher Ad Server Software Market Size by Type (2018-2023)
- 7.3 Europe Publisher Ad Server Software Market Size by Application (2018-2023)
- 7.4 Germany
- 7.5 France
- 7.6 UK
- 7.7 Italy
- 7.8 Russia

8 MIDDLE EAST & AFRICA

- 8.1 Middle East & Africa Publisher Ad Server Software by Region (2018-2023)
- 8.2 Middle East & Africa Publisher Ad Server Software Market Size by Type (2018-2023)
- 8.3 Middle East & Africa Publisher Ad Server Software Market Size by Application (2018-2023)
- 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 PUBLISHER AD SERVER SOFTWARE MARKET FORECAST

- 10.1 Global Publisher Ad Server Software Forecast by Regions (2024-2029)
 - 10.1.1 Global Publisher Ad Server Software Forecast by Regions (2024-2029)
 - 10.1.2 Americas Publisher Ad Server Software Forecast
 - 10.1.3 APAC Publisher Ad Server Software Forecast
 - 10.1.4 Europe Publisher Ad Server Software Forecast
 - 10.1.5 Middle East & Africa Publisher Ad Server Software Forecast

10.2 Americas Publisher Ad Server Software Forecast by Country (2024-2029)

10.2.1 United States Publisher Ad Server Software Market Forecast

10.2.2 Canada Publisher Ad Server Software Market Forecast

10.2.3 Mexico Publisher Ad Server Software Market Forecast

10.2.4 Brazil Publisher Ad Server Software Market Forecast

10.3 APAC Publisher Ad Server Software Forecast by Region (2024-2029)

10.3.1 China Publisher Ad Server Software Market Forecast

10.3.2 Japan Publisher Ad Server Software Market Forecast

10.3.3 Korea Publisher Ad Server Software Market Forecast

10.3.4 Southeast Asia Publisher Ad Server Software Market Forecast

10.3.5 India Publisher Ad Server Software Market Forecast

10.3.6 Australia Publisher Ad Server Software Market Forecast

10.4 Europe Publisher Ad Server Software Forecast by Country (2024-2029)

10.4.1 Germany Publisher Ad Server Software Market Forecast

10.4.2 France Publisher Ad Server Software Market Forecast

10.4.3 UK Publisher Ad Server Software Market Forecast

10.4.4 Italy Publisher Ad Server Software Market Forecast

10.4.5 Russia Publisher Ad Server Software Market Forecast

10.5 Middle East & Africa Publisher Ad Server Software Forecast by Region (2024-2029)

10.5.1 Egypt Publisher Ad Server Software Market Forecast

10.5.2 South Africa Publisher Ad Server Software Market Forecast

10.5.3 Israel Publisher Ad Server Software Market Forecast

10.5.4 Turkey Publisher Ad Server Software Market Forecast

10.5.5 GCC Countries Publisher Ad Server Software Market Forecast

10.6 Global Publisher Ad Server Software Forecast by Type (2024-2029)

10.7 Global Publisher Ad Server Software Forecast by Application (2024-2029)

11 KEY PLAYERS ANALYSIS

11.1 AdGear For Publishers

11.1.1 AdGear For Publishers Company Information

11.1.2 AdGear For Publishers Publisher Ad Server Software Product Offered

11.1.3 AdGear For Publishers Publisher Ad Server Software Revenue, Gross Margin and Market Share (2018-2023)

11.1.4 AdGear For Publishers Main Business Overview

11.1.5 AdGear For Publishers Latest Developments

11.2 AdGlare

11.2.1 AdGlare Company Information

- 11.2.2 AdGlare Publisher Ad Server Software Product Offered
- 11.2.3 AdGlare Publisher Ad Server Software Revenue, Gross Margin and Market Share (2018-2023)
- 11.2.4 AdGlare Main Business Overview
- 11.2.5 AdGlare Latest Developments
- 11.3 AdSpeed
 - 11.3.1 AdSpeed Company Information
 - 11.3.2 AdSpeed Publisher Ad Server Software Product Offered
 - 11.3.3 AdSpeed Publisher Ad Server Software Revenue, Gross Margin and Market Share (2018-2023)
 - 11.3.4 AdSpeed Main Business Overview
 - 11.3.5 AdSpeed Latest Developments
- 11.4 AdTech By Aol
 - 11.4.1 AdTech By Aol Company Information
 - 11.4.2 AdTech By Aol Publisher Ad Server Software Product Offered
 - 11.4.3 AdTech By Aol Publisher Ad Server Software Revenue, Gross Margin and Market Share (2018-2023)
 - 11.4.4 AdTech By Aol Main Business Overview
 - 11.4.5 AdTech By Aol Latest Developments
- 11.5 Adzerk
 - 11.5.1 Adzerk Company Information
 - 11.5.2 Adzerk Publisher Ad Server Software Product Offered
 - 11.5.3 Adzerk Publisher Ad Server Software Revenue, Gross Margin and Market Share (2018-2023)
 - 11.5.4 Adzerk Main Business Overview
 - 11.5.5 Adzerk Latest Developments
- 11.6 AerServe
 - 11.6.1 AerServe Company Information
 - 11.6.2 AerServe Publisher Ad Server Software Product Offered
 - 11.6.3 AerServe Publisher Ad Server Software Revenue, Gross Margin and Market Share (2018-2023)
 - 11.6.4 AerServe Main Business Overview
 - 11.6.5 AerServe Latest Developments
- 11.7 Atlas Solutions
 - 11.7.1 Atlas Solutions Company Information
 - 11.7.2 Atlas Solutions Publisher Ad Server Software Product Offered
 - 11.7.3 Atlas Solutions Publisher Ad Server Software Revenue, Gross Margin and Market Share (2018-2023)
 - 11.7.4 Atlas Solutions Main Business Overview

- 11.7.5 Atlas Solutions Latest Developments
- 11.8 Broadstreet
 - 11.8.1 Broadstreet Company Information
 - 11.8.2 Broadstreet Publisher Ad Server Software Product Offered
 - 11.8.3 Broadstreet Publisher Ad Server Software Revenue, Gross Margin and Market Share (2018-2023)
 - 11.8.4 Broadstreet Main Business Overview
 - 11.8.5 Broadstreet Latest Developments
- 11.9 DoubleClick
 - 11.9.1 DoubleClick Company Information
 - 11.9.2 DoubleClick Publisher Ad Server Software Product Offered
 - 11.9.3 DoubleClick Publisher Ad Server Software Revenue, Gross Margin and Market Share (2018-2023)
 - 11.9.4 DoubleClick Main Business Overview
 - 11.9.5 DoubleClick Latest Developments
- 11.10 Epom
 - 11.10.1 Epom Company Information
 - 11.10.2 Epom Publisher Ad Server Software Product Offered
 - 11.10.3 Epom Publisher Ad Server Software Revenue, Gross Margin and Market Share (2018-2023)
 - 11.10.4 Epom Main Business Overview
 - 11.10.5 Epom Latest Developments
- 11.11 Google
 - 11.11.1 Google Company Information
 - 11.11.2 Google Publisher Ad Server Software Product Offered
 - 11.11.3 Google Publisher Ad Server Software Revenue, Gross Margin and Market Share (2018-2023)
 - 11.11.4 Google Main Business Overview
 - 11.11.5 Google Latest Developments
- 11.12 Media.net
 - 11.12.1 Media.net Company Information
 - 11.12.2 Media.net Publisher Ad Server Software Product Offered
 - 11.12.3 Media.net Publisher Ad Server Software Revenue, Gross Margin and Market Share (2018-2023)
 - 11.12.4 Media.net Main Business Overview
 - 11.12.5 Media.net Latest Developments
- 11.13 OpenX
 - 11.13.1 OpenX Company Information
 - 11.13.2 OpenX Publisher Ad Server Software Product Offered

11.13.3 OpenX Publisher Ad Server Software Revenue, Gross Margin and Market Share (2018-2023)

11.13.4 OpenX Main Business Overview

11.13.5 OpenX Latest Developments

11.14 Zedo

11.14.1 Zedo Company Information

11.14.2 Zedo Publisher Ad Server Software Product Offered

11.14.3 Zedo Publisher Ad Server Software Revenue, Gross Margin and Market Share (2018-2023)

11.14.4 Zedo Main Business Overview

11.14.5 Zedo Latest Developments

12 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Publisher Ad Server Software Market Size CAGR by Region (2018 VS 2022 VS 2029) & (\$ Millions)

Table 2. Major Players of Cloud Based

Table 3. Major Players of Web Based

Table 4. Publisher Ad Server Software Market Size CAGR by Type (2018 VS 2022 VS 2029) & (\$ Millions)

Table 5. Global Publisher Ad Server Software Market Size by Type (2018-2023) & (\$ Millions)

Table 6. Global Publisher Ad Server Software Market Size Market Share by Type (2018-2023)

Table 7. Publisher Ad Server Software Market Size CAGR by Application (2018 VS 2022 VS 2029) & (\$ Millions)

Table 8. Global Publisher Ad Server Software Market Size by Application (2018-2023) & (\$ Millions)

Table 9. Global Publisher Ad Server Software Market Size Market Share by Application (2018-2023)

Table 10. Global Publisher Ad Server Software Revenue by Players (2018-2023) & (\$ Millions)

Table 11. Global Publisher Ad Server Software Revenue Market Share by Player (2018-2023)

Table 12. Publisher Ad Server Software Key Players Head office and Products Offered

Table 13. Publisher Ad Server Software Concentration Ratio (CR3, CR5 and CR10) & (2021-2023)

Table 14. New Products and Potential Entrants

Table 15. Mergers & Acquisitions, Expansion

Table 16. Global Publisher Ad Server Software Market Size by Regions 2018-2023 & (\$ Millions)

Table 17. Global Publisher Ad Server Software Market Size Market Share by Regions (2018-2023)

Table 18. Global Publisher Ad Server Software Revenue by Country/Region (2018-2023) & (\$ millions)

Table 19. Global Publisher Ad Server Software Revenue Market Share by Country/Region (2018-2023)

Table 20. Americas Publisher Ad Server Software Market Size by Country (2018-2023) & (\$ Millions)

Table 21. Americas Publisher Ad Server Software Market Size Market Share by Country (2018-2023)

Table 22. Americas Publisher Ad Server Software Market Size by Type (2018-2023) & (\$ Millions)

Table 23. Americas Publisher Ad Server Software Market Size Market Share by Type (2018-2023)

Table 24. Americas Publisher Ad Server Software Market Size by Application (2018-2023) & (\$ Millions)

Table 25. Americas Publisher Ad Server Software Market Size Market Share by Application (2018-2023)

Table 26. APAC Publisher Ad Server Software Market Size by Region (2018-2023) & (\$ Millions)

Table 27. APAC Publisher Ad Server Software Market Size Market Share by Region (2018-2023)

Table 28. APAC Publisher Ad Server Software Market Size by Type (2018-2023) & (\$ Millions)

Table 29. APAC Publisher Ad Server Software Market Size Market Share by Type (2018-2023)

Table 30. APAC Publisher Ad Server Software Market Size by Application (2018-2023) & (\$ Millions)

Table 31. APAC Publisher Ad Server Software Market Size Market Share by Application (2018-2023)

Table 32. Europe Publisher Ad Server Software Market Size by Country (2018-2023) & (\$ Millions)

Table 33. Europe Publisher Ad Server Software Market Size Market Share by Country (2018-2023)

Table 34. Europe Publisher Ad Server Software Market Size by Type (2018-2023) & (\$ Millions)

Table 35. Europe Publisher Ad Server Software Market Size Market Share by Type (2018-2023)

Table 36. Europe Publisher Ad Server Software Market Size by Application (2018-2023) & (\$ Millions)

Table 37. Europe Publisher Ad Server Software Market Size Market Share by Application (2018-2023)

Table 38. Middle East & Africa Publisher Ad Server Software Market Size by Region (2018-2023) & (\$ Millions)

Table 39. Middle East & Africa Publisher Ad Server Software Market Size Market Share by Region (2018-2023)

Table 40. Middle East & Africa Publisher Ad Server Software Market Size by Type

(2018-2023) & (\$ Millions)

Table 41. Middle East & Africa Publisher Ad Server Software Market Size Market Share by Type (2018-2023)

Table 42. Middle East & Africa Publisher Ad Server Software Market Size by Application (2018-2023) & (\$ Millions)

Table 43. Middle East & Africa Publisher Ad Server Software Market Size Market Share by Application (2018-2023)

Table 44. Key Market Drivers & Growth Opportunities of Publisher Ad Server Software

Table 45. Key Market Challenges & Risks of Publisher Ad Server Software

Table 46. Key Industry Trends of Publisher Ad Server Software

Table 47. Global Publisher Ad Server Software Market Size Forecast by Regions (2024-2029) & (\$ Millions)

Table 48. Global Publisher Ad Server Software Market Size Market Share Forecast by Regions (2024-2029)

Table 49. Global Publisher Ad Server Software Market Size Forecast by Type (2024-2029) & (\$ Millions)

Table 50. Global Publisher Ad Server Software Market Size Forecast by Application (2024-2029) & (\$ Millions)

Table 51. AdGear For Publishers Details, Company Type, Publisher Ad Server Software Area Served and Its Competitors

Table 52. AdGear For Publishers Publisher Ad Server Software Product Offered

Table 53. AdGear For Publishers Publisher Ad Server Software Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 54. AdGear For Publishers Main Business

Table 55. AdGear For Publishers Latest Developments

Table 56. AdGlare Details, Company Type, Publisher Ad Server Software Area Served and Its Competitors

Table 57. AdGlare Publisher Ad Server Software Product Offered

Table 58. AdGlare Main Business

Table 59. AdGlare Publisher Ad Server Software Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 60. AdGlare Latest Developments

Table 61. AdSpeed Details, Company Type, Publisher Ad Server Software Area Served and Its Competitors

Table 62. AdSpeed Publisher Ad Server Software Product Offered

Table 63. AdSpeed Main Business

Table 64. AdSpeed Publisher Ad Server Software Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 65. AdSpeed Latest Developments

Table 66. AdTech By Aol Details, Company Type, Publisher Ad Server Software Area Served and Its Competitors

Table 67. AdTech By Aol Publisher Ad Server Software Product Offered

Table 68. AdTech By Aol Main Business

Table 69. AdTech By Aol Publisher Ad Server Software Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 70. AdTech By Aol Latest Developments

Table 71. Adzerk Details, Company Type, Publisher Ad Server Software Area Served and Its Competitors

Table 72. Adzerk Publisher Ad Server Software Product Offered

Table 73. Adzerk Main Business

Table 74. Adzerk Publisher Ad Server Software Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 75. Adzerk Latest Developments

Table 76. AerServe Details, Company Type, Publisher Ad Server Software Area Served and Its Competitors

Table 77. AerServe Publisher Ad Server Software Product Offered

Table 78. AerServe Main Business

Table 79. AerServe Publisher Ad Server Software Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 80. AerServe Latest Developments

Table 81. Atlas Solutions Details, Company Type, Publisher Ad Server Software Area Served and Its Competitors

Table 82. Atlas Solutions Publisher Ad Server Software Product Offered

Table 83. Atlas Solutions Main Business

Table 84. Atlas Solutions Publisher Ad Server Software Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 85. Atlas Solutions Latest Developments

Table 86. Broadstreet Details, Company Type, Publisher Ad Server Software Area Served and Its Competitors

Table 87. Broadstreet Publisher Ad Server Software Product Offered

Table 88. Broadstreet Main Business

Table 89. Broadstreet Publisher Ad Server Software Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 90. Broadstreet Latest Developments

Table 91. DoubleClick Details, Company Type, Publisher Ad Server Software Area Served and Its Competitors

Table 92. DoubleClick Publisher Ad Server Software Product Offered

Table 93. DoubleClick Main Business

Table 94. DoubleClick Publisher Ad Server Software Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 95. DoubleClick Latest Developments

Table 96. Epom Details, Company Type, Publisher Ad Server Software Area Served and Its Competitors

Table 97. Epom Publisher Ad Server Software Product Offered

Table 98. Epom Main Business

Table 99. Epom Publisher Ad Server Software Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 100. Epom Latest Developments

Table 101. Google Details, Company Type, Publisher Ad Server Software Area Served and Its Competitors

Table 102. Google Publisher Ad Server Software Product Offered

Table 103. Google Publisher Ad Server Software Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 104. Google Main Business

Table 105. Google Latest Developments

Table 106. Media.net Details, Company Type, Publisher Ad Server Software Area Served and Its Competitors

Table 107. Media.net Publisher Ad Server Software Product Offered

Table 108. Media.net Main Business

Table 109. Media.net Publisher Ad Server Software Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 110. Media.net Latest Developments

Table 111. OpenX Details, Company Type, Publisher Ad Server Software Area Served and Its Competitors

Table 112. OpenX Publisher Ad Server Software Product Offered

Table 113. OpenX Main Business

Table 114. OpenX Publisher Ad Server Software Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 115. OpenX Latest Developments

Table 116. Zedo Details, Company Type, Publisher Ad Server Software Area Served and Its Competitors

Table 117. Zedo Publisher Ad Server Software Product Offered

Table 118. Zedo Main Business

Table 119. Zedo Publisher Ad Server Software Revenue (\$ million), Gross Margin and Market Share (2018-2023)

Table 120. Zedo Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Publisher Ad Server Software Report Years Considered
- Figure 2. Research Objectives
- Figure 3. Research Methodology
- Figure 4. Research Process and Data Source
- Figure 5. Global Publisher Ad Server Software Market Size Growth Rate 2018-2029 (\$ Millions)
- Figure 6. Publisher Ad Server Software Sales by Geographic Region (2018, 2022 & 2029) & (\$ millions)
- Figure 7. Publisher Ad Server Software Sales Market Share by Country/Region (2022)
- Figure 8. Publisher Ad Server Software Sales Market Share by Country/Region (2018, 2022 & 2029)
- Figure 9. Global Publisher Ad Server Software Market Size Market Share by Type in 2022
- Figure 10. Publisher Ad Server Software in Large Enterprises
- Figure 11. Global Publisher Ad Server Software Market: Large Enterprises (2018-2023) & (\$ Millions)
- Figure 12. Publisher Ad Server Software in SMEs
- Figure 13. Global Publisher Ad Server Software Market: SMEs (2018-2023) & (\$ Millions)
- Figure 14. Global Publisher Ad Server Software Market Size Market Share by Application in 2022
- Figure 15. Global Publisher Ad Server Software Revenue Market Share by Player in 2022
- Figure 16. Global Publisher Ad Server Software Market Size Market Share by Regions (2018-2023)
- Figure 17. Americas Publisher Ad Server Software Market Size 2018-2023 (\$ Millions)
- Figure 18. APAC Publisher Ad Server Software Market Size 2018-2023 (\$ Millions)
- Figure 19. Europe Publisher Ad Server Software Market Size 2018-2023 (\$ Millions)
- Figure 20. Middle East & Africa Publisher Ad Server Software Market Size 2018-2023 (\$ Millions)
- Figure 21. Americas Publisher Ad Server Software Value Market Share by Country in 2022
- Figure 22. United States Publisher Ad Server Software Market Size Growth 2018-2023 (\$ Millions)
- Figure 23. Canada Publisher Ad Server Software Market Size Growth 2018-2023 (\$

Millions)

Figure 24. Mexico Publisher Ad Server Software Market Size Growth 2018-2023 (\$ Millions)

Figure 25. Brazil Publisher Ad Server Software Market Size Growth 2018-2023 (\$ Millions)

Figure 26. APAC Publisher Ad Server Software Market Size Market Share by Region in 2022

Figure 27. APAC Publisher Ad Server Software Market Size Market Share by Type in 2022

Figure 28. APAC Publisher Ad Server Software Market Size Market Share by Application in 2022

Figure 29. China Publisher Ad Server Software Market Size Growth 2018-2023 (\$ Millions)

Figure 30. Japan Publisher Ad Server Software Market Size Growth 2018-2023 (\$ Millions)

Figure 31. Korea Publisher Ad Server Software Market Size Growth 2018-2023 (\$ Millions)

Figure 32. Southeast Asia Publisher Ad Server Software Market Size Growth 2018-2023 (\$ Millions)

Figure 33. India Publisher Ad Server Software Market Size Growth 2018-2023 (\$ Millions)

Figure 34. Australia Publisher Ad Server Software Market Size Growth 2018-2023 (\$ Millions)

Figure 35. Europe Publisher Ad Server Software Market Size Market Share by Country in 2022

Figure 36. Europe Publisher Ad Server Software Market Size Market Share by Type (2018-2023)

Figure 37. Europe Publisher Ad Server Software Market Size Market Share by Application (2018-2023)

Figure 38. Germany Publisher Ad Server Software Market Size Growth 2018-2023 (\$ Millions)

Figure 39. France Publisher Ad Server Software Market Size Growth 2018-2023 (\$ Millions)

Figure 40. UK Publisher Ad Server Software Market Size Growth 2018-2023 (\$ Millions)

Figure 41. Italy Publisher Ad Server Software Market Size Growth 2018-2023 (\$ Millions)

Figure 42. Russia Publisher Ad Server Software Market Size Growth 2018-2023 (\$ Millions)

Figure 43. Middle East & Africa Publisher Ad Server Software Market Size Market

Share by Region (2018-2023)

Figure 44. Middle East & Africa Publisher Ad Server Software Market Size Market

Share by Type (2018-2023)

Figure 45. Middle East & Africa Publisher Ad Server Software Market Size Market

Share by Application (2018-2023)

Figure 46. Egypt Publisher Ad Server Software Market Size Growth 2018-2023 (\$ Millions)

Figure 47. South Africa Publisher Ad Server Software Market Size Growth 2018-2023 (\$ Millions)

Figure 48. Israel Publisher Ad Server Software Market Size Growth 2018-2023 (\$ Millions)

Figure 49. Turkey Publisher Ad Server Software Market Size Growth 2018-2023 (\$ Millions)

Figure 50. GCC Country Publisher Ad Server Software Market Size Growth 2018-2023 (\$ Millions)

Figure 51. Americas Publisher Ad Server Software Market Size 2024-2029 (\$ Millions)

Figure 52. APAC Publisher Ad Server Software Market Size 2024-2029 (\$ Millions)

Figure 53. Europe Publisher Ad Server Software Market Size 2024-2029 (\$ Millions)

Figure 54. Middle East & Africa Publisher Ad Server Software Market Size 2024-2029 (\$ Millions)

Figure 55. United States Publisher Ad Server Software Market Size 2024-2029 (\$ Millions)

Figure 56. Canada Publisher Ad Server Software Market Size 2024-2029 (\$ Millions)

Figure 57. Mexico Publisher Ad Server Software Market Size 2024-2029 (\$ Millions)

Figure 58. Brazil Publisher Ad Server Software Market Size 2024-2029 (\$ Millions)

Figure 59. China Publisher Ad Server Software Market Size 2024-2029 (\$ Millions)

Figure 60. Japan Publisher Ad Server Software Market Size 2024-2029 (\$ Millions)

Figure 61. Korea Publisher Ad Server Software Market Size 2024-2029 (\$ Millions)

Figure 62. Southeast Asia Publisher Ad Server Software Market Size 2024-2029 (\$ Millions)

Figure 63. India Publisher Ad Server Software Market Size 2024-2029 (\$ Millions)

Figure 64. Australia Publisher Ad Server Software Market Size 2024-2029 (\$ Millions)

Figure 65. Germany Publisher Ad Server Software Market Size 2024-2029 (\$ Millions)

Figure 66. France Publisher Ad Server Software Market Size 2024-2029 (\$ Millions)

Figure 67. UK Publisher Ad Server Software Market Size 2024-2029 (\$ Millions)

Figure 68. Italy Publisher Ad Server Software Market Size 2024-2029 (\$ Millions)

Figure 69. Russia Publisher Ad Server Software Market Size 2024-2029 (\$ Millions)

Figure 70. Spain Publisher Ad Server Software Market Size 2024-2029 (\$ Millions)

Figure 71. Egypt Publisher Ad Server Software Market Size 2024-2029 (\$ Millions)

Figure 72. South Africa Publisher Ad Server Software Market Size 2024-2029 (\$ Millions)

Figure 73. Israel Publisher Ad Server Software Market Size 2024-2029 (\$ Millions)

Figure 74. Turkey Publisher Ad Server Software Market Size 2024-2029 (\$ Millions)

Figure 75. GCC Countries Publisher Ad Server Software Market Size 2024-2029 (\$ Millions)

Figure 76. Global Publisher Ad Server Software Market Size Market Share Forecast by Type (2024-2029)

Figure 77. Global Publisher Ad Server Software Market Size Market Share Forecast by Application (2024-2029)

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