

Global Real-time Bidding Market Growth (Status and Outlook) 2023-2029

<https://marketpublishers.com/r/G9519D493D13EN.html>

Date: February 2023

Pages: 113

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

ID: G9519D493D13EN

Abstracts

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

Real time bidding (RTB) is a server-to-server buying process that allows inventory (ad space on websites) to be bought and sold on a per-impression basis. It happens instantaneous through an auction that determines who gets to buy a specific impression.

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

This Insight Report provides a comprehensive analysis of the global Real-time Bidding 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 Real-time Bidding portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Real-time Bidding market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Real-time Bidding 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 Real-time Bidding.

The global Real-time Bidding market size is projected to grow from US\$ 9321.3 million in 2022 to US\$ 22930 million in 2029; it is expected to grow at a CAGR of 13.7% from 2023 to 2029.

United States market for Real-time Bidding 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 Real-time Bidding 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 Real-time Bidding is estimated to increase from US\$ million in 2022 to US\$ million by 2029, at a CAGR of % from 2023 through 2029.

Global key Real-time Bidding players cover Google (US), WPP (UK), Adobe (US), Criteo (France), Facebook (US), Smaato (US), Yandex (Russia), PubMatic (US) and Salesforce (US), 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 Real-time Bidding market by product type, application, key players and key regions and countries.

Market Segmentation:

Segmentation by type

Open Auction

Invited Auction

Segmentation by application

Media and Entertainment

Games

Retail and eCommerce

Travel and Luxury

Mobile Apps

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.

Google (US)

WPP (UK)

Adobe (US)

Criteo (France)

Facebook (US)

Smaato (US)

Yandex (Russia)

PubMatic (US)

Salesforce (US)

Rubicon Project (US)

MediaMath (US)

MoPub (US)

AppNexus (US)

Platform One (Japan)

Verizon Media (US)

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