

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

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Abstracts

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Real-time bidding (RTB) is a means by which advertising inventory is bought and sold on a per-impression basis, via programmatic instantaneous auction, similar to financial markets. With real-time bidding, advertising buyers bid on an impression and, if the bid is won, the buyer's ad is instantly displayed on the publisher's site. Real-time bidding lets advertisers manage and optimize ads from multiple ad-networks by granting the user access to a multitude of different networks, allowing them to create and launch advertising campaigns, prioritize networks and allocate percentages of unsold inventory, known as backfill.

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

This Insight Report provides a comprehensive analysis of the global Real-time Bidding (RTB) 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 (RTB) 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 (RTB) market.

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

The global Real-time Bidding (RTB) 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.

Retail and Ecommerce application to grow at the highest CAGR during the forecast period.

This report presents a comprehensive overview, market shares, and growth opportunities of Real-time Bidding (RTB) 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

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

WPP

Adobe

Facebook

Twitter (Mopub)

Verizon Media

Criteo

Smaato

Yandex

Rubicon Project

Pubmatic

Salesforce

Mediamath

Appnexus (A Xandr Company)

Platform One

Match2one

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