+357 96 030922
info@marketpublishers.com

# Global Real-time Bidding (RTB) Platform Market Growth (Status and Outlook) 2026-2032

https://marketpublishers.com/r/G8ED7C19FBC0EN.html
Date: September 2026
Pages: 111
Price: US$ 3,660.00 (Single User License)
ID: G8ED7C19FBC0EN

## Abstracts

The global Real-time Bidding (RTB) Platform market size is predicted to grow from US$ 396 million in 2025 to US$ 611 million in 2032; it is expected to grow at a CAGR of 6.5% from 2026 to 2032.

To address the cumbersome traditional advertising procurement process, low efficiency, and insufficient resource matching accuracy, Real-Time Bidding (RTB) platforms emerged. Since the rise of programmatic advertising in the early 21st century, RTB platforms have gradually become a core infrastructure in the digital advertising ecosystem, driving the evolution of advertising transactions towards automation and intelligence. Today, RTB platforms have developed into a comprehensive technology system integrating data management, algorithmic bidding, and cross-channel delivery, widely used in brand promotion, performance marketing, mobile applications, and video advertising. They enable millisecond-level advertising transaction decisions, significantly improving advertisers' delivery efficiency and media monetization capabilities.

With the maturity of technologies such as AI, 5G, and blockchain, RTB platforms will evolve towards "ultra-personalized, fully transparent, and open ecosystems." AI-driven predictive bidding can anticipate user behavior and lock in high-value traffic in advance; blockchain technology enables full traceability of advertising transactions, enhancing trust; cross-platform data platforms and supply chain integration promote the "Advertising as a Service (AaaS)" model, allowing brands to directly access RTB capabilities via APIs. Enterprises need to focus on breakthroughs in core technologies (such as privacy computing and AI algorithms), ecosystem collaboration (cross-platform data sharing), and sustainable models (green advertising and the circular economy) to reconstruct a new paradigm of "traffic-effectiveness-value" in the wave of digital marketing.

+357 96 030922
info@marketpublishers.com

LPI (LP Information)' newest research report, the “Real-time Bidding (RTB) Platform Industry Forecast” looks at past sales and reviews total world Real-time Bidding (RTB) Platform sales in 2025, providing a comprehensive analysis by region and market sector of projected Real-time Bidding (RTB) Platform sales for 2026 through 2032. With Real-time Bidding (RTB) Platform 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) Platform industry.

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

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

This report presents a comprehensive overview, market shares, and growth opportunities of Real-time Bidding (RTB) Platform market by product type, application, key players and key regions and countries.

## Segmentation by Type:

Cloud-based

Local Deployment

## Segmentation by Platform:

+357 96 030922
info@marketpublishers.com

Publisher Platform

Advertiser Platform

Ad Exchange Platform

## Segmentation by Bidding Mechanism:

Open Market Bidding

Private Market Bidding

## Segmentation by Application:

Media and Entertainment

Gaming

Retail and E-commerce

Travel and Luxury Goods

Mobile Applications

Other

## This report also splits the market by region:

Americas

United States

Canada

Mexico

+357 96 030922
info@marketpublishers.com

- Brazil

APAC

- China
- Japan
- Korea
- Southeast Asia
- India
- Australia

Europe

- Germany
- France
- UK
- Italy
- Russia

Middle East & Africa

- Egypt
- South Africa
- Israel
- Turkey

+357 96 030922
info@marketpublishers.com

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.

Ad Colony

Ads Compass

Imonomy

LiveIntent

Magnite

OutBrain

Smaato

Splicky

OpenX

Xandr

Ad Pushup

GetGeoFencing

+357 96 030922
info@marketpublishers.com

# 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 Real-time Bidding (RTB) Platform Market Size (2021-2032)
  2.1.2 Real-time Bidding (RTB) Platform Market Size CAGR by Region (2021 VS 2025 VS 2032)
  2.1.3 World Current & Future Analysis for Real-time Bidding (RTB) Platform by Country/Region (2021, 2025 & 2032)
2.2 Real-time Bidding (RTB) Platform Segment by Type
  2.2.1 Publisher Platform
  2.2.2 Advertiser Platform
  2.2.3 Advertising Exchange Platform
  2.2.4 Real-time Bidding (RTB) Platform Market Size by Type
    2.2.4.1 Real-time Bidding (RTB) Platform Market Size CAGR by Type (2021 VS 2025 VS 2032)
    2.2.4.2 Global Real-time Bidding (RTB) Platform Market Size Market Share by Type (2021-2026)
2.3 Real-time Bidding (RTB) Platform Segment by Application
  2.3.1 Media and Entertainment
  2.3.2 Games
  2.3.3 Retail and E-Commerce
  2.3.4 Travel and Luxury
  2.3.5 Mobile Apps
  2.3.6 Other
  2.3.7 Real-time Bidding (RTB) Platform Market Size by Application
    2.3.7.1 Real-time Bidding (RTB) Platform Market Size CAGR by Application (2021 VS

+357 96 030922
info@marketpublishers.com

2025 VS 2032)
2.3.7.2 Global Real-time Bidding (RTB) Platform Market Size Market Share by Application (2021-2026)

## 3 REAL-TIME BIDDING (RTB) PLATFORM MARKET SIZE BY PLAYER

3.1 Real-time Bidding (RTB) Platform Market Size Market Share by Player
3.1.1 Global Real-time Bidding (RTB) Platform Revenue by Player (2021-2026)
3.1.2 Global Real-time Bidding (RTB) Platform Revenue Market Share by Player (2021-2026)
3.2 Global Real-time Bidding (RTB) Platform 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 REAL-TIME BIDDING (RTB) PLATFORM BY REGION

4.1 Real-time Bidding (RTB) Platform Market Size by Region (2021-2026)
4.2 Global Real-time Bidding (RTB) Platform Annual Revenue by Country/Region (2021-2026)
4.3 Americas Real-time Bidding (RTB) Platform Market Size Growth (2021-2026)
4.4 APAC Real-time Bidding (RTB) Platform Market Size Growth (2021-2026)
4.5 Europe Real-time Bidding (RTB) Platform Market Size Growth (2021-2026)
4.6 Middle East & Africa Real-time Bidding (RTB) Platform Market Size Growth (2021-2026)

## 5 AMERICAS

5.1 Americas Real-time Bidding (RTB) Platform Market Size by Country (2021-2026)
5.2 Americas Real-time Bidding (RTB) Platform Market Size by Type (2021-2026)
5.3 Americas Real-time Bidding (RTB) Platform Market Size by Application (2021-2026)
5.4 United States
5.5 Canada
5.6 Mexico
5.7 Brazil

+357 96 030922
info@marketpublishers.com

## 6 APAC

6.1 APAC Real-time Bidding (RTB) Platform Market Size by Region (2021-2026)
6.2 APAC Real-time Bidding (RTB) Platform Market Size by Type (2021-2026)
6.3 APAC Real-time Bidding (RTB) Platform 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 Real-time Bidding (RTB) Platform Market Size by Country (2021-2026)
7.2 Europe Real-time Bidding (RTB) Platform Market Size by Type (2021-2026)
7.3 Europe Real-time Bidding (RTB) Platform 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 Real-time Bidding (RTB) Platform by Region (2021-2026)
8.2 Middle East & Africa Real-time Bidding (RTB) Platform Market Size by Type (2021-2026)
8.3 Middle East & Africa Real-time Bidding (RTB) Platform 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

+357 96 030922
info@marketpublishers.com

9.2 Market Challenges & Risks
9.3 Industry Trends

**10 GLOBAL REAL-TIME BIDDING (RTB) PLATFORM MARKET FORECAST**

10.1 Global Real-time Bidding (RTB) Platform Forecast by Region (2027-2032)
10.1.1 Global Real-time Bidding (RTB) Platform Forecast by Region (2027-2032)
10.1.2 Americas Real-time Bidding (RTB) Platform Forecast
10.1.3 APAC Real-time Bidding (RTB) Platform Forecast
10.1.4 Europe Real-time Bidding (RTB) Platform Forecast
10.1.5 Middle East & Africa Real-time Bidding (RTB) Platform Forecast
10.2 Americas Real-time Bidding (RTB) Platform Forecast by Country (2027-2032)
10.2.1 United States Market Real-time Bidding (RTB) Platform Forecast
10.2.2 Canada Market Real-time Bidding (RTB) Platform Forecast
10.2.3 Mexico Market Real-time Bidding (RTB) Platform Forecast
10.2.4 Brazil Market Real-time Bidding (RTB) Platform Forecast
10.3 APAC Real-time Bidding (RTB) Platform Forecast by Region (2027-2032)
10.3.1 China Real-time Bidding (RTB) Platform Market Forecast
10.3.2 Japan Market Real-time Bidding (RTB) Platform Forecast
10.3.3 Korea Market Real-time Bidding (RTB) Platform Forecast
10.3.4 Southeast Asia Market Real-time Bidding (RTB) Platform Forecast
10.3.5 India Market Real-time Bidding (RTB) Platform Forecast
10.3.6 Australia Market Real-time Bidding (RTB) Platform Forecast
10.4 Europe Real-time Bidding (RTB) Platform Forecast by Country (2027-2032)
10.4.1 Germany Market Real-time Bidding (RTB) Platform Forecast
10.4.2 France Market Real-time Bidding (RTB) Platform Forecast
10.4.3 UK Market Real-time Bidding (RTB) Platform Forecast
10.4.4 Italy Market Real-time Bidding (RTB) Platform Forecast
10.4.5 Russia Market Real-time Bidding (RTB) Platform Forecast
10.5 Middle East & Africa Real-time Bidding (RTB) Platform Forecast by Region (2027-2032)
10.5.1 Egypt Market Real-time Bidding (RTB) Platform Forecast
10.5.2 South Africa Market Real-time Bidding (RTB) Platform Forecast
10.5.3 Israel Market Real-time Bidding (RTB) Platform Forecast
10.5.4 Turkey Market Real-time Bidding (RTB) Platform Forecast
10.6 Global Real-time Bidding (RTB) Platform Forecast by Type (2027-2032)
10.7 Global Real-time Bidding (RTB) Platform Forecast by Application (2027-2032)
10.7.1 GCC Countries Market Real-time Bidding (RTB) Platform Forecast

+357 96 030922
info@marketpublishers.com

## 11 KEY PLAYERS ANALYSIS

11.1 Ad Colony
11.1.1 Ad Colony Company Information
11.1.2 Ad Colony Real-time Bidding (RTB) Platform Product Offered
11.1.3 Ad Colony Real-time Bidding (RTB) Platform Revenue, Gross Margin and Market Share (2021-2026)
11.1.4 Ad Colony Main Business Overview
11.1.5 Ad Colony Latest Developments
11.2 Ads Compass
11.2.1 Ads Compass Company Information
11.2.2 Ads Compass Real-time Bidding (RTB) Platform Product Offered
11.2.3 Ads Compass Real-time Bidding (RTB) Platform Revenue, Gross Margin and Market Share (2021-2026)
11.2.4 Ads Compass Main Business Overview
11.2.5 Ads Compass Latest Developments
11.3 Imonomy
11.3.1 Imonomy Company Information
11.3.2 Imonomy Real-time Bidding (RTB) Platform Product Offered
11.3.3 Imonomy Real-time Bidding (RTB) Platform Revenue, Gross Margin and Market Share (2021-2026)
11.3.4 Imonomy Main Business Overview
11.3.5 Imonomy Latest Developments
11.4 LiveIntent
11.4.1 LiveIntent Company Information
11.4.2 LiveIntent Real-time Bidding (RTB) Platform Product Offered
11.4.3 LiveIntent Real-time Bidding (RTB) Platform Revenue, Gross Margin and Market Share (2021-2026)
11.4.4 LiveIntent Main Business Overview
11.4.5 LiveIntent Latest Developments
11.5 Magnite
11.5.1 Magnite Company Information
11.5.2 Magnite Real-time Bidding (RTB) Platform Product Offered
11.5.3 Magnite Real-time Bidding (RTB) Platform Revenue, Gross Margin and Market Share (2021-2026)
11.5.4 Magnite Main Business Overview
11.5.5 Magnite Latest Developments
11.6 OutBrain
11.6.1 OutBrain Company Information

+357 96 030922
info@marketpublishers.com

11.6.2 OutBrain Real-time Bidding (RTB) Platform Product Offered
11.6.3 OutBrain Real-time Bidding (RTB) Platform Revenue, Gross Margin and Market Share (2021-2026)
11.6.4 OutBrain Main Business Overview
11.6.5 OutBrain Latest Developments
11.7 Smaato
11.7.1 Smaato Company Information
11.7.2 Smaato Real-time Bidding (RTB) Platform Product Offered
11.7.3 Smaato Real-time Bidding (RTB) Platform Revenue, Gross Margin and Market Share (2021-2026)
11.7.4 Smaato Main Business Overview
11.7.5 Smaato Latest Developments
11.8 Splicky
11.8.1 Splicky Company Information
11.8.2 Splicky Real-time Bidding (RTB) Platform Product Offered
11.8.3 Splicky Real-time Bidding (RTB) Platform Revenue, Gross Margin and Market Share (2021-2026)
11.8.4 Splicky Main Business Overview
11.8.5 Splicky Latest Developments
11.9 OpenX
11.9.1 OpenX Company Information
11.9.2 OpenX Real-time Bidding (RTB) Platform Product Offered
11.9.3 OpenX Real-time Bidding (RTB) Platform Revenue, Gross Margin and Market Share (2021-2026)
11.9.4 OpenX Main Business Overview
11.9.5 OpenX Latest Developments
11.10 Xandr
11.10.1 Xandr Company Information
11.10.2 Xandr Real-time Bidding (RTB) Platform Product Offered
11.10.3 Xandr Real-time Bidding (RTB) Platform Revenue, Gross Margin and Market Share (2021-2026)
11.10.4 Xandr Main Business Overview
11.10.5 Xandr Latest Developments
11.11 Ad Pushup
11.11.1 Ad Pushup Company Information
11.11.2 Ad Pushup Real-time Bidding (RTB) Platform Product Offered
11.11.3 Ad Pushup Real-time Bidding (RTB) Platform Revenue, Gross Margin and Market Share (2021-2026)
11.11.4 Ad Pushup Main Business Overview

+357 96 030922
info@marketpublishers.com

11.11.5 Ad Pushup Latest Developments
11.12 GetGeoFencing
11.12.1 GetGeoFencing Company Information
11.12.2 GetGeoFencing Real-time Bidding (RTB) Platform Product Offered
11.12.3 GetGeoFencing Real-time Bidding (RTB) Platform Revenue, Gross Margin and Market Share (2021-2026)
11.12.4 GetGeoFencing Main Business Overview
11.12.5 GetGeoFencing Latest Developments

**12 RESEARCH FINDINGS AND CONCLUSION**

+357 96 030922
info@marketpublishers.com

# List Of Tables

## LIST OF TABLES

Table 1. Real-time Bidding (RTB) Platform Market Size CAGR by Region (2021 VS 2025 VS 2032) & ($ millions)
Table 2. Real-time Bidding (RTB) Platform Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & ($ millions)
Table 3. Major Players of Publisher Platform
Table 4. Major Players of Advertiser Platform
Table 5. Major Players of Advertising Exchange Platform
Table 6. Real-time Bidding (RTB) Platform Market Size CAGR by Type (2021 VS 2025 VS 2032) & ($ millions)
Table 7. Global Real-time Bidding (RTB) Platform Market Size by Type (2021-2026) & ($ millions)
Table 8. Global Real-time Bidding (RTB) Platform Market Size Market Share by Type (2021-2026)
Table 9. Real-time Bidding (RTB) Platform Market Size CAGR by Application (2021 VS 2025 VS 2032) & ($ millions)
Table 10. Global Real-time Bidding (RTB) Platform Market Size by Application (2021-2026) & ($ millions)
Table 11. Global Real-time Bidding (RTB) Platform Market Size Market Share by Application (2021-2026)
Table 12. Global Real-time Bidding (RTB) Platform Revenue by Player (2021-2026) & ($ millions)
Table 13. Global Real-time Bidding (RTB) Platform Revenue Market Share by Player (2021-2026)
Table 14. Real-time Bidding (RTB) Platform Key Players Head office and Products Offered
Table 15. Real-time Bidding (RTB) Platform Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
Table 16. New Products and Potential Entrants
Table 17. Mergers & Acquisitions, Expansion
Table 18. Global Real-time Bidding (RTB) Platform Market Size by Region (2021-2026) & ($ millions)
Table 19. Global Real-time Bidding (RTB) Platform Market Size Market Share by Region (2021-2026)
Table 20. Global Real-time Bidding (RTB) Platform Revenue by Country/Region (2021-2026) & ($ millions)

+357 96 030922
info@marketpublishers.com

Table 21. Global Real-time Bidding (RTB) Platform Revenue Market Share by Country/Region (2021-2026)
Table 22. Americas Real-time Bidding (RTB) Platform Market Size by Country (2021-2026) & ($ millions)
Table 23. Americas Real-time Bidding (RTB) Platform Market Size Market Share by Country (2021-2026)
Table 24. Americas Real-time Bidding (RTB) Platform Market Size by Type (2021-2026) & ($ millions)
Table 25. Americas Real-time Bidding (RTB) Platform Market Size Market Share by Type (2021-2026)
Table 26. Americas Real-time Bidding (RTB) Platform Market Size by Application (2021-2026) & ($ millions)
Table 27. Americas Real-time Bidding (RTB) Platform Market Size Market Share by Application (2021-2026)
Table 28. APAC Real-time Bidding (RTB) Platform Market Size by Region (2021-2026) & ($ millions)
Table 29. APAC Real-time Bidding (RTB) Platform Market Size Market Share by Region (2021-2026)
Table 30. APAC Real-time Bidding (RTB) Platform Market Size by Type (2021-2026) & ($ millions)
Table 31. APAC Real-time Bidding (RTB) Platform Market Size by Application (2021-2026) & ($ millions)
Table 32. Europe Real-time Bidding (RTB) Platform Market Size by Country (2021-2026) & ($ millions)
Table 33. Europe Real-time Bidding (RTB) Platform Market Size Market Share by Country (2021-2026)
Table 34. Europe Real-time Bidding (RTB) Platform Market Size by Type (2021-2026) & ($ millions)
Table 35. Europe Real-time Bidding (RTB) Platform Market Size by Application (2021-2026) & ($ millions)
Table 36. Middle East & Africa Real-time Bidding (RTB) Platform Market Size by Region (2021-2026) & ($ millions)
Table 37. Middle East & Africa Real-time Bidding (RTB) Platform Market Size by Type (2021-2026) & ($ millions)
Table 38. Middle East & Africa Real-time Bidding (RTB) Platform Market Size by Application (2021-2026) & ($ millions)
Table 39. Key Market Drivers & Growth Opportunities of Real-time Bidding (RTB) Platform
Table 40. Key Market Challenges & Risks of Real-time Bidding (RTB) Platform

+357 96 030922
info@marketpublishers.com

Table 41. Key Industry Trends of Real-time Bidding (RTB) Platform
Table 42. Global Real-time Bidding (RTB) Platform Market Size Forecast by Region (2027-2032) & ($ millions)
Table 43. Global Real-time Bidding (RTB) Platform Market Size Market Share Forecast by Region (2027-2032)
Table 44. Global Real-time Bidding (RTB) Platform Market Size Forecast by Type (2027-2032) & ($ millions)
Table 45. Global Real-time Bidding (RTB) Platform Market Size Forecast by Application (2027-2032) & ($ millions)
Table 46. Ad Colony Details, Company Type, Real-time Bidding (RTB) Platform Area Served and Its Competitors
Table 47. Ad Colony Real-time Bidding (RTB) Platform Product Offered
Table 48. Ad Colony Real-time Bidding (RTB) Platform Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 49. Ad Colony Main Business
Table 50. Ad Colony Latest Developments
Table 51. Ads Compass Details, Company Type, Real-time Bidding (RTB) Platform Area Served and Its Competitors
Table 52. Ads Compass Real-time Bidding (RTB) Platform Product Offered
Table 53. Ads Compass Real-time Bidding (RTB) Platform Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 54. Ads Compass Main Business
Table 55. Ads Compass Latest Developments
Table 56. Imonomy Details, Company Type, Real-time Bidding (RTB) Platform Area Served and Its Competitors
Table 57. Imonomy Real-time Bidding (RTB) Platform Product Offered
Table 58. Imonomy Real-time Bidding (RTB) Platform Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 59. Imonomy Main Business
Table 60. Imonomy Latest Developments
Table 61. LiveIntent Details, Company Type, Real-time Bidding (RTB) Platform Area Served and Its Competitors
Table 62. LiveIntent Real-time Bidding (RTB) Platform Product Offered
Table 63. LiveIntent Real-time Bidding (RTB) Platform Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 64. LiveIntent Main Business
Table 65. LiveIntent Latest Developments
Table 66. Magnite Details, Company Type, Real-time Bidding (RTB) Platform Area Served and Its Competitors

+357 96 030922
info@marketpublishers.com

Table 67. Magnite Real-time Bidding (RTB) Platform Product Offered
Table 68. Magnite Real-time Bidding (RTB) Platform Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 69. Magnite Main Business
Table 70. Magnite Latest Developments
Table 71. OutBrain Details, Company Type, Real-time Bidding (RTB) Platform Area Served and Its Competitors
Table 72. OutBrain Real-time Bidding (RTB) Platform Product Offered
Table 73. OutBrain Real-time Bidding (RTB) Platform Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 74. OutBrain Main Business
Table 75. OutBrain Latest Developments
Table 76. Smaato Details, Company Type, Real-time Bidding (RTB) Platform Area Served and Its Competitors
Table 77. Smaato Real-time Bidding (RTB) Platform Product Offered
Table 78. Smaato Real-time Bidding (RTB) Platform Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 79. Smaato Main Business
Table 80. Smaato Latest Developments
Table 81. Splicky Details, Company Type, Real-time Bidding (RTB) Platform Area Served and Its Competitors
Table 82. Splicky Real-time Bidding (RTB) Platform Product Offered
Table 83. Splicky Real-time Bidding (RTB) Platform Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 84. Splicky Main Business
Table 85. Splicky Latest Developments
Table 86. OpenX Details, Company Type, Real-time Bidding (RTB) Platform Area Served and Its Competitors
Table 87. OpenX Real-time Bidding (RTB) Platform Product Offered
Table 88. OpenX Real-time Bidding (RTB) Platform Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 89. OpenX Main Business
Table 90. OpenX Latest Developments
Table 91. Xandr Details, Company Type, Real-time Bidding (RTB) Platform Area Served and Its Competitors
Table 92. Xandr Real-time Bidding (RTB) Platform Product Offered
Table 93. Xandr Real-time Bidding (RTB) Platform Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 94. Xandr Main Business

+357 96 030922
info@marketpublishers.com

Table 95. Xandr Latest Developments
Table 96. Ad Pushup Details, Company Type, Real-time Bidding (RTB) Platform Area Served and Its Competitors
Table 97. Ad Pushup Real-time Bidding (RTB) Platform Product Offered
Table 98. Ad Pushup Real-time Bidding (RTB) Platform Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 99. Ad Pushup Main Business
Table 100. Ad Pushup Latest Developments
Table 101. GetGeoFencing Details, Company Type, Real-time Bidding (RTB) Platform Area Served and Its Competitors
Table 102. GetGeoFencing Real-time Bidding (RTB) Platform Product Offered
Table 103. GetGeoFencing Real-time Bidding (RTB) Platform Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 104. GetGeoFencing Main Business
Table 105. GetGeoFencing Latest Developments

+357 96 030922
info@marketpublishers.com

# List Of Figures

## LIST OF FIGURES

Figure 1. Real-time Bidding (RTB) Platform Report Years Considered
Figure 2. Research Objectives
Figure 3. Research Methodology
Figure 4. Research Process and Data Source
Figure 5. Global Real-time Bidding (RTB) Platform Market Size Growth Rate (2021-2032) ($ millions)
Figure 6. Real-time Bidding (RTB) Platform Sales by Geographic Region (2021, 2025 & 2032) & ($ millions)
Figure 7. Real-time Bidding (RTB) Platform Sales Market Share by Country/Region (2025)
Figure 8. Real-time Bidding (RTB) Platform Sales Market Share by Country/Region (2021, 2025 & 2032)
Figure 9. Global Real-time Bidding (RTB) Platform Market Size Market Share by Type in 2025
Figure 10. Real-time Bidding (RTB) Platform in Media and Entertainment
Figure 11. Global Real-time Bidding (RTB) Platform Market: Media and Entertainment (2021-2026) & ($ millions)
Figure 12. Real-time Bidding (RTB) Platform in Games
Figure 13. Global Real-time Bidding (RTB) Platform Market: Games (2021-2026) & ($ millions)
Figure 14. Real-time Bidding (RTB) Platform in Retail and E-Commerce
Figure 15. Global Real-time Bidding (RTB) Platform Market: Retail and E-Commerce (2021-2026) & ($ millions)
Figure 16. Real-time Bidding (RTB) Platform in Travel and Luxury
Figure 17. Global Real-time Bidding (RTB) Platform Market: Travel and Luxury (2021-2026) & ($ millions)
Figure 18. Real-time Bidding (RTB) Platform in Mobile Apps
Figure 19. Global Real-time Bidding (RTB) Platform Market: Mobile Apps (2021-2026) & ($ millions)
Figure 20. Real-time Bidding (RTB) Platform in Other
Figure 21. Global Real-time Bidding (RTB) Platform Market: Other (2021-2026) & ($ millions)
Figure 22. Global Real-time Bidding (RTB) Platform Market Size Market Share by Application in 2025
Figure 23. Global Real-time Bidding (RTB) Platform Revenue Market Share by Player in

+357 96 030922
info@marketpublishers.com

2025
Figure 24. Global Real-time Bidding (RTB) Platform Market Size Market Share by Region (2021-2026)
Figure 25. Americas Real-time Bidding (RTB) Platform Market Size 2021-2026 ($ millions)
Figure 26. APAC Real-time Bidding (RTB) Platform Market Size 2021-2026 ($ millions)
Figure 27. Europe Real-time Bidding (RTB) Platform Market Size 2021-2026 ($ millions)
Figure 28. Middle East & Africa Real-time Bidding (RTB) Platform Market Size 2021-2026 ($ millions)
Figure 29. Americas Real-time Bidding (RTB) Platform Value Market Share by Country in 2025
Figure 30. United States Real-time Bidding (RTB) Platform Market Size Growth 2021-2026 ($ millions)
Figure 31. Canada Real-time Bidding (RTB) Platform Market Size Growth 2021-2026 ($ millions)
Figure 32. Mexico Real-time Bidding (RTB) Platform Market Size Growth 2021-2026 ($ millions)
Figure 33. Brazil Real-time Bidding (RTB) Platform Market Size Growth 2021-2026 ($ millions)
Figure 34. APAC Real-time Bidding (RTB) Platform Market Size Market Share by Region in 2025
Figure 35. APAC Real-time Bidding (RTB) Platform Market Size Market Share by Type (2021-2026)
Figure 36. APAC Real-time Bidding (RTB) Platform Market Size Market Share by Application (2021-2026)
Figure 37. China Real-time Bidding (RTB) Platform Market Size Growth 2021-2026 ($ millions)
Figure 38. Japan Real-time Bidding (RTB) Platform Market Size Growth 2021-2026 ($ millions)
Figure 39. South Korea Real-time Bidding (RTB) Platform Market Size Growth 2021-2026 ($ millions)
Figure 40. Southeast Asia Real-time Bidding (RTB) Platform Market Size Growth 2021-2026 ($ millions)
Figure 41. India Real-time Bidding (RTB) Platform Market Size Growth 2021-2026 ($ millions)
Figure 42. Australia Real-time Bidding (RTB) Platform Market Size Growth 2021-2026 ($ millions)
Figure 43. Europe Real-time Bidding (RTB) Platform Market Size Market Share by Country in 2025

+357 96 030922
info@marketpublishers.com

Figure 44. Europe Real-time Bidding (RTB) Platform Market Size Market Share by Type (2021-2026)
Figure 45. Europe Real-time Bidding (RTB) Platform Market Size Market Share by Application (2021-2026)
Figure 46. Germany Real-time Bidding (RTB) Platform Market Size Growth 2021-2026 ($ millions)
Figure 47. France Real-time Bidding (RTB) Platform Market Size Growth 2021-2026 ($ millions)
Figure 48. UK Real-time Bidding (RTB) Platform Market Size Growth 2021-2026 ($ millions)
Figure 49. Italy Real-time Bidding (RTB) Platform Market Size Growth 2021-2026 ($ millions)
Figure 50. Russia Real-time Bidding (RTB) Platform Market Size Growth 2021-2026 ($ millions)
Figure 51. Middle East & Africa Real-time Bidding (RTB) Platform Market Size Market Share by Region (2021-2026)
Figure 52. Middle East & Africa Real-time Bidding (RTB) Platform Market Size Market Share by Type (2021-2026)
Figure 53. Middle East & Africa Real-time Bidding (RTB) Platform Market Size Market Share by Application (2021-2026)
Figure 54. Egypt Real-time Bidding (RTB) Platform Market Size Growth 2021-2026 ($ millions)
Figure 55. South Africa Real-time Bidding (RTB) Platform Market Size Growth 2021-2026 ($ millions)
Figure 56. Israel Real-time Bidding (RTB) Platform Market Size Growth 2021-2026 ($ millions)
Figure 57. Turkey Real-time Bidding (RTB) Platform Market Size Growth 2021-2026 ($ millions)
Figure 58. GCC Countries Real-time Bidding (RTB) Platform Market Size Growth 2021-2026 ($ millions)
Figure 59. Americas Real-time Bidding (RTB) Platform Market Size 2027-2032 ($ millions)
Figure 60. APAC Real-time Bidding (RTB) Platform Market Size 2027-2032 ($ millions)
Figure 61. Europe Real-time Bidding (RTB) Platform Market Size 2027-2032 ($ millions)
Figure 62. Middle East & Africa Real-time Bidding (RTB) Platform Market Size 2027-2032 ($ millions)
Figure 63. United States Real-time Bidding (RTB) Platform Market Size 2027-2032 ($ millions)
Figure 64. Canada Real-time Bidding (RTB) Platform Market Size 2027-2032 ($

+357 96 030922
info@marketpublishers.com

millions)
Figure 65. Mexico Real-time Bidding (RTB) Platform Market Size 2027-2032 ($ millions)
Figure 66. Brazil Real-time Bidding (RTB) Platform Market Size 2027-2032 ($ millions)
Figure 67. China Real-time Bidding (RTB) Platform Market Size 2027-2032 ($ millions)
Figure 68. Japan Real-time Bidding (RTB) Platform Market Size 2027-2032 ($ millions)
Figure 69. Korea Real-time Bidding (RTB) Platform Market Size 2027-2032 ($ millions)
Figure 70. Southeast Asia Real-time Bidding (RTB) Platform Market Size 2027-2032 ($ millions)
Figure 71. India Real-time Bidding (RTB) Platform Market Size 2027-2032 ($ millions)
Figure 72. Australia Real-time Bidding (RTB) Platform Market Size 2027-2032 ($ millions)
Figure 73. Germany Real-time Bidding (RTB) Platform Market Size 2027-2032 ($ millions)
Figure 74. France Real-time Bidding (RTB) Platform Market Size 2027-2032 ($ millions)
Figure 75. UK Real-time Bidding (RTB) Platform Market Size 2027-2032 ($ millions)
Figure 76. Italy Real-time Bidding (RTB) Platform Market Size 2027-2032 ($ millions)
Figure 77. Russia Real-time Bidding (RTB) Platform Market Size 2027-2032 ($ millions)
Figure 78. Egypt Real-time Bidding (RTB) Platform Market Size 2027-2032 ($ millions)
Figure 79. South Africa Real-time Bidding (RTB) Platform Market Size 2027-2032 ($ millions)
Figure 80. Israel Real-time Bidding (RTB) Platform Market Size 2027-2032 ($ millions)
Figure 81. Turkey Real-time Bidding (RTB) Platform Market Size 2027-2032 ($ millions)
Figure 82. Global Real-time Bidding (RTB) Platform Market Size Market Share Forecast by Type (2027-2032)
Figure 83. Global Real-time Bidding (RTB) Platform Market Size Market Share Forecast by Application (2027-2032)
Figure 84. GCC Countries Real-time Bidding (RTB) Platform Market Size 2027-2032 ($ millions)

+357 96 030922
info@marketpublishers.com

## I would like to order

Product name: Global Real-time Bidding (RTB) Platform Market Growth (Status and Outlook) 2026-2032

Product link: https://marketpublishers.com/r/G8ED7C19FBC0EN.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

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/G8ED7C19FBC0EN.html