

2015-2027 Global Programmatic Advertising Platform Industry Market Research Report, Segment by Player, Type, Application, Marketing Channel, and Region

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Abstracts

The worldwide market for Programmatic Advertising Platform is estimated to grow at a CAGR of roughly X.X% in the next 8 years, and will reach X.X million US\$ in 2027, from X.X million US\$ in 2020.

The report covers market size status and forecast, value chain analysis, market segmentation of Top countries in Major Regions, such as North America, Europe, Asia-Pacific, Latin America and Middle East & Africa, by type, application and marketing channel. In addition, the report focuses on the driving factors, restraints, opportunities and PEST analysis of major regions.

Major Companies Covered

Yahoo! Inc.

MediaMath Inc.

DataXu Inc.

Google Inc.

Turn Inc.

SmartyAds

Jellyfish UK

SpotX

Centro, Inc.

NewBase UK

Adform

AOL Inc.

AppNexus Inc.

Admedo

Connexity, Inc

The Trade Desk

Fat Media

Rocket Fuel Inc.

Adobe Systems Incorporated

Rubicon Project Inc.

Internet Advertising Bureau

IPONWEB Holding Limited

NewBase UK

Adroll.com

RadiumOne, Inc.

Major Types Covered

Real Time Bidding

Private Marketplace

Automated Guaranteed

Others

Major Applications Covered

SMBs

Large Enterprises

Top Countries Data Covered in This Report

United States

Canada

Germany

UK

France

Italy

Spain

Russia

Netherlands

Turkey

Switzerland

Sweden

Poland

Belgium

China

Japan

South Korea
Australia
India
Taiwan
Indonesia
Thailand
Philippines
Malaysia
Brazil
Mexico
Argentina
Columbia
Chile
Saudi Arabia
UAE
Egypt
Nigeria
South Africa

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2027

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