

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

<https://marketpublishers.com/r/2F77C1556D70EN.html>

Date: April 2020

Pages: 118

Price: US\$ 3,460.00 (Single User License)

ID: 2F77C1556D70EN

## **Abstracts**

The worldwide market for Programmatic Display Advertising 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**

Beeswax

Adform

TubeMogul

AOL Inc.

IPONWEB Holding Limited

Rocket Fuel Inc.

Centro, Inc.

Between Digital

Google Inc.

Adobe Systems Incorporated

AppNexus Inc.

The Trade Desk

Sparcmedia

DataXu Inc.

RadiumOne, Inc.  
Connexity, Inc.  
Yahoo! Inc.  
Rubicon Project Inc.  
MediaMath Inc  
Turn Inc.  
Alpha Digital  
Fluct

Major Types Covered  
Real Time Bidding  
Private Marketplace  
Automated Guaranteed

Major Applications Covered  
E-commerce Ads  
Travel Ads  
Game Ads  
Others

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

## Contents

### **1 INTRODUCTION**

- 1.1 Objective of the Study
- 1.2 Definition of the Market
- 1.3 Market Scope
  - 1.3.1 Market Segment by Type, Application and Marketing Channel
  - 1.3.2 Major Regions Covered (North America, Europe, Asia Pacific, Mid East & Africa)
- 1.4 Years Considered for the Study (2015-2027)
- 1.5 Currency Considered (U.S. Dollar)
- 1.6 Stakeholders

### **2 KEY FINDINGS OF THE STUDY**

### **3 MARKET DYNAMICS**

- 3.1 Driving Factors for this Market
- 3.2 Factors Challenging the Market
- 3.3 Opportunities of the Global Programmatic Display Advertising Market (Regions, Growing/Emerging Downstream Market Analysis)
- 3.4 Technological and Market Developments in the Programmatic Display Advertising Market
- 3.5 Industry News by Region
- 3.6 Regulatory Scenario by Region/Country
- 3.7 Market Investment Scenario Strategic Recommendations Analysis

### **4 VALUE CHAIN OF THE PROGRAMMATIC DISPLAY ADVERTISING MARKET**

- 4.1 Value Chain Status
- 4.2 Upstream Raw Material Analysis
- 4.3 Midstream Major Company Analysis (by Manufacturing Base, by Product Type)
- 4.4 Distributors/Traders
- 4.5 Downstream Major Customer Analysis (by Region)

### **5 GLOBAL PROGRAMMATIC DISPLAY ADVERTISING MARKET-SEGMENTATION BY TYPE**

- 5.1 Real Time Bidding

5.2 Private Marketplace

5.3 Automated Guaranteed

## **6 GLOBAL PROGRAMMATIC DISPLAY ADVERTISING MARKET-SEGMENTATION BY APPLICATION**

6.1 E-commerce Ads

6.2 Travel Ads

6.3 Game Ads

6.4 Others

## **7 GLOBAL PROGRAMMATIC DISPLAY ADVERTISING MARKET-SEGMENTATION BY MARKETING CHANNEL**

7.1 Traditional Marketing Channel (Offline)

7.2 Online Channel

## **8 COMPETITIVE INTELLIGENCE – COMPANY PROFILES**

8.1 Beeswax

8.1.1 Beeswax Profile

8.1.2 Beeswax Sales, Growth Rate and Global Market Share from 2015-2020

8.1.3 Beeswax Product/Solution Launches and Enhancements Analysis

8.1.4 Beeswax Business Overview/Recent Development/Acquisitions

8.2 Adform

8.2.1 Adform Profile

8.2.2 Adform Sales, Growth Rate and Global Market Share from 2015-2020

8.2.3 Adform Product/Solution Launches and Enhancements Analysis

8.2.4 Adform Business Overview/Recent Development/Acquisitions

8.3 TubeMogul

8.3.1 TubeMogul Profile

8.3.2 TubeMogul Sales, Growth Rate and Global Market Share from 2015-2020

8.3.3 TubeMogul Product/Solution Launches and Enhancements Analysis

8.3.4 TubeMogul Business Overview/Recent Development/Acquisitions

8.4 AOL Inc.

8.4.1 AOL Inc. Profile

8.4.2 AOL Inc. Sales, Growth Rate and Global Market Share from 2015-2020

8.4.3 AOL Inc. Product/Solution Launches and Enhancements Analysis

8.4.4 AOL Inc. Business Overview/Recent Development/Acquisitions

## 8.5 IPONWEB Holding Limited

### 8.5.1 IPONWEB Holding Limited Profile

### 8.5.2 IPONWEB Holding Limited Sales, Growth Rate and Global Market Share from 2015-2020

### 8.5.3 IPONWEB Holding Limited Product/Solution Launches and Enhancements Analysis

### 8.5.4 IPONWEB Holding Limited Business Overview/Recent Development/Acquisitions

## 8.6 Rocket Fuel Inc.

### 8.6.1 Rocket Fuel Inc. Profile

### 8.6.2 Rocket Fuel Inc. Sales, Growth Rate and Global Market Share from 2015-2020

### 8.6.3 Rocket Fuel Inc. Product/Solution Launches and Enhancements Analysis

### 8.6.4 Rocket Fuel Inc. Business Overview/Recent Development/Acquisitions

## 8.7 Centro, Inc.

### 8.7.1 Centro, Inc. Profile

### 8.7.2 Centro, Inc. Sales, Growth Rate and Global Market Share from 2015-2020

### 8.7.3 Centro, Inc. Product/Solution Launches and Enhancements Analysis

### 8.7.4 Centro, Inc. Business Overview/Recent Development/Acquisitions

## 8.8 Between Digital

### 8.8.1 Between Digital Profile

### 8.8.2 Between Digital Sales, Growth Rate and Global Market Share from 2015-2020

### 8.8.3 Between Digital Product/Solution Launches and Enhancements Analysis

### 8.8.4 Between Digital Business Overview/Recent Development/Acquisitions

## 8.9 Google Inc.

### 8.9.1 Google Inc. Profile

### 8.9.2 Google Inc. Sales, Growth Rate and Global Market Share from 2015-2020

### 8.9.3 Google Inc. Product/Solution Launches and Enhancements Analysis

### 8.9.4 Google Inc. Business Overview/Recent Development/Acquisitions

## 8.10 Adobe Systems Incorporated

### 8.10.1 Adobe Systems Incorporated Profile

### 8.10.2 Adobe Systems Incorporated Sales, Growth Rate and Global Market Share from 2015-2020

### 8.10.3 Adobe Systems Incorporated Product/Solution Launches and Enhancements Analysis

### 8.10.4 Adobe Systems Incorporated Business Overview/Recent Development/Acquisitions

## 8.11 AppNexus Inc.

### 8.11.1 AppNexus Inc. Profile

### 8.11.2 AppNexus Inc. Sales, Growth Rate and Global Market Share from 2015-2020

### 8.11.3 AppNexus Inc. Product/Solution Launches and Enhancements Analysis

- 8.11.4 AppNexus Inc. Business Overview/Recent Development/Acquisitions
- 8.12 The Trade Desk
  - 8.12.1 The Trade Desk Profile
  - 8.12.2 The Trade Desk Sales, Growth Rate and Global Market Share from 2015-2020
  - 8.12.3 The Trade Desk Product/Solution Launches and Enhancements Analysis
  - 8.12.4 The Trade Desk Business Overview/Recent Development/Acquisitions
- 8.13 Sparcmedia
  - 8.13.1 Sparcmedia Profile
  - 8.13.2 Sparcmedia Sales, Growth Rate and Global Market Share from 2015-2020
  - 8.13.3 Sparcmedia Product/Solution Launches and Enhancements Analysis
  - 8.13.4 Sparcmedia Business Overview/Recent Development/Acquisitions
- 8.14 DataXu Inc.
  - 8.14.1 DataXu Inc. Profile
  - 8.14.2 DataXu Inc. Sales, Growth Rate and Global Market Share from 2015-2020
  - 8.14.3 DataXu Inc. Product/Solution Launches and Enhancements Analysis
  - 8.14.4 DataXu Inc. Business Overview/Recent Development/Acquisitions
- 8.15 RadiumOne, Inc.
  - 8.15.1 RadiumOne, Inc. Profile
  - 8.15.2 RadiumOne, Inc. Sales, Growth Rate and Global Market Share from 2015-2020
  - 8.15.3 RadiumOne, Inc. Product/Solution Launches and Enhancements Analysis
  - 8.15.4 RadiumOne, Inc. Business Overview/Recent Development/Acquisitions
- 8.16 Connexity, Inc.
  - 8.16.1 Connexity, Inc. Profile
  - 8.16.2 Connexity, Inc. Sales, Growth Rate and Global Market Share from 2015-2020
  - 8.16.3 Connexity, Inc. Product/Solution Launches and Enhancements Analysis
  - 8.16.4 Connexity, Inc. Business Overview/Recent Development/Acquisitions
- 8.17 Yahoo! Inc.
  - 8.17.1 Yahoo! Inc. Profile
  - 8.17.2 Yahoo! Inc. Sales, Growth Rate and Global Market Share from 2015-2020
  - 8.17.3 Yahoo! Inc. Product/Solution Launches and Enhancements Analysis
  - 8.17.4 Yahoo! Inc. Business Overview/Recent Development/Acquisitions
- 8.18 Rubicon Project Inc.
  - 8.18.1 Rubicon Project Inc. Profile
  - 8.18.2 Rubicon Project Inc. Sales, Growth Rate and Global Market Share from 2015-2020
  - 8.18.3 Rubicon Project Inc. Product/Solution Launches and Enhancements Analysis
  - 8.18.4 Rubicon Project Inc. Business Overview/Recent Development/Acquisitions
- 8.19 MediaMath Inc
  - 8.19.1 MediaMath Inc Profile

8.19.2 MediaMath Inc Sales, Growth Rate and Global Market Share from 2015-2020

8.19.3 MediaMath Inc Product/Solution Launches and Enhancements Analysis

8.19.4 MediaMath Inc Business Overview/Recent Development/Acquisitions

8.20 Turn Inc.

8.20.1 Turn Inc. Profile

8.20.2 Turn Inc. Sales, Growth Rate and Global Market Share from 2015-2020

8.20.3 Turn Inc. Product/Solution Launches and Enhancements Analysis

8.20.4 Turn Inc. Business Overview/Recent Development/Acquisitions

8.21 Alpha Digital

8.21.1 Alpha Digital Profile

8.21.2 Alpha Digital Sales, Growth Rate and Global Market Share from 2015-2020

8.21.3 Alpha Digital Product/Solution Launches and Enhancements Analysis

8.21.4 Alpha Digital Business Overview/Recent Development/Acquisitions

8.22 Fluct

8.22.1 Fluct Profile

8.22.2 Fluct Sales, Growth Rate and Global Market Share from 2015-2020

8.22.3 Fluct Product/Solution Launches and Enhancements Analysis

8.22.4 Fluct Business Overview/Recent Development/Acquisitions

## **9 GLOBAL PROGRAMMATIC DISPLAY ADVERTISING MARKET-SEGMENTATION BY GEOGRAPHY**

### **10 NORTH AMERICA**

10.1 North America Programmatic Display Advertising Production, Ex-factory Price, Revenue, Gross Margin (%) and Gross Analysis from 2015-2020

10.2 North America Programmatic Display Advertising Consumption, Terminal Price, Consumption Value and Channel Margin Analysis from 2015-2020

10.3 North America Programmatic Display Advertising Production Analysis from 2015-2020

10.4 North America Programmatic Display Advertising Consumption Analysis from 2015-2020

10.5 North America Programmatic Display Advertising Import and Export from 2015-2020

10.6 North America Programmatic Display Advertising Value, Production and Market Share by Type (2015-2020)

10.7 North America Programmatic Display Advertising Consumption, Value and Market Share by Application (2015-2020)

10.8 North America Programmatic Display Advertising by Country (United States,



Canada)

10.8.1 North America Programmatic Display Advertising Sales by Country (2015-2020)

10.8.2 North America Programmatic Display Advertising Consumption Value by Country (2015-2020)

10.9 North America Programmatic Display Advertising Market PEST Analysis

## **11 EUROPE**

11.1 Europe Programmatic Display Advertising Production, Ex-factory Price, Revenue, Gross Margin (%) and Gross Analysis from 2015-2020

11.2 Europe Programmatic Display Advertising Consumption, Terminal Price, Consumption Value and Channel Margin Analysis from 2015-2020

11.3 Europe Programmatic Display Advertising Production Analysis from 2015-2020

11.4 Europe Programmatic Display Advertising Consumption Analysis from 2015-2020

11.5 Europe Programmatic Display Advertising Import and Export from 2015-2020

11.6 Europe Programmatic Display Advertising Value, Production and Market Share by Type (2015-2020)

11.7 Europe Programmatic Display Advertising Consumption, Value and Market Share by Application (2015-2020)

11.8 Europe Programmatic Display Advertising by Country (Germany, UK, France, Italy, Spain, Russia, Netherlands, Turkey, Switzerland, Sweden, Poland, Belgium)

11.8.1 Europe Programmatic Display Advertising Sales by Country (2015-2020)

11.8.2 Europe Programmatic Display Advertising Consumption Value by Country (2015-2020)

11.9 Europe Programmatic Display Advertising Market PEST Analysis

## **12 ASIA-PACIFIC**

12.1 Asia-Pacific Programmatic Display Advertising Production, Ex-factory Price, Revenue, Gross Margin (%) and Gross Analysis from 2015-2020

12.2 Asia-Pacific Programmatic Display Advertising Consumption, Terminal Price, Consumption Value and Channel Margin Analysis from 2015-2020

12.3 Asia-Pacific Programmatic Display Advertising Production Analysis from 2015-2020

12.4 Asia-Pacific Programmatic Display Advertising Consumption Analysis from 2015-2020

12.5 Asia-Pacific Programmatic Display Advertising Import and Export from 2015-2020

12.6 Asia-Pacific Programmatic Display Advertising Value, Production and Market Share by Type (2015-2020)

12.7 Asia-Pacific Programmatic Display Advertising Consumption, Value and Market Share by Application (2015-2020)

12.8 Asia-Pacific Programmatic Display Advertising by Country (China, Japan, South Korea, Australia, India, Taiwan, Indonesia, Thailand, Philippines, Malaysia)

12.8.1 Asia-Pacific Programmatic Display Advertising Sales by Country (2015-2020)

12.8.2 Asia-Pacific Programmatic Display Advertising Consumption Value by Country (2015-2020)

12.9 Asia-Pacific Programmatic Display Advertising Market PEST Analysis

## **13 LATIN AMERICA**

13.1 Latin America Programmatic Display Advertising Production, Ex-factory Price, Revenue, Gross Margin (%) and Gross Analysis from 2015-2020

13.2 Latin America Programmatic Display Advertising Consumption, Terminal Price, Consumption Value and Channel Margin Analysis from 2015-2020

13.3 Latin America Programmatic Display Advertising Production Analysis from 2015-2020

13.4 Latin America Programmatic Display Advertising Consumption Analysis from 2015-2020

13.5 Latin America Programmatic Display Advertising Import and Export from 2015-2020

13.6 Latin America Programmatic Display Advertising Value, Production and Market Share by Type (2015-2020)

13.7 Latin America Programmatic Display Advertising Consumption, Value and Market Share by Application (2015-2020)

13.8 Latin America Programmatic Display Advertising by Country (Brazil, Mexico, Argentina, Columbia, Chile)

13.8.1 Latin America Programmatic Display Advertising Sales by Country (2015-2020)

13.8.2 Latin America Programmatic Display Advertising Consumption Value by Country (2015-2020)

13.9 Latin America Programmatic Display Advertising Market PEST Analysis

## **14 MIDDLE EAST & AFRICA**

14.1 Middle East & Africa Programmatic Display Advertising Production, Ex-factory Price, Revenue, Gross Margin (%) and Gross Analysis from 2015-2020

14.2 Middle East & Africa Programmatic Display Advertising Consumption, Terminal Price, Consumption Value and Channel Margin Analysis from 2015-2020

14.3 Middle East & Africa Programmatic Display Advertising Production Analysis from

2015-2020

14.4 Middle East & Africa Programmatic Display Advertising Consumption Analysis from 2015-2020

14.5 Middle East & Africa Programmatic Display Advertising Import and Export from 2015-2020

14.6 Middle East & Africa Programmatic Display Advertising Value, Production and Market Share by Type (2015-2020)

14.7 Middle East & Africa Programmatic Display Advertising Consumption, Value and Market Share by Application (2015-2020)

14.8 Middle East & Africa Programmatic Display Advertising by Country (Saudi Arabia, UAE, Egypt, Nigeria, South Africa)

14.8.1 Middle East & Africa Programmatic Display Advertising Sales by Country (2015-2020)

14.8.2 Middle East & Africa Programmatic Display Advertising Consumption Value by Country (2015-2020)

14.9 Middle East & Africa Programmatic Display Advertising Market PEST Analysis

## **15 FUTURE FORECAST OF THE GLOBAL PROGRAMMATIC DISPLAY ADVERTISING MARKET FROM 2020-2027**

15.1 Future Forecast of the Global Programmatic Display Advertising Market from 2020-2027 Segment by Region

15.2 Global Programmatic Display Advertising Production and Growth Rate Forecast by Type (2020-2027)

15.3 Global Programmatic Display Advertising Consumption and Growth Rate Forecast by Application (2020-2027)

## **16 APPENDIX**

16.1 Methodology

16.2 Research Data Source

## List Of Tables

### LIST OF TABLES AND FIGURES

Global Programmatic Display Advertising Market Value (\$) and Growth Rate of Programmatic Display Advertising from 2015-2027

Global Programmatic Display Advertising Production and Growth Rate Segment by Product Type from 2015-2027

Global Programmatic Display Advertising Consumption and Growth Rate Segment by Application from 2015-2027

Figure Programmatic Display Advertising Picture

Table Product Specifications of Programmatic Display Advertising

Table Driving Factors for this Market

Table Industry News of Programmatic Display Advertising Market

Figure Value Chain Status of Programmatic Display Advertising

Table Midstream Major Company Analysis (by Manufacturing Base, by Product Type)

Table Distributors/Traders

Table Downstream Major Customer Analysis (by Region, by Preference)

Table Global Programmatic Display Advertising Production and Growth Rate Segment by Product Type from 2015-2020

Table Global Programmatic Display Advertising Value (\$) and Growth Rate Segment by Product Type from 2015-2020

Figure Real Time Bidding of Programmatic Display Advertising

Figure Private Marketplace of Programmatic Display Advertising

Figure Automated Guaranteed of Programmatic Display Advertising

Table Global Programmatic Display Advertising Consumption and Growth Rate Segment by Application from 2015-2020

Table Global Programmatic Display Advertising Value (\$) and Growth Rate Segment by Application from 2015-2020

Figure E-commerce Ads of Programmatic Display Advertising

Figure Travel Ads of Programmatic Display Advertising

Figure Game Ads of Programmatic Display Advertising

Figure Others of Programmatic Display Advertising

Table Global Programmatic Display Advertising Consumption and Growth Rate Segment by Marketing Channel from 2015-2020

Table Global Programmatic Display Advertising Value (\$) and Growth Rate Segment by Marketing Channel from 2015-2020

Figure Traditional Marketing Channel (Offline) of Programmatic Display Advertising

Figure Online Channel of Programmatic Display Advertising

Table Beeswax Profile (Company Name, Plants Distribution, Sales Region)  
Figure Beeswax Sales and Growth Rate from 2015-2020  
Figure Beeswax Revenue (\$) and Global Market Share from 2015-2020  
Table Beeswax Programmatic Display Advertising Sales, Price, Revenue, Gross Margin (2015-2020)  
Table Adform Profile (Company Name, Plants Distribution, Sales Region)  
Figure Adform Sales and Growth Rate from 2015-2020  
Figure Adform Revenue (\$) and Global Market Share from 2015-2020  
Table Adform Programmatic Display Advertising Sales, Price, Revenue, Gross Margin (2015-2020)  
Table TubeMogul Profile (Company Name, Plants Distribution, Sales Region)  
Figure TubeMogul Sales and Growth Rate from 2015-2020  
Figure TubeMogul Revenue (\$) and Global Market Share from 2015-2020  
Table TubeMogul Programmatic Display Advertising Sales, Price, Revenue, Gross Margin (2015-2020)  
Table AOL Inc. Profile (Company Name, Plants Distribution, Sales Region)  
Figure AOL Inc. Sales and Growth Rate from 2015-2020  
Figure AOL Inc. Revenue (\$) and Global Market Share from 2015-2020  
Table AOL Inc. Programmatic Display Advertising Sales, Price, Revenue, Gross Margin (2015-2020)  
Table IPONWEB Holding Limited Profile (Company Name, Plants Distribution, Sales Region)  
Figure IPONWEB Holding Limited Sales and Growth Rate from 2015-2020  
Figure IPONWEB Holding Limited Revenue (\$) and Global Market Share from 2015-2020  
Table IPONWEB Holding Limited Programmatic Display Advertising Sales, Price, Revenue, Gross Margin (2015-2020)  
Table Rocket Fuel Inc. Profile (Company Name, Plants Distribution, Sales Region)  
Figure Rocket Fuel Inc. Sales and Growth Rate from 2015-2020  
Figure Rocket Fuel Inc. Revenue (\$) and Global Market Share from 2015-2020  
Table Rocket Fuel Inc. Programmatic Display Advertising Sales, Price, Revenue, Gross Margin (2015-2020)  
Table Centro, Inc. Profile (Company Name, Plants Distribution, Sales Region)  
Figure Centro, Inc. Sales and Growth Rate from 2015-2020  
Figure Centro, Inc. Revenue (\$) and Global Market Share from 2015-2020  
Table Centro, Inc. Programmatic Display Advertising Sales, Price, Revenue, Gross Margin (2015-2020)  
Table Between Digital Profile (Company Name, Plants Distribution, Sales Region)  
Figure Between Digital Sales and Growth Rate from 2015-2020



Figure Between Digital Revenue (\$) and Global Market Share from 2015-2020

Table Between Digital Programmatic Display Advertising Sales, Price, Revenue, Gross Margin (2015-2020)

Table Google Inc. Profile (Company Name, Plants Distribution, Sales Region)

Figure Google Inc. Sales and Growth Rate from 2015-2020

Figure Google Inc. Revenue (\$) and Global Market Share from 2015-2020

Table Google Inc. Programmatic Display Advertising Sales, Price, Revenue, Gross Margin (2015-2020)

Table Adobe Systems Incorporated Profile (Company Name, Plants Distribution, Sales Region)

Figure Adobe Systems Incorporated Sales and Growth Rate from 2015-2020

Figure Adobe Systems Incorporated Revenue (\$) and Global Market Share from 2015-2020

Table Adobe Systems Incorporated Programmatic Display Advertising Sales, Price, Revenue, Gross Margin (2015-2020)

Table AppNexus Inc. Profile (Company Name, Plants Distribution, Sales Region)

Figure AppNexus Inc. Sales and Growth Rate from 2015-2020

Figure AppNexus Inc. Revenue (\$) and Global Market Share from 2015-2020

Table AppNexus Inc. Programmatic Display Advertising Sales, Price, Revenue, Gross Margin (2015-2020)

Table The Trade Desk Profile (Company Name, Plants Distribution, Sales Region)

Figure The Trade Desk Sales and Growth Rate from 2015-2020

Figure The Trade Desk Revenue (\$) and Global Market Share from 2015-2020

Table The Trade Desk Programmatic Display Advertising Sales, Price, Revenue, Gross Margin (2015-2020)

Table Sparcmedia Profile (Company Name, Plants Distribution, Sales Region)

Figure Sparcmedia Sales and Growth Rate from 2015-2020

Figure Sparcmedia Revenue (\$) and Global Market Share from 2015-2020

Table Sparcmedia Programmatic Display Advertising Sales, Price, Revenue, Gross Margin (2015-2020)

Table DataXu Inc. Profile (Company Name, Plants Distribution, Sales Region)

Figure DataXu Inc. Sales and Growth Rate from 2015-2020

Figure DataXu Inc. Revenue (\$) and Global Market Share from 2015-2020

Table DataXu Inc. Programmatic Display Advertising Sales, Price, Revenue, Gross Margin (2015-2020)

Table RadiumOne, Inc. Profile (Company Name, Plants Distribution, Sales Region)

Figure RadiumOne, Inc. Sales and Growth Rate from 2015-2020

Figure RadiumOne, Inc. Revenue (\$) and Global Market Share from 2015-2020

Table RadiumOne, Inc. Programmatic Display Advertising Sales, Price, Revenue, Gross

Margin (2015-2020)

Table Connexity, Inc. Profile (Company Name, Plants Distribution, Sales Region)

Figure Connexity, Inc. Sales and Growth Rate from 2015-2020

Figure Connexity, Inc. Revenue (\$) and Global Market Share from 2015-2020

Table Connexity, Inc. Programmatic Display Advertising Sales, Price, Revenue, Gross Margin (2015-2020)

Table Yahoo! Inc. Profile (Company Name, Plants Distribution, Sales Region)

Figure Yahoo! Inc. Sales and Growth Rate from 2015-2020

Figure Yahoo! Inc. Revenue (\$) and Global Market Share from 2015-2020

Table Yahoo! Inc. Programmatic Display Advertising Sales, Price, Revenue, Gross Margin (2015-2020)

Table Rubicon Project Inc. Profile (Company Name, Plants Distribution, Sales Region)

Figure Rubicon Project Inc. Sales and Growth Rate from 2015-2020

Figure Rubicon Project Inc. Revenue (\$) and Global Market Share from 2015-2020

Table Rubicon Project Inc. Programmatic Display Advertising Sales, Price, Revenue, Gross Margin (2015-2020)

Table MediaMath Inc Profile (Company Name, Plants Distribution, Sales Region)

Figure MediaMath Inc Sales and Growth Rate from 2015-2020

Figure MediaMath Inc Revenue (\$) and Global Market Share from 2015-2020

Table MediaMath Inc Programmatic Display Advertising Sales, Price, Revenue, Gross Margin (2015-2020)

Table Turn Inc. Profile (Company Name, Plants Distribution, Sales Region)

Figure Turn Inc. Sales and Growth Rate from 2015-2020

Figure Turn Inc. Revenue (\$) and Global Market Share from 2015-2020

Table Turn Inc. Programmatic Display Advertising Sales, Price, Revenue, Gross Margin (2015-2020)

Table Alpha Digital Profile (Company Name, Plants Distribution, Sales Region)

Figure Alpha Digital Sales and Growth Rate from 2015-2020

Figure Alpha Digital Revenue (\$) and Global Market Share from 2015-2020

Table Alpha Digital Programmatic Display Advertising Sales, Price, Revenue, Gross Margin (2015-2020)

Table Fluct Profile (Company Name, Plants Distribution, Sales Region)

Figure Fluct Sales and Growth Rate from 2015-2020

Figure Fluct Revenue (\$) and Global Market Share from 2015-2020

Table Fluct Programmatic Display Advertising Sales, Price, Revenue, Gross Margin (2015-2020)

Table Global Programmatic Display Advertising Production Value (\$) by Region from 2015-2020

Table Global Programmatic Display Advertising Production Value Share by Region from

2015-2020

Table Global Programmatic Display Advertising Production by Region from 2015-2020

Table Global Programmatic Display Advertising Consumption Value (\$) by Region from 2015-2020

Table Global Programmatic Display Advertising Consumption by Region from 2015-2020

Table North America Programmatic Display Advertising Production, Ex-factory Price Revenue (\$), Gross Margin (%) and Gross (\$) Analysis from 2015-2020

Table North America Programmatic Display Advertising Consumption, Terminal Price, Consumption Value (\$) and Channel Margin Analysis from 2015-2020

Table North America Programmatic Display Advertising Import and Export from 2015-2020

Table North America Programmatic Display Advertising Value (\$) by Type (2015-2020)

Table North America Programmatic Display Advertising Production by Type (2015-2020)

Table North America Programmatic Display Advertising Consumption by Application (2015-2020)

Table North America Programmatic Display Advertising Consumption by Country (2015-2020)

Table North America Programmatic Display Advertising Consumption Value (\$) by Country (2015-2020)

Figure North America Programmatic Display Advertising Market PEST Analysis

Table Europe Programmatic Display Advertising Production, Ex-factory Price Revenue (\$), Gross Margin (%) and Gross (\$) Analysis from 2015-2020

Table Europe Programmatic Display Advertising Consumption, Terminal Price, Consumption Value (\$) and Channel Margin Analysis from 2015-2020

Table Europe Programmatic Display Advertising Import and Export from 2015-2020

Table Europe Programmatic Display Advertising Value (\$) by Type (2015-2020)

Table Europe Programmatic Display Advertising Production by Type (2015-2020)

Table Europe Programmatic Display Advertising Consumption by Application (2015-2020)

Table Europe Programmatic Display Advertising Consumption by Country (2015-2020)

Table Europe Programmatic Display Advertising Consumption Value (\$) by Country (2015-2020)

Figure Europe Programmatic Display Advertising Market PEST Analysis

Table Asia-Pacific Programmatic Display Advertising Production, Ex-factory Price Revenue (\$), Gross Margin (%) and Gross (\$) Analysis from 2015-2020

Table Asia-Pacific Programmatic Display Advertising Consumption, Terminal Price, Consumption Value (\$) and Channel Margin Analysis from 2015-2020



Table Asia-Pacific Programmatic Display Advertising Import and Export from 2015-2020

Table Asia-Pacific Programmatic Display Advertising Value (\$) by Type (2015-2020)

Table Asia-Pacific Programmatic Display Advertising Production by Type (2015-2020)

Table Asia-Pacific Programmatic Display Advertising Consumption by Application  
(2015-2020)

Table Asia-Pacific Programmatic Display Advertising Consumption by Country  
(2015-2020)

Table Asia-Pacific Programmatic Display Advertising Consumption Value (\$) by Country  
(2015-2020)

Figure Asia-Pacific Programmatic Display Advertising Market PEST Analysis

Table Latin America Programmatic Display Advertising Production, Ex-factory Price  
Revenue (\$), Gross Margin (%) and Gross (\$) Analysis from 2015-2020

Table Latin America Programmatic Display Advertising Consumption, Terminal Price,  
Consumption Value (\$) and Channel Margin Analysis from 2015-2020

Table Latin America Programmatic Display Advertising Import and Export from  
2015-2020

Table Latin America Programmatic Display Advertising Value (\$) by Type (2015-2020)

Table Latin America Programmatic Display Advertising Production by Type (2015-2020)

Table Latin America Programmatic Display Advertising Consumption by Application  
(2015-2020)

Table Latin America Programmatic Display Advertising Consumption by Country  
(2015-2020)

Table Latin America Programmatic Display Advertising Consumption Value (\$) by  
Country (2015-2020)

Figure Latin America Programmatic Display Advertising Market PEST Analysis

Table Middle East & Africa Programmatic Display Advertising Production, Ex-factory  
Price Revenue (\$), Gross Margin (%) and Gross (\$) Analysis from 2015-2020

Table Middle East & Africa Programmatic Display Advertising Consumption, Terminal  
Price, Consumption Value (\$) and Channel Margin Analysis from 2015-2020

Table Middle East & Africa Programmatic Display Advertising Import and Export from  
2015-2020

Table Middle East & Africa Programmatic Display Advertising Value (\$) by Type  
(2015-2020)

Table Middle East & Africa Programmatic Display Advertising Production by Type  
(2015-2020)

Table Middle East & Africa Programmatic Display Advertising Consumption by  
Application (2015-2020)

Table Middle East & Africa Programmatic Display Advertising Consumption by Country  
(2015-2020)

Table Middle East & Africa Programmatic Display Advertising Consumption Value (\$) by Country (2015-2020)

Figure Middle East & Africa Programmatic Display Advertising Market PEST Analysis

Table Global Programmatic Display Advertising Value (\$) and Growth Rate Forecast by Region (2020-2027)

Table Global Programmatic Display Advertising Production and Growth Rate Forecast by Region (2020-2027)

Table Global Programmatic Display Advertising Consumption and Growth Rate Forecast by Region (2020-2027)

Table Global Programmatic Display Advertising Production and Growth Rate Forecast by Type (2020-2027)

Table Global Programmatic Display Advertising Consumption and Growth Rate Forecast by Application (2020-2027)

## I would like to order

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

Product link: <https://marketpublishers.com/r/2F77C1556D70EN.html>

Price: US\$ 3,460.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/2F77C1556D70EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

