

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

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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)

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