

2020-2025 Global Demand Side Platforms (DSP) for Programmatic Advertising from the Mobile Side Market Report - Production and Consumption Professional Analysis (Impact of COVID-19)

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Abstracts

A demand-side platform (DSP) is a system that allows buyers of digital advertising inventory to manage multiple ad exchange and data exchange accounts through one interface.

This report elaborates the market size, market characteristics, and market growth of the Demand Side Platforms (DSP) for Programmatic Advertising from the Mobile Side industry, and breaks down according to the type, application, and consumption area of Demand Side Platforms (DSP) for Programmatic Advertising from the Mobile Side. The report also conducted a PESTEL analysis of the industry to study the main influencing factors and entry barriers of the industry.

In Chapter 3.4 of the report, the impact of the COVID-19 outbreak on the industry was fully assessed. Fully risk assessment and industry recommendations were made for Demand Side Platforms (DSP) for Programmatic Advertising from the Mobile Side in a special period. This chapter also compares the markets of Pre COVID-19 and Post COVID-19.

In addition, chapters 8-12 consider the impact of COVID-19 on the regional economy.

Key players in the global Demand Side Platforms (DSP) for Programmatic Advertising from the Mobile Side market covered in Chapter 13:

DataXu

Invite Media

MediaMath

bRealtime

AppNexus

Adnico

X Plus One

Triggitt

Visible Measures

Brandscreen

The Trade Desk

MicroAd

Turn

Efficient Frontier

AlephD

ExactDrive

Accuen

Clickagy

Emerse

In Chapter 6, on the basis of types, the Demand Side Platforms (DSP) for Programmatic Advertising from the Mobile Side market from 2015 to 2025 is primarily split into:

Self-service DSPS

Full-service DSPS

In Chapter 7, on the basis of applications, the Demand Side Platforms (DSP) for Programmatic Advertising from the Mobile Side market from 2015 to 2025 covers:

Retail

Automotive

Financial

Telecom

Others

Geographically, the detailed analysis of production, trade of the following countries is covered in Chapter 4.2, 5:

United States

Europe

China

Japan

India

Geographically, the detailed analysis of consumption, revenue, market share and growth rate of the following regions are covered in Chapter 8, 9, 10, 11, 12:

North America (Covered in Chapter 8)

United States

Canada

Mexico

Europe (Covered in Chapter 9)

Germany

UK

France

Italy

Spain

Others

Asia-Pacific (Covered in Chapter 10)

China

Japan

India

South Korea

Southeast Asia

Others

Middle East and Africa (Covered in Chapter 11)

Saudi Arabia

UAE

South Africa

Others

South America (Covered in Chapter 12)

Brazil

Others

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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