

2020-2025 Global Programmatic Advertising Display Market Report - Production and Consumption Professional Analysis (Impact of COVID-19)

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Abstracts

This report elaborates the market size, market characteristics, and market growth of the Programmatic Advertising Display industry, and breaks down according to the type, application, and consumption area of Programmatic Advertising Display. 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 Programmatic Advertising Display 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 Programmatic Advertising Display market covered in Chapter 13:

Google

Adobe Systems

AppNexus

BrightRoll

Microsoft

StickyADS.tv

StackAdapt

Kontera Technologies

Tremor Video

Platform One

SpotXchange

Darriens

Convertro

Infectious Media

AOL

Adconion Media Group

Facebook

Rubicon Project

LiveRail

Rocket Fuel

Criteo

TubeMogul

In Chapter 6, on the basis of types, the Programmatic Advertising Display market from 2015 to 2025 is primarily split into:

Desktop Banners

Mobile Banners

Desktop Videos

Mobile Videos

In Chapter 7, on the basis of applications, the Programmatic Advertising Display market from 2015 to 2025 covers:

SMBs

Large Enterprises

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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