

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

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Abstracts

Programmatic advertising is the automatic purchase and sale of desktop displays, videos, FBX and mobile ads using real-time bidding.

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

Between Digital

TubeMogul

Alpha Digital

Turn Inc.

AppNexus Inc.

Connexity, Inc.

Centro, Inc.

Adform

Yahoo! Inc.

The Trade Desk

Adobe Systems Incorporated

Fluct

Beeswax

Rubicon Project Inc.

Google Inc.

IPONWEB Holding Limited

DataXu Inc.

RadiumOne, Inc.

AOL Inc.

MediaMath Inc

Sparcmedia

Rocket Fuel Inc.

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

Real Time Bidding

Private Marketplace

Automated Guaranteed

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

E-commerce Ads

Travel Ads

Game Ads

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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