

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

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Abstracts

Programmatic Advertising is the automation of the buying and selling of desktop display, video, FBX, and mobile ads using real-time-bidding. Programmatic describes how online campaigns are booked, flighted, analyzed, and optimized via demand-side software (DSP) interfaces and algorithms. Programmatic advertising sprang to life as an automated way to buy and sell ad inventory through exchanges that connect advertisers to publishers. The exchanges started with search, but today they cover all channels, from display, social, and mobile to television, radio, and outdoor.

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

AppNexus

Baidu

Adobe Systems Incorporated

MediaMath

The Trade Desk

Rakuten

Alibaba
Tencent
Yahoo
Adroll
Expedia
Verizon Communications
Facebook
Google (DoubleClick)
Sina
eBay
Booking
JD.com
Rocket Fuel
Amazon

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

Mobile devices
Desktop

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

Desktop banners
Mobile banners
Desktop videos
Mobile videos

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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