

# **2020-2025 Global Real-Time Bidding Market Report - Production and Consumption Professional Analysis (Impact of COVID-19)**

<https://marketpublishers.com/r/2FBB7B1776BDEN.html>

Date: September 2021

Pages: 119

Price: US\$ 3,360.00 (Single User License)

ID: 2FBB7B1776BDEN

## **Abstracts**

Real-time bidding (RTB) is a means by which advertising inventory is bought and sold on a per-impression basis, via programmatic instantaneous auction, similar to financial markets. With real-time bidding, advertising buyers bid on an impression and, if the bid is won, the buyer's ad is instantly displayed on the publisher's site. Real-time bidding lets advertisers manage and optimize ads from multiple ad-networks by granting the user access to a multitude of different networks, allowing them to create and launch advertising campaigns, prioritize networks and allocate percentages of unsold inventory, known as backfill.

This report elaborates the market size, market characteristics, and market growth of the Real-Time Bidding industry, and breaks down according to the type, application, and consumption area of Real-Time Bidding. 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 Real-Time Bidding 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 Real-Time Bidding market covered in Chapter 13:

Adap.tv

Convertro

Tremor Video

Google

Facebook

LiveRail  
TubeMogul  
DataXu  
Exchangelab  
D?rriens Media Exchange  
SpotXchange  
BrightRoll  
BrandScreen  
Casale Media  
AppNexus  
Adconion Media Group  
Accuen  
Kontera  
Infectious Media  
Ignition One  
Criteo

In Chapter 6, on the basis of types, the Real-Time Bidding market from 2015 to 2025 is primarily split into:

Demand-Side Platforms  
Supply-Side Platforms

In Chapter 7, on the basis of applications, the Real-Time Bidding market from 2015 to 2025 covers:

Online  
Software

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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