

COVID-19 Outbreak-Global Demand Side Platforms (DSP) For Programmatic Advertising Industry Market Report-Development Trends, Threats, Opportunities and Competitive Landscape in 2020

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Abstracts

Demand side platforms (DSPs) are advertiser campaign management products that provide advertisers features for buying ad placements online in real time. Buying ad placements in real time through DSPs gives advertisers the ability to target their desired audiences as they are actually browsing websites.

The Demand Side Platforms (DSP) For Programmatic Advertising market revenue was xx.xx Million USD in 2019, and will reach xx.xx Million USD in 2025, with a CAGR of x.x% during 2020-2025.

Under COVID-19 outbreak globally, this report provides 360 degrees of analysis from supply chain, import and export control to regional government policy and future influence on the industry. Detailed analysis about market status (2015-2020), enterprise competition pattern, advantages and disadvantages of enterprise products, industry development trends (2020-2025), regional industrial layout characteristics and macroeconomic policies, industrial policy has also been included. From raw materials to end users of this industry are analyzed scientifically, the trends of product circulation and sales channel will be presented as well. Considering COVID-19, this report provides comprehensive and in-depth analysis on how the epidemic push this industry transformation and reform.

In COVID-19 outbreak, Chapter 2.2 of this report provides an analysis of the impact of COVID-19 on the global economy and the Demand Side Platforms (DSP) For Programmatic Advertising industry.

Chapter 3.7 covers the analysis of the impact of COVID-19 from the perspective of the industry chain.

In addition, chapters 7-11 consider the impact of COVID-19 on the regional economy.

The Demand Side Platforms (DSP) For Programmatic Advertising market can be split based on product types, major applications, and important countries as follows:

Key players in the global Demand Side Platforms (DSP) For Programmatic Advertising market covered in Chapter 12:

Adobe Media Optimizer DSP

LiveRamp

TubeMogul

Oath DSP

DoubleClick

DoubleClick Bid Manager

AppNexus

Rocket Fuel

BrightRoll

MediaMath

Facebook Ads Manager

DataXu

AudienceScience

Amazon (AAP)

Choozle

In Chapter 4 and 14.1, on the basis of types, the Demand Side Platforms (DSP) For Programmatic Advertising market from 2015 to 2025 is primarily split into:

Do it yourself / Self-service

Full Service / Managed

In Chapter 5 and 14.2, on the basis of applications, the Demand Side Platforms (DSP) For Programmatic Advertising market from 2015 to 2025 covers:

Advertisers

Agencies

Ad networks

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 6, 7, 8, 9, 10, 11, 14:

North America (Covered in Chapter 7 and 14)

United States

Canada

Mexico

Europe (Covered in Chapter 8 and 14)

Germany

UK

France

Italy

Spain

Russia

Others

Asia-Pacific (Covered in Chapter 9 and 14)

China

Japan

South Korea

Australia

India

Southeast Asia

Others

Middle East and Africa (Covered in Chapter 10 and 14)

Saudi Arabia

UAE

Egypt

Nigeria

South Africa

Others

South America (Covered in Chapter 11 and 14)

Brazil

Argentina

Columbia

Chile

Others

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

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