

COVID-19 Outbreak-Global Programmatic Display Advertising Industry Market Report-Development Trends, Threats, Opportunities and Competitive Landscape in 2020

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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.

The Programmatic Display 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 Programmatic Display 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 Programmatic Display Advertising market can be split based on product types, major applications, and important countries as follows:

Key players in the global Programmatic Display Advertising market covered in Chapter 12:

AOL Inc.
DataXu Inc.
Yahoo! Inc.
The Trade Desk
Rubicon Project Inc.
Between Digital
Fluct
TubeMogul
Sparcmedia
Alpha Digital
Adform
Adobe Systems Incorporated
Connexity, Inc.
Centro, Inc.
AppNexus Inc.
Google Inc.
Rocket Fuel Inc.
RadiumOne, Inc.
IPONWEB Holding Limited
MediaMath Inc
Turn Inc.
Beeswax

In Chapter 4 and 14.1, 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 5 and 14.2, 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 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

Contents

1 PROGRAMMATIC DISPLAY ADVERTISING INTRODUCTION AND MARKET OVERVIEW

- 1.1 Objectives of the Study
- 1.2 Overview of Programmatic Display Advertising
- 1.3 Scope of The Study
 - 1.3.1 Key Market Segments
 - 1.3.2 Players Covered
 - 1.3.3 COVID-19's impact on the Programmatic Display Advertising industry
- 1.4 Methodology of The Study
- 1.5 Research Data Source

2 EXECUTIVE SUMMARY

- 2.1 Market Overview
 - 2.1.1 Global Programmatic Display Advertising Market Size, 2015 – 2020
 - 2.1.2 Global Programmatic Display Advertising Market Size by Type, 2015 – 2020
 - 2.1.3 Global Programmatic Display Advertising Market Size by Application, 2015 – 2020
 - 2.1.4 Global Programmatic Display Advertising Market Size by Region, 2015 - 2025
- 2.2 Business Environment Analysis
 - 2.2.1 Global COVID-19 Status and Economic Overview
 - 2.2.2 Influence of COVID-19 Outbreak on Programmatic Display Advertising Industry Development

3 INDUSTRY CHAIN ANALYSIS

- 3.1 Upstream Raw Material Suppliers of Programmatic Display Advertising Analysis
- 3.2 Major Players of Programmatic Display Advertising
- 3.3 Programmatic Display Advertising Manufacturing Cost Structure Analysis
 - 3.3.1 Production Process Analysis
 - 3.3.2 Manufacturing Cost Structure of Programmatic Display Advertising
 - 3.3.3 Labor Cost of Programmatic Display Advertising
- 3.4 Market Distributors of Programmatic Display Advertising
- 3.5 Major Downstream Buyers of Programmatic Display Advertising Analysis
- 3.6 The Impact of Covid-19 From the Perspective of Industry Chain
- 3.7 Regional Import and Export Controls Will Exist for a Long Time

3.8 Continued downward PMI Spreads Globally

4 GLOBAL PROGRAMMATIC DISPLAY ADVERTISING MARKET, BY TYPE

4.1 Global Programmatic Display Advertising Value and Market Share by Type (2015-2020)

4.2 Global Programmatic Display Advertising Production and Market Share by Type (2015-2020)

4.3 Global Programmatic Display Advertising Value and Growth Rate by Type (2015-2020)

4.3.1 Global Programmatic Display Advertising Value and Growth Rate of Real Time Bidding

4.3.2 Global Programmatic Display Advertising Value and Growth Rate of Private Marketplace

4.3.3 Global Programmatic Display Advertising Value and Growth Rate of Automated Guaranteed

4.4 Global Programmatic Display Advertising Price Analysis by Type (2015-2020)

5 PROGRAMMATIC DISPLAY ADVERTISING MARKET, BY APPLICATION

5.1 Downstream Market Overview

5.2 Global Programmatic Display Advertising Consumption and Market Share by Application (2015-2020)

5.3 Global Programmatic Display Advertising Consumption and Growth Rate by Application (2015-2020)

5.3.1 Global Programmatic Display Advertising Consumption and Growth Rate of E-commerce Ads (2015-2020)

5.3.2 Global Programmatic Display Advertising Consumption and Growth Rate of Travel Ads (2015-2020)

5.3.3 Global Programmatic Display Advertising Consumption and Growth Rate of Game Ads (2015-2020)

5.3.4 Global Programmatic Display Advertising Consumption and Growth Rate of Others (2015-2020)

6 GLOBAL PROGRAMMATIC DISPLAY ADVERTISING MARKET ANALYSIS BY REGIONS

6.1 Global Programmatic Display Advertising Sales, Revenue and Market Share by Regions

- 6.1.1 Global Programmatic Display Advertising Sales by Regions (2015-2020)
- 6.1.2 Global Programmatic Display Advertising Revenue by Regions (2015-2020)
- 6.2 North America Programmatic Display Advertising Sales and Growth Rate (2015-2020)
- 6.3 Europe Programmatic Display Advertising Sales and Growth Rate (2015-2020)
- 6.4 Asia-Pacific Programmatic Display Advertising Sales and Growth Rate (2015-2020)
- 6.5 Middle East and Africa Programmatic Display Advertising Sales and Growth Rate (2015-2020)
- 6.6 South America Programmatic Display Advertising Sales and Growth Rate (2015-2020)

7 NORTH AMERICA PROGRAMMATIC DISPLAY ADVERTISING MARKET ANALYSIS BY COUNTRIES

- 7.1 The Influence of COVID-19 on North America Market
- 7.2 North America Programmatic Display Advertising Sales, Revenue and Market Share by Countries
 - 7.2.1 North America Programmatic Display Advertising Sales by Countries (2015-2020)
 - 7.2.2 North America Programmatic Display Advertising Revenue by Countries (2015-2020)
- 7.3 United States Programmatic Display Advertising Sales and Growth Rate (2015-2020)
- 7.4 Canada Programmatic Display Advertising Sales and Growth Rate (2015-2020)
- 7.5 Mexico Programmatic Display Advertising Sales and Growth Rate (2015-2020)

8 EUROPE PROGRAMMATIC DISPLAY ADVERTISING MARKET ANALYSIS BY COUNTRIES

- 8.1 The Influence of COVID-19 on Europe Market
- 8.2 Europe Programmatic Display Advertising Sales, Revenue and Market Share by Countries
 - 8.2.1 Europe Programmatic Display Advertising Sales by Countries (2015-2020)
 - 8.2.2 Europe Programmatic Display Advertising Revenue by Countries (2015-2020)
- 8.3 Germany Programmatic Display Advertising Sales and Growth Rate (2015-2020)
- 8.4 UK Programmatic Display Advertising Sales and Growth Rate (2015-2020)
- 8.5 France Programmatic Display Advertising Sales and Growth Rate (2015-2020)
- 8.6 Italy Programmatic Display Advertising Sales and Growth Rate (2015-2020)
- 8.7 Spain Programmatic Display Advertising Sales and Growth Rate (2015-2020)

8.8 Russia Programmatic Display Advertising Sales and Growth Rate (2015-2020)

9 ASIA PACIFIC PROGRAMMATIC DISPLAY ADVERTISING MARKET ANALYSIS BY COUNTRIES

9.1 The Influence of COVID-19 on Asia Pacific Market

9.2 Asia Pacific Programmatic Display Advertising Sales, Revenue and Market Share by Countries

9.2.1 Asia Pacific Programmatic Display Advertising Sales by Countries (2015-2020)

9.2.2 Asia Pacific Programmatic Display Advertising Revenue by Countries (2015-2020)

9.3 China Programmatic Display Advertising Sales and Growth Rate (2015-2020)

9.4 Japan Programmatic Display Advertising Sales and Growth Rate (2015-2020)

9.5 South Korea Programmatic Display Advertising Sales and Growth Rate (2015-2020)

9.6 India Programmatic Display Advertising Sales and Growth Rate (2015-2020)

9.7 Southeast Asia Programmatic Display Advertising Sales and Growth Rate (2015-2020)

9.8 Australia Programmatic Display Advertising Sales and Growth Rate (2015-2020)

10 MIDDLE EAST AND AFRICA PROGRAMMATIC DISPLAY ADVERTISING MARKET ANALYSIS BY COUNTRIES

10.1 The Influence of COVID-19 on Middle East and Africa Market

10.2 Middle East and Africa Programmatic Display Advertising Sales, Revenue and Market Share by Countries

10.2.1 Middle East and Africa Programmatic Display Advertising Sales by Countries (2015-2020)

10.2.2 Middle East and Africa Programmatic Display Advertising Revenue by Countries (2015-2020)

10.3 Saudi Arabia Programmatic Display Advertising Sales and Growth Rate (2015-2020)

10.4 UAE Programmatic Display Advertising Sales and Growth Rate (2015-2020)

10.5 Egypt Programmatic Display Advertising Sales and Growth Rate (2015-2020)

10.6 Nigeria Programmatic Display Advertising Sales and Growth Rate (2015-2020)

10.7 South Africa Programmatic Display Advertising Sales and Growth Rate (2015-2020)

11 SOUTH AMERICA PROGRAMMATIC DISPLAY ADVERTISING MARKET ANALYSIS BY COUNTRIES

11.1 The Influence of COVID-19 on Middle East and Africa Market

11.2 South America Programmatic Display Advertising Sales, Revenue and Market Share by Countries

11.2.1 South America Programmatic Display Advertising Sales by Countries (2015-2020)

11.2.2 South America Programmatic Display Advertising Revenue by Countries (2015-2020)

11.3 Brazil Programmatic Display Advertising Sales and Growth Rate (2015-2020)

11.4 Argentina Programmatic Display Advertising Sales and Growth Rate (2015-2020)

11.5 Columbia Programmatic Display Advertising Sales and Growth Rate (2015-2020)

11.6 Chile Programmatic Display Advertising Sales and Growth Rate (2015-2020)

12 COMPETITIVE LANDSCAPE

12.1 AOL Inc.

12.1.1 AOL Inc. Basic Information

12.1.2 Programmatic Display Advertising Product Introduction

12.1.3 AOL Inc. Production, Value, Price, Gross Margin 2015-2020

12.2 DataXu Inc.

12.2.1 DataXu Inc. Basic Information

12.2.2 Programmatic Display Advertising Product Introduction

12.2.3 DataXu Inc. Production, Value, Price, Gross Margin 2015-2020

12.3 Yahoo! Inc.

12.3.1 Yahoo! Inc. Basic Information

12.3.2 Programmatic Display Advertising Product Introduction

12.3.3 Yahoo! Inc. Production, Value, Price, Gross Margin 2015-2020

12.4 The Trade Desk

12.4.1 The Trade Desk Basic Information

12.4.2 Programmatic Display Advertising Product Introduction

12.4.3 The Trade Desk Production, Value, Price, Gross Margin 2015-2020

12.5 Rubicon Project Inc.

12.5.1 Rubicon Project Inc. Basic Information

12.5.2 Programmatic Display Advertising Product Introduction

12.5.3 Rubicon Project Inc. Production, Value, Price, Gross Margin 2015-2020

12.6 Between Digital

12.6.1 Between Digital Basic Information

12.6.2 Programmatic Display Advertising Product Introduction

12.6.3 Between Digital Production, Value, Price, Gross Margin 2015-2020

12.7 Fluct

12.7.1 Fluct Basic Information

12.7.2 Programmatic Display Advertising Product Introduction

12.7.3 Fluct Production, Value, Price, Gross Margin 2015-2020

12.8 TubeMogul

12.8.1 TubeMogul Basic Information

12.8.2 Programmatic Display Advertising Product Introduction

12.8.3 TubeMogul Production, Value, Price, Gross Margin 2015-2020

12.9 Sparcmedia

12.9.1 Sparcmedia Basic Information

12.9.2 Programmatic Display Advertising Product Introduction

12.9.3 Sparcmedia Production, Value, Price, Gross Margin 2015-2020

12.10 Alpha Digital

12.10.1 Alpha Digital Basic Information

12.10.2 Programmatic Display Advertising Product Introduction

12.10.3 Alpha Digital Production, Value, Price, Gross Margin 2015-2020

12.11 Adform

12.11.1 Adform Basic Information

12.11.2 Programmatic Display Advertising Product Introduction

12.11.3 Adform Production, Value, Price, Gross Margin 2015-2020

12.12 Adobe Systems Incorporated

12.12.1 Adobe Systems Incorporated Basic Information

12.12.2 Programmatic Display Advertising Product Introduction

12.12.3 Adobe Systems Incorporated Production, Value, Price, Gross Margin

2015-2020

12.13 Connexity, Inc.

12.13.1 Connexity, Inc. Basic Information

12.13.2 Programmatic Display Advertising Product Introduction

12.13.3 Connexity, Inc. Production, Value, Price, Gross Margin 2015-2020

12.14 Centro, Inc.

12.14.1 Centro, Inc. Basic Information

12.14.2 Programmatic Display Advertising Product Introduction

12.14.3 Centro, Inc. Production, Value, Price, Gross Margin 2015-2020

12.15 AppNexus Inc.

12.15.1 AppNexus Inc. Basic Information

12.15.2 Programmatic Display Advertising Product Introduction

12.15.3 AppNexus Inc. Production, Value, Price, Gross Margin 2015-2020

12.16 Google Inc.

12.16.1 Google Inc. Basic Information

- 12.16.2 Programmatic Display Advertising Product Introduction
- 12.16.3 Google Inc. Production, Value, Price, Gross Margin 2015-2020
- 12.17 Rocket Fuel Inc.
 - 12.17.1 Rocket Fuel Inc. Basic Information
 - 12.17.2 Programmatic Display Advertising Product Introduction
 - 12.17.3 Rocket Fuel Inc. Production, Value, Price, Gross Margin 2015-2020
- 12.18 RadiumOne, Inc.
 - 12.18.1 RadiumOne, Inc. Basic Information
 - 12.18.2 Programmatic Display Advertising Product Introduction
 - 12.18.3 RadiumOne, Inc. Production, Value, Price, Gross Margin 2015-2020
- 12.19 IPONWEB Holding Limited
 - 12.19.1 IPONWEB Holding Limited Basic Information
 - 12.19.2 Programmatic Display Advertising Product Introduction
 - 12.19.3 IPONWEB Holding Limited Production, Value, Price, Gross Margin 2015-2020
- 12.20 MediaMath Inc
 - 12.20.1 MediaMath Inc Basic Information
 - 12.20.2 Programmatic Display Advertising Product Introduction
 - 12.20.3 MediaMath Inc Production, Value, Price, Gross Margin 2015-2020
- 12.21 Turn Inc.
 - 12.21.1 Turn Inc. Basic Information
 - 12.21.2 Programmatic Display Advertising Product Introduction
 - 12.21.3 Turn Inc. Production, Value, Price, Gross Margin 2015-2020
- 12.22 Beeswax
 - 12.22.1 Beeswax Basic Information
 - 12.22.2 Programmatic Display Advertising Product Introduction
 - 12.22.3 Beeswax Production, Value, Price, Gross Margin 2015-2020

13 INDUSTRY OUTLOOK

- 13.1 Market Driver Analysis
 - 13.1.2 Market Restraints Analysis
 - 13.1.3 Market Trends Analysis
- 13.2 Merger, Acquisition and New Investment
- 13.3 News of Product Release

14 GLOBAL PROGRAMMATIC DISPLAY ADVERTISING MARKET FORECAST

- 14.1 Global Programmatic Display Advertising Market Value & Volume Forecast, by Type (2020-2025)

- 14.1.1 Real Time Bidding Market Value and Volume Forecast (2020-2025)
- 14.1.2 Private Marketplace Market Value and Volume Forecast (2020-2025)
- 14.1.3 Automated Guaranteed Market Value and Volume Forecast (2020-2025)
- 14.2 Global Programmatic Display Advertising Market Value & Volume Forecast, by Application (2020-2025)
 - 14.2.1 E-commerce Ads Market Value and Volume Forecast (2020-2025)
 - 14.2.2 Travel Ads Market Value and Volume Forecast (2020-2025)
 - 14.2.3 Game Ads Market Value and Volume Forecast (2020-2025)
 - 14.2.4 Others Market Value and Volume Forecast (2020-2025)
- 14.3 Programmatic Display Advertising Market Analysis and Forecast by Region
 - 14.3.1 North America Market Value and Consumption Forecast (2020-2025)
 - 14.3.2 Europe Market Value and Consumption Forecast (2020-2025)
 - 14.3.3 Asia Pacific Market Value and Consumption Forecast (2020-2025)
 - 14.3.4 Middle East and Africa Market Value and Consumption Forecast (2020-2025)
 - 14.3.5 South America Market Value and Consumption Forecast (2020-2025)

15 NEW PROJECT FEASIBILITY ANALYSIS

- 15.1 Industry Barriers and New Entrants SWOT Analysis
 - 15.1.1 Porter's Five Forces Analysis
 - 15.1.2 New Entrants SWOT Analysis
- 15.2 Analysis and Suggestions on New Project Investment

List Of Tables

LIST OF TABLES AND FIGURES

Figure Product Picture of Programmatic Display Advertising
Table Product Specification of Programmatic Display Advertising
Table Programmatic Display Advertising Key Market Segments
Table Key Players Programmatic Display Advertising Covered
Figure Global Programmatic Display Advertising Market Size, 2015 – 2025
Table Different Types of Programmatic Display Advertising
Figure Global Programmatic Display Advertising Value (\$) Segment by Type from 2015-2020
Figure Global Programmatic Display Advertising Market Share by Types in 2019
Table Different Applications of Programmatic Display Advertising
Figure Global Programmatic Display Advertising Value (\$) Segment by Applications from 2015-2020
Figure Global Programmatic Display Advertising Market Share by Applications in 2019
Figure Global Programmatic Display Advertising Market Share by Regions in 2019
Figure North America Programmatic Display Advertising Production Value (\$) and Growth Rate (2015-2020)
Figure Europe Programmatic Display Advertising Production Value (\$) and Growth Rate (2015-2020)
Figure Asia Pacific Programmatic Display Advertising Production Value (\$) and Growth Rate (2015-2020)
Figure Middle East and Africa Programmatic Display Advertising Production Value (\$) and Growth Rate (2015-2020)
Figure South America Programmatic Display Advertising Production Value (\$) and Growth Rate (2015-2020)
Table Global COVID-19 Status and Economic Overview
Figure Global COVID-19 Status
Figure COVID-19 Comparison of Major Countries
Figure Industry Chain Analysis of Programmatic Display Advertising
Table Upstream Raw Material Suppliers of Programmatic Display Advertising with Contact Information
Table Major Players Headquarters, and Service Area of Programmatic Display Advertising
Figure Major Players Production Value Market Share of Programmatic Display Advertising in 2019
Table Major Players Programmatic Display Advertising Product Types in 2019

Figure Production Process of Programmatic Display Advertising

Figure Manufacturing Cost Structure of Programmatic Display Advertising

Figure Channel Status of Programmatic Display Advertising

Table Major Distributors of Programmatic Display Advertising with Contact Information

Table Major Downstream Buyers of Programmatic Display Advertising with Contact Information

Table Global Programmatic Display Advertising Value (\$) by Type (2015-2020)

Table Global Programmatic Display Advertising Value Share by Type (2015-2020)

Figure Global Programmatic Display Advertising Value Share by Type (2015-2020)

Table Global Programmatic Display Advertising Production by Type (2015-2020)

Table Global Programmatic Display Advertising Production Share by Type (2015-2020)

Figure Global Programmatic Display Advertising Production Share by Type (2015-2020)

Figure Global Programmatic Display Advertising Value (\$) and Growth Rate of Real Time Bidding (2015-2020)

Figure Global Programmatic Display Advertising Value (\$) and Growth Rate of Private Marketplace (2015-2020)

Figure Global Programmatic Display Advertising Value (\$) and Growth Rate of Automated Guaranteed (2015-2020)

Figure Global Programmatic Display Advertising Price by Type (2015-2020)

Figure Downstream Market Overview

Table Global Programmatic Display Advertising Consumption by Application (2015-2020)

Table Global Programmatic Display Advertising Consumption Market Share by Application (2015-2020)

Figure Global Programmatic Display Advertising Consumption Market Share by Application (2015-2020)

Figure Global Programmatic Display Advertising Consumption and Growth Rate of E-commerce Ads (2015-2020)

Figure Global Programmatic Display Advertising Consumption and Growth Rate of Travel Ads (2015-2020)

Figure Global Programmatic Display Advertising Consumption and Growth Rate of Game Ads (2015-2020)

Figure Global Programmatic Display Advertising Consumption and Growth Rate of Others (2015-2020)

Figure Global Programmatic Display Advertising Sales and Growth Rate (2015-2020)

Figure Global Programmatic Display Advertising Revenue (M USD) and Growth (2015-2020)

Table Global Programmatic Display Advertising Sales by Regions (2015-2020)

Table Global Programmatic Display Advertising Sales Market Share by Regions

(2015-2020)

Table Global Programmatic Display Advertising Revenue (M USD) by Regions

(2015-2020)

Table Global Programmatic Display Advertising Revenue Market Share by Regions

(2015-2020)

Table Global Programmatic Display Advertising Revenue Market Share by Regions in 2015

Table Global Programmatic Display Advertising Revenue Market Share by Regions in 2019

Figure North America Programmatic Display Advertising Sales and Growth Rate

(2015-2020)

Figure Europe Programmatic Display Advertising Sales and Growth Rate (2015-2020)

Figure Asia-Pacific Programmatic Display Advertising Sales and Growth Rate

(2015-2020)

Figure Middle East and Africa Programmatic Display Advertising Sales and Growth Rate (2015-2020)

Figure South America Programmatic Display Advertising Sales and Growth Rate (2015-2020)

Figure North America COVID-19 Status

Figure North America COVID-19 Confirmed Cases Major Distribution

Figure North America Programmatic Display Advertising Revenue (M USD) and Growth (2015-2020)

Table North America Programmatic Display Advertising Sales by Countries (2015-2020)

Table North America Programmatic Display Advertising Sales Market Share by Countries (2015-2020)

Table North America Programmatic Display Advertising Revenue (M USD) by Countries (2015-2020)

Table North America Programmatic Display Advertising Revenue Market Share by Countries (2015-2020)

Figure United States Programmatic Display Advertising Sales and Growth Rate (2015-2020)

Figure Canada Programmatic Display Advertising Sales and Growth Rate (2015-2020)

Figure Mexico Programmatic Display Advertising Sales and Growth (2015-2020)

Figure Europe COVID-19 Status

Figure Europe COVID-19 Confirmed Cases Major Distribution

Figure Europe Programmatic Display Advertising Revenue (M USD) and Growth (2015-2020)

Table Europe Programmatic Display Advertising Sales by Countries (2015-2020)

Table Europe Programmatic Display Advertising Sales Market Share by Countries

(2015-2020)

Table Europe Programmatic Display Advertising Revenue (M USD) by Countries

(2015-2020)

Table Europe Programmatic Display Advertising Revenue Market Share by Countries

(2015-2020)

Figure Germany Programmatic Display Advertising Sales and Growth Rate (2015-2020)

Figure UK Programmatic Display Advertising Sales and Growth Rate (2015-2020)

Figure France Programmatic Display Advertising Sales and Growth (2015-2020)

Figure Italy Programmatic Display Advertising Sales and Growth (2015-2020)

Figure Spain Programmatic Display Advertising Sales and Growth (2015-2020)

Figure Russia Programmatic Display Advertising Sales and Growth (2015-2020)

Figure Asia Pacific COVID-19 Status

Figure Asia Pacific Programmatic Display Advertising Revenue (M USD) and Growth
(2015-2020)

Table Asia Pacific Programmatic Display Advertising Sales by Countries (2015-2020)

Table Asia Pacific Programmatic Display Advertising Sales Market Share by Countries
(2015-2020)

Table Asia Pacific Programmatic Display Advertising Revenue (M USD) by Countries
(2015-2020)

Table Asia Pacific Programmatic Display Advertising Revenue Market Share by
Countries (2015-2020)

Figure China Programmatic Display Advertising Sales and Growth Rate (2015-2020)

Figure Japan Programmatic Display Advertising Sales and Growth Rate (2015-2020)

Figure South Korea Programmatic Display Advertising Sales and Growth (2015-2020)

Figure India Programmatic Display Advertising Sales and Growth (2015-2020)

Figure Southeast Asia Programmatic Display Advertising Sales and Growth
(2015-2020)

Figure Australia Programmatic Display Advertising Sales and Growth (2015-2020)

Figure Middle East Programmatic Display Advertising Revenue (M USD) and Growth
(2015-2020)

Table Middle East Programmatic Display Advertising Sales by Countries (2015-2020)

Table Middle East and Africa Programmatic Display Advertising Sales Market Share by
Countries (2015-2020)

Table Middle East and Africa Programmatic Display Advertising Revenue (M USD) by
Countries (2015-2020)

Table Middle East and Africa Programmatic Display Advertising Revenue Market Share
by Countries (2015-2020)

Figure Saudi Arabia Programmatic Display Advertising Sales and Growth Rate
(2015-2020)

Figure UAE Programmatic Display Advertising Sales and Growth Rate (2015-2020)

Figure Egypt Programmatic Display Advertising Sales and Growth (2015-2020)

Figure Nigeria Programmatic Display Advertising Sales and Growth (2015-2020)

Figure South Africa Programmatic Display Advertising Sales and Growth (2015-2020)

Figure South America Programmatic Display Advertising Revenue (M USD) and Growth (2015-2020)

Table South America Programmatic Display Advertising Sales by Countries (2015-2020)

Table South America Programmatic Display Advertising Sales Market Share by Countries (2015-2020)

Table South America Programmatic Display Advertising Revenue (M USD) by Countries (2015-2020)

Table South America Programmatic Display Advertising Revenue Market Share by Countries (2015-2020)

Figure Brazil Programmatic Display Advertising Sales and Growth Rate (2015-2020)

Figure Argentina Programmatic Display Advertising Sales and Growth Rate (2015-2020)

Figure Columbia Programmatic Display Advertising Sales and Growth (2015-2020)

Figure Chile Programmatic Display Advertising Sales and Growth (2015-2020)

Figure Top 3 Market Share of Programmatic Display Advertising Companies in 2019

Figure Top 6 Market Share of Programmatic Display Advertising Companies in 2019

Table Major Players Production Value (\$) Share (2015-2020)

Table AOL Inc. Profile

Table AOL Inc. Product Introduction

Figure AOL Inc. Production and Growth Rate

Figure AOL Inc. Value (\$) Market Share 2015-2020

Table DataXu Inc. Profile

Table DataXu Inc. Product Introduction

Figure DataXu Inc. Production and Growth Rate

Figure DataXu Inc. Value (\$) Market Share 2015-2020

Table Yahoo! Inc. Profile

Table Yahoo! Inc. Product Introduction

Figure Yahoo! Inc. Production and Growth Rate

Figure Yahoo! Inc. Value (\$) Market Share 2015-2020

Table The Trade Desk Profile

Table The Trade Desk Product Introduction

Figure The Trade Desk Production and Growth Rate

Figure The Trade Desk Value (\$) Market Share 2015-2020

Table Rubicon Project Inc. Profile

Table Rubicon Project Inc. Product Introduction
Figure Rubicon Project Inc. Production and Growth Rate
Figure Rubicon Project Inc. Value (\$) Market Share 2015-2020
Table Between Digital Profile
Table Between Digital Product Introduction
Figure Between Digital Production and Growth Rate
Figure Between Digital Value (\$) Market Share 2015-2020
Table Fluct Profile
Table Fluct Product Introduction
Figure Fluct Production and Growth Rate
Figure Fluct Value (\$) Market Share 2015-2020
Table TubeMogul Profile
Table TubeMogul Product Introduction
Figure TubeMogul Production and Growth Rate
Figure TubeMogul Value (\$) Market Share 2015-2020
Table Sparcmedia Profile
Table Sparcmedia Product Introduction
Figure Sparcmedia Production and Growth Rate
Figure Sparcmedia Value (\$) Market Share 2015-2020
Table Alpha Digital Profile
Table Alpha Digital Product Introduction
Figure Alpha Digital Production and Growth Rate
Figure Alpha Digital Value (\$) Market Share 2015-2020
Table Adform Profile
Table Adform Product Introduction
Figure Adform Production and Growth Rate
Figure Adform Value (\$) Market Share 2015-2020
Table Adobe Systems Incorporated Profile
Table Adobe Systems Incorporated Product Introduction
Figure Adobe Systems Incorporated Production and Growth Rate
Figure Adobe Systems Incorporated Value (\$) Market Share 2015-2020
Table Connexity, Inc. Profile
Table Connexity, Inc. Product Introduction
Figure Connexity, Inc. Production and Growth Rate
Figure Connexity, Inc. Value (\$) Market Share 2015-2020
Table Centro, Inc. Profile
Table Centro, Inc. Product Introduction
Figure Centro, Inc. Production and Growth Rate
Figure Centro, Inc. Value (\$) Market Share 2015-2020

Table AppNexus Inc. Profile

Table AppNexus Inc. Product Introduction

Figure AppNexus Inc. Production and Growth Rate

Figure AppNexus Inc. Value (\$) Market Share 2015-2020

Table Google Inc. Profile

Table Google Inc. Product Introduction

Figure Google Inc. Production and Growth Rate

Figure Google Inc. Value (\$) Market Share 2015-2020

Table Rocket Fuel Inc. Profile

Table Rocket Fuel Inc. Product Introduction

Figure Rocket Fuel Inc. Production and Growth Rate

Figure Rocket Fuel Inc. Value (\$) Market Share 2015-2020

Table RadiumOne, Inc. Profile

Table RadiumOne, Inc. Product Introduction

Figure RadiumOne, Inc. Production and Growth Rate

Figure RadiumOne, Inc. Value (\$) Market Share 2015-2020

Table IPONWEB Holding Limited Profile

Table IPONWEB Holding Limited Product Introduction

Figure IPONWEB Holding Limited Production and Growth Rate

Figure IPONWEB Holding Limited Value (\$) Market Share 2015-2020

Table MediaMath Inc Profile

Table MediaMath Inc Product Introduction

Figure MediaMath Inc Production and Growth Rate

Figure MediaMath Inc Value (\$) Market Share 2015-2020

Table Turn Inc. Profile

Table Turn Inc. Product Introduction

Figure Turn Inc. Production and Growth Rate

Figure Turn Inc. Value (\$) Market Share 2015-2020

Table Beeswax Profile

Table Beeswax Product Introduction

Figure Beeswax Production and Growth Rate

Figure Beeswax Value (\$) Market Share 2015-2020

Table Market Driving Factors of Programmatic Display Advertising

Table Merger, Acquisition and New Investment

Table Global Programmatic Display Advertising Market Value (\$) Forecast, by Type

Table Global Programmatic Display Advertising Market Volume Forecast, by Type

Figure Global Programmatic Display Advertising Market Value (\$) and Growth Rate
Forecast of Real Time Bidding (2020-2025)

Figure Global Programmatic Display Advertising Market Volume (\$) and Growth Rate

Forecast of Real Time Bidding (2020-2025)

Figure Global Programmatic Display Advertising Market Value (\$) and Growth Rate

Forecast of Private Marketplace (2020-2025)

Figure Global Programmatic Display Advertising Market Volume (\$) and Growth Rate

Forecast of Private Marketplace (2020-2025)

Figure Global Programmatic Display Advertising Market Value (\$) and Growth Rate

Forecast of Automated Guaranteed (2020-2025)

Figure Global Programmatic Display Advertising Market Volume (\$) and Growth Rate

Forecast of Automated Guaranteed (2020-2025)

Table Global Market Value (\$) Forecast by Application (2020-2025)

Table Global Market Volume Forecast by Application (2020-2025)

Figure Market Value (\$) and Growth Rate Forecast of E-commerce Ads (2020-2025)

Figure Market Volume and Growth Rate Forecast of E-commerce Ads (2020-2025)

Figure Market Value (\$) and Growth Rate Forecast of Travel Ads (2020-2025)

Figure Market Volume and Growth Rate Forecast of Travel Ads (2020-2025)

Figure Market Value (\$) and Growth Rate Forecast of Game Ads (2020-2025)

Figure Market Volume and Growth Rate Forecast of Game Ads (2020-2025)

Figure Market Value (\$) and Growth Rate Forecast of Others (2020-2025)

Figure Market Volume and Growth Rate Forecast of Others (2020-2025)

Figure North America Market Value (\$) and Growth Rate Forecast (2020-2025)

Figure North America Consumption and Growth Rate Forecast (2020-2025)

Figure Europe Market Value (\$) and Growth Rate Forecast (2020-2025)

Figure Europe Consumption and Growth Rate Forecast (2020-2025)

Figure Asia Pacific Market Value (\$) and Growth Rate Forecast (2020-2025)

Figure Asia Pacific Consumption and Growth Rate Forecast (2020-2025)

Figure Middle East and Africa Market Value (\$) and Growth Rate Forecast (2020-2025)

Figure Middle East and Africa Consumption and Growth Rate Forecast (2020-2025)

Figure South America Market Value (\$) and Growth Rate Forecast (2020-2025)

Figure South America Consumption and Growth Rate Forecast (2020-2025)

Figure Porter's Five Forces Analysis

Table New Entrants SWOT Analysis

Table New Project Analysis of Investment Recovery

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