

COVID-19 Outbreak-Global Real-Time Bidding Industry Market Report-Development Trends, Threats, Opportunities and Competitive Landscape in 2020

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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.

The Real-Time Bidding 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 Real-Time Bidding 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 Real-Time Bidding market can be split based on product types, major applications, and important countries as follows:

Key players in the global Real-Time Bidding market covered in Chapter 12:

Adconion Media Group
Ignition One
Google
BrightRoll
Infectious Media
Casale Media
Exchangelab
Convertro
BrandScreen
Kontera
D?rriens Media Exchange
Criteo
LiveRail
TubeMogul
Adap.tv
Tremor Video
SpotXchange
Accuen
DataXu
Facebook
AppNexus

In Chapter 4 and 14.1, 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 5 and 14.2, on the basis of applications, the Real-Time Bidding market from 2015 to 2025 covers:

Online
Software

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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