

# Programmatic Advertising Platform -China Market Status and Trend Report 2013-2023

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## Abstracts

### Report Summary

Programmatic Advertising Platform -China Market Status and Trend Report 2013-2023 offers a comprehensive analysis on Programmatic Advertising Platform industry, standing on the readers' perspective, delivering detailed market data and penetrating insights. No matter the client is industry insider, potential entrant or investor, the report will provides useful data and information. Key questions answered by this report include:

Whole China and Regional Market Size of Programmatic Advertising Platform 2013-2017, and development forecast 2018-2023

Main market players of Programmatic Advertising Platform in China, with company and product introduction, position in the Programmatic Advertising Platform market  
Market status and development trend of Programmatic Advertising Platform by types and applications

Cost and profit status of Programmatic Advertising Platform , and marketing status

Market growth drivers and challenges

The report segments the China Programmatic Advertising Platform market as:

China Programmatic Advertising Platform Market: Regional Segment Analysis (Regional Consumption Volume, Consumption Volume, Revenue and Growth Rate 2013-2023):

North China

Northeast China

East China

## Central &amp; South China

Southwest China

Northwest China

China Programmatic Advertising Platform Market: Product Type Segment Analysis  
(Consumption Volume, Average Price, Revenue, Market Share and Trend 2013-2023):

Desktop Display

Desktop Video

Mobile Display

Mobile Video

China Programmatic Advertising Platform Market: Application Segment Analysis  
(Consumption Volume and Market Share 2013-2023; Downstream Customers and  
Market Analysis)

Governance

Commerical

Others

China Programmatic Advertising Platform Market: Players Segment Analysis  
(Company and Product introduction, Programmatic Advertising Platform Sales Volume,  
Revenue, Price and Gross Margin):

Adobe Systems Incorporated

Rubicon Project Inc.

DataXu Inc.

AOL Inc. (Verizon Communications Inc.)

AppNexus Inc.

Yahoo! Inc.

MediaMath Inc.

Google Inc. (DoubleClick)

Adroll.com

Rocket Fuel Inc.

The Trade Desk

Connexity, Inc.

IPONWEB Holding Limited (BidSwitch)

RadiumOne, Inc.

Turn Inc.

Adform

Between Digital

Centro, Inc.

Beeswax  
Fluct

In a word, the report provides detailed statistics and analysis on the state of the industry; and is a valuable source of guidance and direction for companies and individuals interested in the market.

## Contents

### **CHAPTER 1 OVERVIEW OF PROGRAMMATIC ADVERTISING PLATFORM**

- 1.1 Definition of Programmatic Advertising Platform in This Report
- 1.2 Commercial Types of Programmatic Advertising Platform
  - 1.2.1 Desktop Display
  - 1.2.2 Desktop Video
  - 1.2.3 Mobile Display
  - 1.2.4 Mobile Video
- 1.3 Downstream Application of Programmatic Advertising Platform
  - 1.3.1 Governance
  - 1.3.2 Commercial
  - 1.3.3 Others
- 1.4 Development History of Programmatic Advertising Platform
- 1.5 Market Status and Trend of Programmatic Advertising Platform 2013-2023
  - 1.5.1 China Programmatic Advertising Platform Market Status and Trend 2013-2023
  - 1.5.2 Regional Programmatic Advertising Platform Market Status and Trend 2013-2023

### **CHAPTER 2 CHINA MARKET STATUS AND FORECAST BY REGIONS**

- 2.1 Market Status of Programmatic Advertising Platform in China 2013-2017
- 2.2 Consumption Market of Programmatic Advertising Platform in China by Regions
  - 2.2.1 Consumption Volume of Programmatic Advertising Platform in China by Regions
  - 2.2.2 Revenue of Programmatic Advertising Platform in China by Regions
- 2.3 Market Analysis of Programmatic Advertising Platform in China by Regions
  - 2.3.1 Market Analysis of Programmatic Advertising Platform in North China 2013-2017
  - 2.3.2 Market Analysis of Programmatic Advertising Platform in Northeast China 2013-2017
  - 2.3.3 Market Analysis of Programmatic Advertising Platform in East China 2013-2017
  - 2.3.4 Market Analysis of Programmatic Advertising Platform in Central & South China 2013-2017
  - 2.3.5 Market Analysis of Programmatic Advertising Platform in Southwest China 2013-2017
  - 2.3.6 Market Analysis of Programmatic Advertising Platform in Northwest China 2013-2017
- 2.4 Market Development Forecast of Programmatic Advertising Platform in China 2018-2023

2.4.1 Market Development Forecast of Programmatic Advertising Platform in China  
2018-2023

2.4.2 Market Development Forecast of Programmatic Advertising Platform by Regions  
2018-2023

## **CHAPTER 3 CHINA MARKET STATUS AND FORECAST BY TYPES**

3.1 Whole China Market Status by Types

3.1.1 Consumption Volume of Programmatic Advertising Platform in China by Types

3.1.2 Revenue of Programmatic Advertising Platform in China by Types

3.2 China Market Status by Types in Major Countries

3.2.1 Market Status by Types in North China

3.2.2 Market Status by Types in Northeast China

3.2.3 Market Status by Types in East China

3.2.4 Market Status by Types in Central & South China

3.2.5 Market Status by Types in Southwest China

3.2.6 Market Status by Types in Northwest China

3.3 Market Forecast of Programmatic Advertising Platform in China by Types

## **CHAPTER 4 CHINA MARKET STATUS AND FORECAST BY DOWNSTREAM INDUSTRY**

4.1 Demand Volume of Programmatic Advertising Platform in China by Downstream Industry

4.2 Demand Volume of Programmatic Advertising Platform by Downstream Industry in Major Countries

4.2.1 Demand Volume of Programmatic Advertising Platform by Downstream Industry in North China

4.2.2 Demand Volume of Programmatic Advertising Platform by Downstream Industry in Northeast China

4.2.3 Demand Volume of Programmatic Advertising Platform by Downstream Industry in East China

4.2.4 Demand Volume of Programmatic Advertising Platform by Downstream Industry in Central & South China

4.2.5 Demand Volume of Programmatic Advertising Platform by Downstream Industry in Southwest China

4.2.6 Demand Volume of Programmatic Advertising Platform by Downstream Industry in Northwest China

4.3 Market Forecast of Programmatic Advertising Platform in China by Downstream

Industry

## **CHAPTER 5 MARKET DRIVING FACTOR ANALYSIS OF PROGRAMMATIC ADVERTISING PLATFORM**

5.1 China Economy Situation and Trend Overview

5.2 Programmatic Advertising Platform Downstream Industry Situation and Trend Overview

## **CHAPTER 6 PROGRAMMATIC ADVERTISING PLATFORM MARKET COMPETITION STATUS BY MAJOR PLAYERS IN CHINA**

6.1 Sales Volume of Programmatic Advertising Platform in China by Major Players

6.2 Revenue of Programmatic Advertising Platform in China by Major Players

6.3 Basic Information of Programmatic Advertising Platform by Major Players

6.3.1 Headquarters Location and Established Time of Programmatic Advertising Platform Major Players

6.3.2 Employees and Revenue Level of Programmatic Advertising Platform Major Players

6.4 Market Competition News and Trend

6.4.1 Merger, Consolidation or Acquisition News

6.4.2 Investment or Disinvestment News

6.4.3 New Product Development and Launch

## **CHAPTER 7 PROGRAMMATIC ADVERTISING PLATFORM MAJOR MANUFACTURERS INTRODUCTION AND MARKET DATA**

7.1 Adobe Systems Incorporated

7.1.1 Company profile

7.1.2 Representative Programmatic Advertising Platform Product

7.1.3 Programmatic Advertising Platform Sales, Revenue, Price and Gross Margin of Adobe Systems Incorporated

7.2 Rubicon Project Inc.

7.2.1 Company profile

7.2.2 Representative Programmatic Advertising Platform Product

7.2.3 Programmatic Advertising Platform Sales, Revenue, Price and Gross Margin of Rubicon Project Inc.

7.3 DataXu Inc.

7.3.1 Company profile

- 7.3.2 Representative Programmatic Advertising Platform Product
- 7.3.3 Programmatic Advertising Platform Sales, Revenue, Price and Gross Margin of DataXu Inc.
- 7.4 AOL Inc. (Verizon Communications Inc.)
  - 7.4.1 Company profile
  - 7.4.2 Representative Programmatic Advertising Platform Product
  - 7.4.3 Programmatic Advertising Platform Sales, Revenue, Price and Gross Margin of AOL Inc. (Verizon Communications Inc.)
- 7.5 AppNexus Inc.
  - 7.5.1 Company profile
  - 7.5.2 Representative Programmatic Advertising Platform Product
  - 7.5.3 Programmatic Advertising Platform Sales, Revenue, Price and Gross Margin of AppNexus Inc.
- 7.6 Yahoo! Inc.
  - 7.6.1 Company profile
  - 7.6.2 Representative Programmatic Advertising Platform Product
  - 7.6.3 Programmatic Advertising Platform Sales, Revenue, Price and Gross Margin of Yahoo! Inc.
- 7.7 MediaMath Inc.
  - 7.7.1 Company profile
  - 7.7.2 Representative Programmatic Advertising Platform Product
  - 7.7.3 Programmatic Advertising Platform Sales, Revenue, Price and Gross Margin of MediaMath Inc.
- 7.8 Google Inc. (DoubleClick)
  - 7.8.1 Company profile
  - 7.8.2 Representative Programmatic Advertising Platform Product
  - 7.8.3 Programmatic Advertising Platform Sales, Revenue, Price and Gross Margin of Google Inc. (DoubleClick)
- 7.9 Adroll.com
  - 7.9.1 Company profile
  - 7.9.2 Representative Programmatic Advertising Platform Product
  - 7.9.3 Programmatic Advertising Platform Sales, Revenue, Price and Gross Margin of Adroll.com
- 7.10 Rocket Fuel Inc.
  - 7.10.1 Company profile
  - 7.10.2 Representative Programmatic Advertising Platform Product
  - 7.10.3 Programmatic Advertising Platform Sales, Revenue, Price and Gross Margin of Rocket Fuel Inc.
- 7.11 The Trade Desk

- 7.11.1 Company profile
- 7.11.2 Representative Programmatic Advertising Platform Product
- 7.11.3 Programmatic Advertising Platform Sales, Revenue, Price and Gross Margin of The Trade Desk
- 7.12 Connexity, Inc.
  - 7.12.1 Company profile
  - 7.12.2 Representative Programmatic Advertising Platform Product
  - 7.12.3 Programmatic Advertising Platform Sales, Revenue, Price and Gross Margin of Connexity, Inc.
- 7.13 IPONWEB Holding Limited (BidSwitch)
  - 7.13.1 Company profile
  - 7.13.2 Representative Programmatic Advertising Platform Product
  - 7.13.3 Programmatic Advertising Platform Sales, Revenue, Price and Gross Margin of IPONWEB Holding Limited (BidSwitch)
- 7.14 RadiumOne, Inc.
  - 7.14.1 Company profile
  - 7.14.2 Representative Programmatic Advertising Platform Product
  - 7.14.3 Programmatic Advertising Platform Sales, Revenue, Price and Gross Margin of RadiumOne, Inc.
- 7.15 Turn Inc.
  - 7.15.1 Company profile
  - 7.15.2 Representative Programmatic Advertising Platform Product
  - 7.15.3 Programmatic Advertising Platform Sales, Revenue, Price and Gross Margin of Turn Inc.
- 7.16 Adform
- 7.17 Between Digital
- 7.18 Centro, Inc.
- 7.19 Beeswax
- 7.20 Fluct

## **CHAPTER 8 UPSTREAM AND DOWNSTREAM MARKET ANALYSIS OF PROGRAMMATIC ADVERTISING PLATFORM**

- 8.1 Industry Chain of Programmatic Advertising Platform
- 8.2 Upstream Market and Representative Companies Analysis
- 8.3 Downstream Market and Representative Companies Analysis

## **CHAPTER 9 COST AND GROSS MARGIN ANALYSIS OF PROGRAMMATIC ADVERTISING PLATFORM**



- 9.1 Cost Structure Analysis of Programmatic Advertising Platform
- 9.2 Raw Materials Cost Analysis of Programmatic Advertising Platform
- 9.3 Labor Cost Analysis of Programmatic Advertising Platform
- 9.4 Manufacturing Expenses Analysis of Programmatic Advertising Platform

## **CHAPTER 10 MARKETING STATUS ANALYSIS OF PROGRAMMATIC ADVERTISING PLATFORM**

- 10.1 Marketing Channel
  - 10.1.1 Direct Marketing
  - 10.1.2 Indirect Marketing
  - 10.1.3 Marketing Channel Development Trend
- 10.2 Market Positioning
  - 10.2.1 Pricing Strategy
  - 10.2.2 Brand Strategy
  - 10.2.3 Target Client
- 10.3 Distributors/Traders List

## **CHAPTER 11 REPORT CONCLUSION**

## **CHAPTER 12 RESEARCH METHODOLOGY AND REFERENCE**

- 12.1 Methodology/Research Approach
  - 12.1.1 Research Programs/Design
  - 12.1.2 Market Size Estimation
  - 12.1.3 Market Breakdown and Data Triangulation
- 12.2 Data Source
  - 12.2.1 Secondary Sources
  - 12.2.2 Primary Sources
- 12.3 Reference

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