

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 & 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.

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