

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

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## Abstracts

### Report Summary

Programmatic Advertising Platform -Global 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:

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

Main manufacturers/suppliers of Programmatic Advertising Platform worldwide, 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 global Programmatic Advertising Platform market as:

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

North America

Europe

China  
Japan  
Rest APAC  
Latin America

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

Desktop Display  
Desktop Video  
Mobile Display  
Mobile Video

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

Governance  
Commerical  
Others

Global Programmatic Advertising Platform Market: Manufacturers 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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