

DSP (Demand-Side Platform) Market in China - Industry Outlook and Forecast 2020-2026

<https://marketpublishers.com/r/D7BEEFB4D1D0EN.html>

Date: April 2020

Pages: 102

Price: US\$ 2,700.00 (Single User License)

ID: D7BEEFB4D1D0EN

Abstracts

DSP (Demand-Side Platform) is a system that allows buyers of digital advertising inventory to manage multiple ad exchange and data exchange accounts through one interface. Real-time bidding for displaying online advertising takes place within the ad exchanges, and by utilizing a DSP, marketers can manage their bids for the banners and the pricing for the data that they are layering on to target their audiences.

This report contains market size and forecasts of DSP (Demand-Side Platform) in China, including the following market information:

China DSP (Demand-Side Platform) Market Revenue, 2015-2020, 2021-2026, (\$ millions)

Top Five Competitors in China DSP (Demand-Side Platform) Market 2019 (%)

The global DSP (Demand-Side Platform) market was valued at 10410 million in 2019 and is projected to reach US\$ 29680 million by 2026, at a CAGR of 30.0% during the forecast period. While the DSP (Demand-Side Platform) market size in China was US\$ XX million in 2019, and it is expected to reach US\$ XX million by the end of 2026, with a CAGR of XX% during 2020-2026.

COVID-19 pandemic has big impact on DSP (Demand-Side Platform) businesses, with lots of challenges and uncertainty faced by many players of DSP (Demand-Side Platform) in China.

This report also analyses and evaluates the COVID-19 impact on DSP (Demand-Side Platform) market size in 2020 and the next few years in China

Total Market by Segment:

China DSP (Demand-Side Platform) Market, By Type, 2015-2020, 2021-2026 (\$ millions)

China DSP (Demand-Side Platform) Market Segment Percentages, By Type, 2019 (%)

RTB (Real Time Bidding)

PPB (Programmatic Premium Buying)

China DSP (Demand-Side Platform) Market, By Application, 2015-2020, 2021-2026 (\$ millions)

China DSP (Demand-Side Platform) Market Segment Percentages, By Application, 2019 (%)

Retail

Automotive

Financial

Telecom

Others

Competitor Analysis

The report also provides analysis of leading market participants including:

Total DSP (Demand-Side Platform) Market Competitors Revenues in China, by Players 2015-2020 (Estimated), (\$ millions)

Total DSP (Demand-Side Platform) Market Competitors Revenues Share in China, by Players 2019 (%)

Further, the report presents profiles of competitors in the market, including the following:

Criteo

Double Click

Facebook Ads Manager

Adobe

Trade Desk

Amazon (AAP)

Appnexus

Dataxu

Mediamath

SocioMatic

Sizmek

Tubemogul

Oath Inc

AdForm

Amobee

Contents

1 INTRODUCTION TO RESEARCH & ANALYSIS REPORTS

- 1.1 DSP (Demand-Side Platform) Market Definition
- 1.2 Market Segments
 - 1.2.1 Segment by Type
 - 1.2.2 Segment by Application
- 1.3 COVID-19 Impact: China DSP (Demand-Side Platform) Market Overview
- 1.4 Features & Benefits of This Report
- 1.5 Methodology & Sources of Information
 - 1.5.1 Research Methodology
 - 1.5.2 Research Process
 - 1.5.3 Base Year
 - 1.5.4 Report Assumptions & Caveats

2 CHINA DSP (DEMAND-SIDE PLATFORM) OVERALL MARKET SIZE

- 2.1 China DSP (Demand-Side Platform) Market Size: 2020 VS 2026
- 2.2 China DSP (Demand-Side Platform) Revenue, Prospects & Forecasts: 2015-2026

3 COMPANY LANDSCAPE

- 3.1 Top DSP (Demand-Side Platform) Players in China (including Foreign and Local Companies)
- 3.2 Top China DSP (Demand-Side Platform) Companies Ranked by Revenue
- 3.3 China DSP (Demand-Side Platform) Revenue by Companies (including Foreign and Local Companies)
- 3.4 Top 3 and Top 5 DSP (Demand-Side Platform) Companies in China, by Revenue in 2019
- 3.5 China Manufacturers DSP (Demand-Side Platform) Product Type
- 3.6 Tier 1, Tier 2 and Tier 3 DSP (Demand-Side Platform) Players in China
 - 3.6.1 List of China Tier 1 DSP (Demand-Side Platform) Companies
 - 3.6.2 List of China Tier 2 and Tier 3 DSP (Demand-Side Platform) Companies

4 SIGHTS BY PRODUCT

- 4.1 Overview
 - 4.1.1 By Type - China DSP (Demand-Side Platform) Market Size Markets, 2020 &

2026

4.1.2 RTB (Real Time Bidding)

4.1.3 PPB (Programmatic Premium Buying)

4.2 By Type - China DSP (Demand-Side Platform) Revenue & Forecasts

4.2.1 By Type - China DSP (Demand-Side Platform) Revenue, 2015-2020

4.2.2 By Type - China DSP (Demand-Side Platform) Revenue, 2021-2026

4.2.3 By Type - China DSP (Demand-Side Platform) Revenue Market Share, 2015-2026

5 SIGHTS BY APPLICATION

5.1 Overview

5.1.1 By Application - China DSP (Demand-Side Platform) Market Size, 2020 & 2026

5.1.2 Retail

5.1.3 Automotive

5.1.4 Financial

5.1.5 Telecom

5.1.6 Others

5.2 By Application - China DSP (Demand-Side Platform) Revenue & Forecasts

5.2.1 By Application - China DSP (Demand-Side Platform) Revenue, 2015-2020

5.2.2 By Application - China DSP (Demand-Side Platform) Revenue, 2021-2026

5.2.3 By Application - China DSP (Demand-Side Platform) Revenue Market Share, 2015-2026

6 PLAYERS PROFILES

6.1 Criteo

6.1.1 Criteo Corporate Summary

6.1.2 Criteo Business Overview

6.1.3 Criteo DSP (Demand-Side Platform) Major Product Offerings

6.1.4 Criteo Revenue in China (2015-2020)

6.1.5 Criteo Key News

6.2 Double Click

6.2.1 Double Click Corporate Summary

6.2.2 Double Click Business Overview

6.2.3 Double Click DSP (Demand-Side Platform) Major Product Offerings

6.2.4 Double Click Revenue in China (2015-2020)

6.2.5 Double Click Key News

6.3 Facebook Ads Manager

- 6.3.1 Facebook Ads Manager Corporate Summary
- 6.3.2 Facebook Ads Manager Business Overview
- 6.3.3 Facebook Ads Manager DSP (Demand-Side Platform) Major Product Offerings
- 6.3.4 Facebook Ads Manager Revenue in China (2015-2020)
- 6.3.5 Facebook Ads Manager Key News
- 6.4 Adobe
 - 6.4.1 Adobe Corporate Summary
 - 6.4.2 Adobe Business Overview
 - 6.4.3 Adobe DSP (Demand-Side Platform) Major Product Offerings
 - 6.4.4 Adobe Revenue in China (2015-2020)
 - 6.4.5 Adobe Key News
- 6.5 Trade Desk
 - 6.5.1 Trade Desk Corporate Summary
 - 6.5.2 Trade Desk Business Overview
 - 6.5.3 Trade Desk DSP (Demand-Side Platform) Major Product Offerings
 - 6.5.4 Trade Desk Revenue in China (2015-2020)
 - 6.5.5 Trade Desk Key News
- 6.6 Amazon (AAP)
 - 6.6.1 Amazon (AAP) Corporate Summary
 - 6.6.2 Amazon (AAP) Business Overview
 - 6.6.3 Amazon (AAP) DSP (Demand-Side Platform) Major Product Offerings
 - 6.6.4 Amazon (AAP) Revenue in China (2015-2020)
 - 6.6.5 Amazon (AAP) Key News
- 6.7 Appnexus
 - 6.6.1 Appnexus Corporate Summary
 - 6.6.2 Appnexus Business Overview
 - 6.6.3 Appnexus DSP (Demand-Side Platform) Major Product Offerings
 - 6.4.4 Appnexus Revenue in China (2015-2020)
 - 6.7.5 Appnexus Key News
- 6.8 Dataxu
 - 6.8.1 Dataxu Corporate Summary
 - 6.8.2 Dataxu Business Overview
 - 6.8.3 Dataxu DSP (Demand-Side Platform) Major Product Offerings
 - 6.8.4 Dataxu Revenue in China (2015-2020)
 - 6.8.5 Dataxu Key News
- 6.9 Mediamath
 - 6.9.1 Mediamath Corporate Summary
 - 6.9.2 Mediamath Business Overview
 - 6.9.3 Mediamath DSP (Demand-Side Platform) Major Product Offerings

- 6.9.4 Mediamath Revenue in China (2015-2020)
- 6.9.5 Mediamath Key News
- 6.10 SocioMatic
 - 6.10.1 SocioMatic Corporate Summary
 - 6.10.2 SocioMatic Business Overview
 - 6.10.3 SocioMatic DSP (Demand-Side Platform) Major Product Offerings
 - 6.10.4 SocioMatic Revenue in China (2015-2020)
 - 6.10.5 SocioMatic Key News
- 6.11 Sizmek
 - 6.11.1 Sizmek Corporate Summary
 - 6.11.2 Sizmek DSP (Demand-Side Platform) Business Overview
 - 6.11.3 Sizmek DSP (Demand-Side Platform) Major Product Offerings
 - 6.11.4 Sizmek Revenue in China (2015-2020)
 - 6.11.5 Sizmek Key News
- 6.12 Tubemogul
 - 6.12.1 Tubemogul Corporate Summary
 - 6.12.2 Tubemogul DSP (Demand-Side Platform) Business Overview
 - 6.12.3 Tubemogul DSP (Demand-Side Platform) Major Product Offerings
 - 6.12.4 Tubemogul Revenue in China (2015-2020)
 - 6.12.5 Tubemogul Key News
- 6.13 Oath Inc
 - 6.13.1 Oath Inc Corporate Summary
 - 6.13.2 Oath Inc DSP (Demand-Side Platform) Business Overview
 - 6.13.3 Oath Inc DSP (Demand-Side Platform) Major Product Offerings
 - 6.13.4 Oath Inc Revenue in China (2015-2020)
 - 6.13.5 Oath Inc Key News
- 6.14 AdForm
 - 6.14.1 AdForm Corporate Summary
 - 6.14.2 AdForm DSP (Demand-Side Platform) Business Overview
 - 6.14.3 AdForm DSP (Demand-Side Platform) Major Product Offerings
 - 6.14.4 AdForm Revenue in China (2015-2020)
 - 6.14.5 AdForm Key News
- 6.15 Amobee
 - 6.15.1 Amobee Corporate Summary
 - 6.15.2 Amobee DSP (Demand-Side Platform) Business Overview
 - 6.15.3 Amobee DSP (Demand-Side Platform) Major Product Offerings
 - 6.15.4 Amobee Revenue in China (2015-2020)
 - 6.15.5 Amobee Key News
- 6.16 Centro Inc

- 6.16.1 Centro Inc Corporate Summary
- 6.16.2 Centro Inc DSP (Demand-Side Platform) Business Overview
- 6.16.3 Centro Inc DSP (Demand-Side Platform) Major Product Offerings
- 6.16.4 Centro Inc Revenue in China (2015-2020)
- 6.16.5 Centro Inc Key News

7 KEY MARKET TRENDS & INFLUENCES 2021-2026

- 7.1 PESTLE Analysis for China DSP (Demand-Side Platform) Market
- 7.2 Market Opportunities & Trends
- 7.3 Market Drivers
- 7.4 Market Restraints

8 CONCLUSION

9 APPENDIX

- 9.1 Note
- 9.2 Examples of Clients
- 9.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. Key Players of DSP (Demand-Side Platform) in China

Table 2. Top Players in China, Ranking by Revenue (2019)

Table 3. China DSP (Demand-Side Platform) Revenue by Companies, (US\$, Mn), 2015-2020

Table 4. China DSP (Demand-Side Platform) Revenue Share by Companies, 2015-2020

Table 5. China DSP (Demand-Side Platform) Sales by Companies, (K Units), 2015-2020

Table 6. China DSP (Demand-Side Platform) Sales Share by Companies, 2015-2020

Table 7. Key Manufacturers DSP (Demand-Side Platform) Price (2015-2020) (US\$/Unit)

Table 8. China Manufacturers DSP (Demand-Side Platform) Product Type

Table 9. List of China Tier 1 DSP (Demand-Side Platform) Companies, Revenue (US\$, Mn) in 2019 and Market Share

Table 10. List of China Tier 2 and Tier 3 DSP (Demand-Side Platform) Companies, Revenue (US\$, Mn) in 2019 and Market Share

Table 11. By Type - DSP (Demand-Side Platform) Revenue in China (US\$, Mn), 2015-2020

Table 12. By Type - DSP (Demand-Side Platform) Revenue in China (US\$, Mn), 2021-2026

Table 13. By Type - DSP (Demand-Side Platform) Sales in China (K Units), 2015-2020

Table 14. By Type - DSP (Demand-Side Platform) Sales in China (K Units), 2021-2026

Table 15. By Application - DSP (Demand-Side Platform) Revenue in China, (US\$, Mn), 2015-2020

Table 16. By Application - DSP (Demand-Side Platform) Revenue in China, (US\$, Mn), 2021-2026

Table 17. By Application - DSP (Demand-Side Platform) Sales in China, (K Units), 2015-2020

Table 18. By Application - DSP (Demand-Side Platform) Sales in China, (K Units), 2021-2026

Table 19. Criteo Corporate Summary

Table 20. Criteo DSP (Demand-Side Platform) Product Offerings

Table 21. Criteo DSP (Demand-Side Platform) Revenue (US\$, Mn), (2015-2020)

Table 22. Double Click Corporate Summary

Table 23. Double Click DSP (Demand-Side Platform) Product Offerings

Table 24. Double Click DSP (Demand-Side Platform) Revenue (US\$, Mn), (2015-2020)

- Table 25. Facebook Ads Manager Corporate Summary
- Table 26. Facebook Ads Manager DSP (Demand-Side Platform) Product Offerings
- Table 27. Facebook Ads Manager DSP (Demand-Side Platform) Revenue (US\$, Mn), (2015-2020)
- Table 28. Adobe Corporate Summary
- Table 29. Adobe DSP (Demand-Side Platform) Product Offerings
- Table 30. Adobe DSP (Demand-Side Platform) Revenue (US\$, Mn), (2015-2020)
- Table 31. Trade Desk Corporate Summary
- Table 32. Trade Desk DSP (Demand-Side Platform) Product Offerings
- Table 33. Trade Desk DSP (Demand-Side Platform) Revenue (US\$, Mn), (2015-2020)
- Table 34. Amazon (AAP) Corporate Summary
- Table 35. Amazon (AAP) DSP (Demand-Side Platform) Product Offerings
- Table 36. Amazon (AAP) DSP (Demand-Side Platform) Revenue (US\$, Mn), (2015-2020)
- Table 37. Appnexus Corporate Summary
- Table 38. Appnexus DSP (Demand-Side Platform) Product Offerings
- Table 39. Appnexus DSP (Demand-Side Platform) Revenue (US\$, Mn), (2015-2020)
- Table 40. Dataxu Corporate Summary
- Table 41. Dataxu DSP (Demand-Side Platform) Product Offerings
- Table 42. Dataxu DSP (Demand-Side Platform) Revenue (US\$, Mn), (2015-2020)
- Table 43. Mediamath Corporate Summary
- Table 44. Mediamath DSP (Demand-Side Platform) Product Offerings
- Table 45. Mediamath DSP (Demand-Side Platform) Revenue (US\$, Mn), (2015-2020)
- Table 46. SocioMatic Corporate Summary
- Table 47. SocioMatic DSP (Demand-Side Platform) Product Offerings
- Table 48. SocioMatic DSP (Demand-Side Platform) Revenue (US\$, Mn), (2015-2020)
- Table 49. Sizmek Corporate Summary
- Table 50. Sizmek DSP (Demand-Side Platform) Product Offerings
- Table 51. Sizmek DSP (Demand-Side Platform) Revenue (US\$, Mn), (2015-2020)
- Table 52. Tubemogul Corporate Summary
- Table 53. Tubemogul DSP (Demand-Side Platform) Product Offerings
- Table 54. Tubemogul DSP (Demand-Side Platform) Revenue (US\$, Mn), (2015-2020)
- Table 55. Oath Inc Corporate Summary
- Table 56. Oath Inc DSP (Demand-Side Platform) Product Offerings
- Table 57. Oath Inc DSP (Demand-Side Platform) Revenue (US\$, Mn), (2015-2020)
- Table 58. AdForm Corporate Summary
- Table 59. AdForm DSP (Demand-Side Platform) Product Offerings
- Table 60. AdForm DSP (Demand-Side Platform) Revenue (US\$, Mn), (2015-2020)
- Table 61. Amobee Corporate Summary

Table 62. Amobee DSP (Demand-Side Platform) Product Offerings

Table 63. Amobee DSP (Demand-Side Platform) Revenue (US\$, Mn), (2015-2020)

Table 64. Centro Inc Corporate Summary

Table 65. Centro Inc DSP (Demand-Side Platform) Product Offerings

Table 66. Centro Inc DSP (Demand-Side Platform) Revenue (US\$, Mn), (2015-2020)

List Of Figures

LIST OF FIGURES

Figure 1. DSP (Demand-Side Platform) Segment by Type

Figure 2. DSP (Demand-Side Platform) Segment by Application

Figure 3. China DSP (Demand-Side Platform) Market Overview: 2020

Figure 4. Key Caveats

Figure 5. DSP (Demand-Side Platform) Market Size in China, (US\$, Mn): 2020 VS 2026

Figure 6. China DSP (Demand-Side Platform) Revenue, 2015-2026 (US\$, Mn)

Figure 7. The Top 3 and 5 Players Market Share by DSP (Demand-Side Platform) Revenue in 2019

Figure 8. By Type - China DSP (Demand-Side Platform) Incremental Growth, (US\$, Mn), 2015-2026

Figure 9. By Type - China DSP (Demand-Side Platform) Market Share, 2015-2026

Figure 10. By Application - DSP (Demand-Side Platform) Revenue in China (US\$, Mn), 2020 & 2026

Figure 11. By Application - China DSP (Demand-Side Platform) Market Share, 2015-2026

Figure 12. PEST Analysis for China DSP (Demand-Side Platform) Market in 2020

Figure 13. DSP (Demand-Side Platform) Market Opportunities & Trends in China

Figure 14. DSP (Demand-Side Platform) Market Drivers in China

I would like to order

Product name: DSP (Demand-Side Platform) Market in China - Industry Outlook and Forecast 2020-2026

Product link: <https://marketpublishers.com/r/D7BEEFB4D1D0EN.html>

Price: US\$ 2,700.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/D7BEEFB4D1D0EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970