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

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## 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 Malaysia, including the following market information:
Malaysia DSP (Demand-Side Platform) Market Revenue, 2015-2020, 2021-2026, ($ millions)

Top Five Competitors in Malaysia 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 Malaysia 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 Malaysia.
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 Malaysia

Total Market by Segment:

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Malaysia DSP (Demand-Side Platform) Market, By Type, 2015-2020, 2021-2026 ($ millions)
Malaysia DSP (Demand-Side Platform) Market Segment Percentages, By Type, 2019 (%)

RTB (Real Time Bidding)

PPB (Programmatic Premium Buying)

Malaysia DSP (Demand-Side Platform) Market, By Application, 2015-2020, 2021-2026 ($ millions)
Malaysia 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 Malaysia, by Players 2015-2020 (Estimated), ($ millions)
Total DSP (Demand-Side Platform) Market Competitors Revenues Share in Malaysia, by Players 2019 (%)
Further, the report presents profiles of competitors in the market, including the following:

Criteo

Double Click

Facebook Ads Manager

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Adobe

Trade Desk

Amazon (AAP)

Appnexus

Dataxu

Mediamath

SocioMatic

Sizmek

Tubemogul

Oath Inc

AdForm

Amobee

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