

Programmatic AD Spending Market, Global Outlook and Forecast 2022-2028

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Abstracts

This report contains market size and forecasts of Programmatic AD Spending in Global, including the following market information:

Global Programmatic AD Spending Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Programmatic AD Spending market was valued at million in 2021 and is projected to reach US\$ million by 2028, at a CAGR of % during the forecast period.

The U.S. Market is Estimated at \$ Million in 2021, While China is Forecast to Reach \$ Million by 2028.

Mobile Ad Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Programmatic AD Spending include Facebook, Google, ONE by AOL, BrightRoll, SpotX, Tremor Video, Alibaba, Baidu and Tencent and etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Programmatic AD Spending companies, and industry experts on this industry, involving the revenue, demand, product type, recent developments and plans, industry trends, drivers, challenges, obstacles, and potential risks.

Total Market by Segment:

Global Programmatic AD Spending Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Programmatic AD Spending Market Segment Percentages, by Type, 2021 (%)

Mobile Ad

Over-the-top (ott) Ad

Connected TV Ad

Global Programmatic AD Spending Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Programmatic AD Spending Market Segment Percentages, by Application, 2021 (%)

Small and Medium-sized Enterprises

Large Enterprises

Global Programmatic AD Spending Market, By Region and Country, 2017-2022, 2023-2028 (\$ Millions)

Global Programmatic AD Spending Market Segment Percentages, By Region and Country, 2021 (%)

North America

US

Canada

Mexico

Europe

Germany

France

U.K.

Italy

Russia

Nordic Countries

Benelux

Rest of Europe

Asia

China

Japan

South Korea

Southeast Asia

India

Rest of Asia

South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Turkey

Israel

Saudi Arabia

UAE

Rest of Middle East & Africa

Competitor Analysis

The report also provides analysis of leading market participants including:

Key companies Programmatic AD Spending revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Programmatic AD Spending revenues share in global market, 2021 (%)

Further, the report presents profiles of competitors in the market, key players include:

Facebook

Google

ONE by AOL

BrightRoll

SpotX

Tremor Video

Alibaba

Baidu

Tencent

Kantar Media

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