

# Programmatic Advertising Display Market, Global Outlook and Forecast 2022-2028

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## Abstracts

Programmatic paid advertising solutions offer an automated way to serve up tailored content to targeted individuals within a defined budget. For marketers, it promises a way to get more from your online digital marketing budget.

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

Global Programmatic Advertising Display Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Programmatic Advertising Display 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 Devices Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Programmatic Advertising Display include AOL, BrightRoll, SpotXchange, Tremor Video and TubeMogul, 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 Advertising Display 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 Advertising Display Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Programmatic Advertising Display Market Segment Percentages, by Type, 2021 (%)

Mobile Devices

Desktop

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

Global Programmatic Advertising Display Market Segment Percentages, by Application, 2021 (%)

Desktop Banners

Mobile Banners

Desktop Videos

Mobile Videos

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

Global Programmatic Advertising Display 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 Advertising Display revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Programmatic Advertising Display revenues share in global market, 2021 (%)

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

AOL

BrightRoll

SpotXchange

Tremor Video

TubeMogul

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