

Programmatic Advertising Platform Market, Global Outlook and Forecast 2022-2028

<https://marketpublishers.com/r/PE45206B84ABEN.html>

Date: March 2022

Pages: 119

Price: US\$ 3,250.00 (Single User License)

ID: PE45206B84ABEN

Abstracts

It is an automated bidding software for digital advertisers and publishers that allows automating the whole process of decision-making and evaluating the options in real-time.

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

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

Global top five companies in 2021 (%)

The global Programmatic Advertising Platform market was valued at 5998 million in 2021 and is projected to reach US\$ 13820 million by 2028, at a CAGR of 12.7% during the forecast period.

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

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

The global key manufacturers of Programmatic Advertising Platform include AppNexus Inc., AOL Inc. (Verizon Communications Inc.), Yahoo! Inc., DataXu Inc., Adroll.com, Google Inc. (DoubleClick), Adobe Systems Incorporated, Rubicon Project Inc. and Rocket Fuel Inc., 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 Platform 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 Platform Market, by Type, 2017-2022, 2023-2028 (\$ millions)

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

Desktop Display

Desktop Video

Mobile Display

Mobile Video

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

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

Governance

Commerical

Others

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

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

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

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

AppNexus Inc.

AOL Inc. (Verizon Communications Inc.)

Yahoo! Inc.

DataXu Inc.

Adroll.com

Google Inc. (DoubleClick)

Adobe Systems Incorporated

Rubicon Project Inc.

Rocket Fuel Inc.

MediaMath Inc.

IPONWEB Holding Limited (BidSwitch)

Between Digital

Fluct

Adform

The Trade Desk

Turn Inc.

Beeswax

Connexity, Inc.

Centro, Inc.

RadiumOne, Inc.

Contents

1 INTRODUCTION TO RESEARCH & ANALYSIS REPORTS

- 1.1 Programmatic Advertising Platform Market Definition
- 1.2 Market Segments
 - 1.2.1 Market by Type
 - 1.2.2 Market by Application
- 1.3 Global Programmatic Advertising 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 GLOBAL PROGRAMMATIC ADVERTISING PLATFORM OVERALL MARKET SIZE

- 2.1 Global Programmatic Advertising Platform Market Size: 2021 VS 2028
- 2.2 Global Programmatic Advertising Platform Market Size, Prospects & Forecasts: 2017-2028
- 2.3 Key Market Trends, Opportunity, Drivers and Restraints
 - 2.3.1 Market Opportunities & Trends
 - 2.3.2 Market Drivers
 - 2.3.3 Market Restraints

3 COMPANY LANDSCAPE

- 3.1 Top Programmatic Advertising Platform Players in Global Market
- 3.2 Top Global Programmatic Advertising Platform Companies Ranked by Revenue
- 3.3 Global Programmatic Advertising Platform Revenue by Companies
- 3.4 Top 3 and Top 5 Programmatic Advertising Platform Companies in Global Market, by Revenue in 2021
- 3.5 Global Companies Programmatic Advertising Platform Product Type
- 3.6 Tier 1, Tier 2 and Tier 3 Programmatic Advertising Platform Players in Global Market
 - 3.6.1 List of Global Tier 1 Programmatic Advertising Platform Companies
 - 3.6.2 List of Global Tier 2 and Tier 3 Programmatic Advertising Platform Companies

4 MARKET SIGHTS BY PRODUCT

4.1 Overview

4.1.1 by Type - Global Programmatic Advertising Platform Market Size Markets, 2021 & 2028

4.1.2 Desktop Display

4.1.3 Desktop Video

4.1.4 Mobile Display

4.1.5 Mobile Video

4.2 By Type - Global Programmatic Advertising Platform Revenue & Forecasts

4.2.1 By Type - Global Programmatic Advertising Platform Revenue, 2017-2022

4.2.2 By Type - Global Programmatic Advertising Platform Revenue, 2023-2028

4.2.3 By Type - Global Programmatic Advertising Platform Revenue Market Share, 2017-2028

5 SIGHTS BY APPLICATION

5.1 Overview

5.1.1 By Application - Global Programmatic Advertising Platform Market Size, 2021 & 2028

5.1.2 Governance

5.1.3 Commerical

5.1.4 Others

5.2 By Application - Global Programmatic Advertising Platform Revenue & Forecasts

5.2.1 By Application - Global Programmatic Advertising Platform Revenue, 2017-2022

5.2.2 By Application - Global Programmatic Advertising Platform Revenue, 2023-2028

5.2.3 By Application - Global Programmatic Advertising Platform Revenue Market Share, 2017-2028

6 SIGHTS BY REGION

6.1 By Region - Global Programmatic Advertising Platform Market Size, 2021 & 2028

6.2 By Region - Global Programmatic Advertising Platform Revenue & Forecasts

6.2.1 By Region - Global Programmatic Advertising Platform Revenue, 2017-2022

6.2.2 By Region - Global Programmatic Advertising Platform Revenue, 2023-2028

6.2.3 By Region - Global Programmatic Advertising Platform Revenue Market Share, 2017-2028

6.3 North America

6.3.1 By Country - North America Programmatic Advertising Platform Revenue,

2017-2028

6.3.2 US Programmatic Advertising Platform Market Size, 2017-2028

6.3.3 Canada Programmatic Advertising Platform Market Size, 2017-2028

6.3.4 Mexico Programmatic Advertising Platform Market Size, 2017-2028

6.4 Europe

6.4.1 By Country - Europe Programmatic Advertising Platform Revenue, 2017-2028

6.4.2 Germany Programmatic Advertising Platform Market Size, 2017-2028

6.4.3 France Programmatic Advertising Platform Market Size, 2017-2028

6.4.4 U.K. Programmatic Advertising Platform Market Size, 2017-2028

6.4.5 Italy Programmatic Advertising Platform Market Size, 2017-2028

6.4.6 Russia Programmatic Advertising Platform Market Size, 2017-2028

6.4.7 Nordic Countries Programmatic Advertising Platform Market Size, 2017-2028

6.4.8 Benelux Programmatic Advertising Platform Market Size, 2017-2028

6.5 Asia

6.5.1 By Region - Asia Programmatic Advertising Platform Revenue, 2017-2028

6.5.2 China Programmatic Advertising Platform Market Size, 2017-2028

6.5.3 Japan Programmatic Advertising Platform Market Size, 2017-2028

6.5.4 South Korea Programmatic Advertising Platform Market Size, 2017-2028

6.5.5 Southeast Asia Programmatic Advertising Platform Market Size, 2017-2028

6.5.6 India Programmatic Advertising Platform Market Size, 2017-2028

6.6 South America

6.6.1 By Country - South America Programmatic Advertising Platform Revenue,
2017-2028

6.6.2 Brazil Programmatic Advertising Platform Market Size, 2017-2028

6.6.3 Argentina Programmatic Advertising Platform Market Size, 2017-2028

6.7 Middle East & Africa

6.7.1 By Country - Middle East & Africa Programmatic Advertising Platform Revenue,
2017-2028

6.7.2 Turkey Programmatic Advertising Platform Market Size, 2017-2028

6.7.3 Israel Programmatic Advertising Platform Market Size, 2017-2028

6.7.4 Saudi Arabia Programmatic Advertising Platform Market Size, 2017-2028

6.7.5 UAE Programmatic Advertising Platform Market Size, 2017-2028

7 PLAYERS PROFILES

7.1 AppNexus Inc.

7.1.1 AppNexus Inc. Corporate Summary

7.1.2 AppNexus Inc. Business Overview

7.1.3 AppNexus Inc. Programmatic Advertising Platform Major Product Offerings

7.1.4 AppNexus Inc. Programmatic Advertising Platform Revenue in Global Market (2017-2022)

7.1.5 AppNexus Inc. Key News

7.2 AOL Inc. (Verizon Communications Inc.)

7.2.1 AOL Inc. (Verizon Communications Inc.) Corporate Summary

7.2.2 AOL Inc. (Verizon Communications Inc.) Business Overview

7.2.3 AOL Inc. (Verizon Communications Inc.) Programmatic Advertising Platform Major Product Offerings

7.2.4 AOL Inc. (Verizon Communications Inc.) Programmatic Advertising Platform Revenue in Global Market (2017-2022)

7.2.5 AOL Inc. (Verizon Communications Inc.) Key News

7.3 Yahoo! Inc.

7.3.1 Yahoo! Inc. Corporate Summary

7.3.2 Yahoo! Inc. Business Overview

7.3.3 Yahoo! Inc. Programmatic Advertising Platform Major Product Offerings

7.3.4 Yahoo! Inc. Programmatic Advertising Platform Revenue in Global Market (2017-2022)

7.3.5 Yahoo! Inc. Key News

7.4 DataXu Inc.

7.4.1 DataXu Inc. Corporate Summary

7.4.2 DataXu Inc. Business Overview

7.4.3 DataXu Inc. Programmatic Advertising Platform Major Product Offerings

7.4.4 DataXu Inc. Programmatic Advertising Platform Revenue in Global Market (2017-2022)

7.4.5 DataXu Inc. Key News

7.5 Adroll.com

7.5.1 Adroll.com Corporate Summary

7.5.2 Adroll.com Business Overview

7.5.3 Adroll.com Programmatic Advertising Platform Major Product Offerings

7.5.4 Adroll.com Programmatic Advertising Platform Revenue in Global Market (2017-2022)

7.5.5 Adroll.com Key News

7.6 Google Inc. (DoubleClick)

7.6.1 Google Inc. (DoubleClick) Corporate Summary

7.6.2 Google Inc. (DoubleClick) Business Overview

7.6.3 Google Inc. (DoubleClick) Programmatic Advertising Platform Major Product Offerings

7.6.4 Google Inc. (DoubleClick) Programmatic Advertising Platform Revenue in Global Market (2017-2022)

- 7.6.5 Google Inc. (DoubleClick) Key News
- 7.7 Adobe Systems Incorporated
 - 7.7.1 Adobe Systems Incorporated Corporate Summary
 - 7.7.2 Adobe Systems Incorporated Business Overview
 - 7.7.3 Adobe Systems Incorporated Programmatic Advertising Platform Major Product Offerings
 - 7.7.4 Adobe Systems Incorporated Programmatic Advertising Platform Revenue in Global Market (2017-2022)
 - 7.7.5 Adobe Systems Incorporated Key News
- 7.8 Rubicon Project Inc.
 - 7.8.1 Rubicon Project Inc. Corporate Summary
 - 7.8.2 Rubicon Project Inc. Business Overview
 - 7.8.3 Rubicon Project Inc. Programmatic Advertising Platform Major Product Offerings
 - 7.8.4 Rubicon Project Inc. Programmatic Advertising Platform Revenue in Global Market (2017-2022)
 - 7.8.5 Rubicon Project Inc. Key News
- 7.9 Rocket Fuel Inc.
 - 7.9.1 Rocket Fuel Inc. Corporate Summary
 - 7.9.2 Rocket Fuel Inc. Business Overview
 - 7.9.3 Rocket Fuel Inc. Programmatic Advertising Platform Major Product Offerings
 - 7.9.4 Rocket Fuel Inc. Programmatic Advertising Platform Revenue in Global Market (2017-2022)
 - 7.9.5 Rocket Fuel Inc. Key News
- 7.10 MediaMath Inc.
 - 7.10.1 MediaMath Inc. Corporate Summary
 - 7.10.2 MediaMath Inc. Business Overview
 - 7.10.3 MediaMath Inc. Programmatic Advertising Platform Major Product Offerings
 - 7.10.4 MediaMath Inc. Programmatic Advertising Platform Revenue in Global Market (2017-2022)
 - 7.10.5 MediaMath Inc. Key News
- 7.11 IPONWEB Holding Limited (BidSwitch)
 - 7.11.1 IPONWEB Holding Limited (BidSwitch) Corporate Summary
 - 7.11.2 IPONWEB Holding Limited (BidSwitch) Business Overview
 - 7.11.3 IPONWEB Holding Limited (BidSwitch) Programmatic Advertising Platform Major Product Offerings
 - 7.11.4 IPONWEB Holding Limited (BidSwitch) Programmatic Advertising Platform Revenue in Global Market (2017-2022)
 - 7.11.5 IPONWEB Holding Limited (BidSwitch) Key News
- 7.12 Between Digital

- 7.12.1 Between Digital Corporate Summary
- 7.12.2 Between Digital Business Overview
- 7.12.3 Between Digital Programmatic Advertising Platform Major Product Offerings
- 7.12.4 Between Digital Programmatic Advertising Platform Revenue in Global Market (2017-2022)
- 7.12.5 Between Digital Key News
- 7.13 Fluct
 - 7.13.1 Fluct Corporate Summary
 - 7.13.2 Fluct Business Overview
 - 7.13.3 Fluct Programmatic Advertising Platform Major Product Offerings
 - 7.13.4 Fluct Programmatic Advertising Platform Revenue in Global Market (2017-2022)
 - 7.13.5 Fluct Key News
- 7.14 Adform
 - 7.14.1 Adform Corporate Summary
 - 7.14.2 Adform Business Overview
 - 7.14.3 Adform Programmatic Advertising Platform Major Product Offerings
 - 7.14.4 Adform Programmatic Advertising Platform Revenue in Global Market (2017-2022)
 - 7.14.5 Adform Key News
- 7.15 The Trade Desk
 - 7.15.1 The Trade Desk Corporate Summary
 - 7.15.2 The Trade Desk Business Overview
 - 7.15.3 The Trade Desk Programmatic Advertising Platform Major Product Offerings
 - 7.15.4 The Trade Desk Programmatic Advertising Platform Revenue in Global Market (2017-2022)
 - 7.15.5 The Trade Desk Key News
- 7.16 Turn Inc.
 - 7.16.1 Turn Inc. Corporate Summary
 - 7.16.2 Turn Inc. Business Overview
 - 7.16.3 Turn Inc. Programmatic Advertising Platform Major Product Offerings
 - 7.16.4 Turn Inc. Programmatic Advertising Platform Revenue in Global Market (2017-2022)
 - 7.16.5 Turn Inc. Key News
- 7.17 Beeswax
 - 7.17.1 Beeswax Corporate Summary
 - 7.17.2 Beeswax Business Overview
 - 7.17.3 Beeswax Programmatic Advertising Platform Major Product Offerings
 - 7.17.4 Beeswax Programmatic Advertising Platform Revenue in Global Market

(2017-2022)

7.17.5 Beeswax Key News

7.18 Connexity, Inc.

7.18.1 Connexity, Inc. Corporate Summary

7.18.2 Connexity, Inc. Business Overview

7.18.3 Connexity, Inc. Programmatic Advertising Platform Major Product Offerings

7.18.4 Connexity, Inc. Programmatic Advertising Platform Revenue in Global Market

(2017-2022)

7.18.5 Connexity, Inc. Key News

7.19 Centro, Inc.

7.19.1 Centro, Inc. Corporate Summary

7.19.2 Centro, Inc. Business Overview

7.19.3 Centro, Inc. Programmatic Advertising Platform Major Product Offerings

7.19.4 Centro, Inc. Programmatic Advertising Platform Revenue in Global Market

(2017-2022)

7.19.5 Centro, Inc. Key News

7.20 RadiumOne, Inc.

7.20.1 RadiumOne, Inc. Corporate Summary

7.20.2 RadiumOne, Inc. Business Overview

7.20.3 RadiumOne, Inc. Programmatic Advertising Platform Major Product Offerings

7.20.4 RadiumOne, Inc. Programmatic Advertising Platform Revenue in Global Market

(2017-2022)

7.20.5 RadiumOne, Inc. Key News

8 CONCLUSION

9 APPENDIX

9.1 Note

9.2 Examples of Clients

9.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. Programmatic Advertising Platform Market Opportunities & Trends in Global Market

Table 2. Programmatic Advertising Platform Market Drivers in Global Market

Table 3. Programmatic Advertising Platform Market Restraints in Global Market

Table 4. Key Players of Programmatic Advertising Platform in Global Market

Table 5. Top Programmatic Advertising Platform Players in Global Market, Ranking by Revenue (2021)

Table 6. Global Programmatic Advertising Platform Revenue by Companies, (US\$, Mn), 2017-2022

Table 7. Global Programmatic Advertising Platform Revenue Share by Companies, 2017-2022

Table 8. Global Companies Programmatic Advertising Platform Product Type

Table 9. List of Global Tier 1 Programmatic Advertising Platform Companies, Revenue (US\$, Mn) in 2021 and Market Share

Table 10. List of Global Tier 2 and Tier 3 Programmatic Advertising Platform Companies, Revenue (US\$, Mn) in 2021 and Market Share

Table 11. By Type – Global Programmatic Advertising Platform Revenue, (US\$, Mn), 2021 & 2028

Table 12. By Type - Programmatic Advertising Platform Revenue in Global (US\$, Mn), 2017-2022

Table 13. By Type - Programmatic Advertising Platform Revenue in Global (US\$, Mn), 2023-2028

Table 14. By Application – Global Programmatic Advertising Platform Revenue, (US\$, Mn), 2021 & 2028

Table 15. By Application - Programmatic Advertising Platform Revenue in Global (US\$, Mn), 2017-2022

Table 16. By Application - Programmatic Advertising Platform Revenue in Global (US\$, Mn), 2023-2028

Table 17. By Region – Global Programmatic Advertising Platform Revenue, (US\$, Mn), 2021 & 2028

Table 18. By Region - Global Programmatic Advertising Platform Revenue (US\$, Mn), 2017-2022

Table 19. By Region - Global Programmatic Advertising Platform Revenue (US\$, Mn), 2023-2028

Table 20. By Country - North America Programmatic Advertising Platform Revenue,

(US\$, Mn), 2017-2022

Table 21. By Country - North America Programmatic Advertising Platform Revenue, (US\$, Mn), 2023-2028

Table 22. By Country - Europe Programmatic Advertising Platform Revenue, (US\$, Mn), 2017-2022

Table 23. By Country - Europe Programmatic Advertising Platform Revenue, (US\$, Mn), 2023-2028

Table 24. By Region - Asia Programmatic Advertising Platform Revenue, (US\$, Mn), 2017-2022

Table 25. By Region - Asia Programmatic Advertising Platform Revenue, (US\$, Mn), 2023-2028

Table 26. By Country - South America Programmatic Advertising Platform Revenue, (US\$, Mn), 2017-2022

Table 27. By Country - South America Programmatic Advertising Platform Revenue, (US\$, Mn), 2023-2028

Table 28. By Country - Middle East & Africa Programmatic Advertising Platform Revenue, (US\$, Mn), 2017-2022

Table 29. By Country - Middle East & Africa Programmatic Advertising Platform Revenue, (US\$, Mn), 2023-2028

Table 30. AppNexus Inc. Corporate Summary

Table 31. AppNexus Inc. Programmatic Advertising Platform Product Offerings

Table 32. AppNexus Inc. Programmatic Advertising Platform Revenue (US\$, Mn), (2017-2022)

Table 33. AOL Inc. (Verizon Communications Inc.) Corporate Summary

Table 34. AOL Inc. (Verizon Communications Inc.) Programmatic Advertising Platform Product Offerings

Table 35. AOL Inc. (Verizon Communications Inc.) Programmatic Advertising Platform Revenue (US\$, Mn), (2017-2022)

Table 36. Yahoo! Inc. Corporate Summary

Table 37. Yahoo! Inc. Programmatic Advertising Platform Product Offerings

Table 38. Yahoo! Inc. Programmatic Advertising Platform Revenue (US\$, Mn), (2017-2022)

Table 39. DataXu Inc. Corporate Summary

Table 40. DataXu Inc. Programmatic Advertising Platform Product Offerings

Table 41. DataXu Inc. Programmatic Advertising Platform Revenue (US\$, Mn), (2017-2022)

Table 42. Adroll.com Corporate Summary

Table 43. Adroll.com Programmatic Advertising Platform Product Offerings

Table 44. Adroll.com Programmatic Advertising Platform Revenue (US\$, Mn),

(2017-2022)

Table 45. Google Inc. (DoubleClick) Corporate Summary

Table 46. Google Inc. (DoubleClick) Programmatic Advertising Platform Product Offerings

Table 47. Google Inc. (DoubleClick) Programmatic Advertising Platform Revenue (US\$, Mn), (2017-2022)

Table 48. Adobe Systems Incorporated Corporate Summary

Table 49. Adobe Systems Incorporated Programmatic Advertising Platform Product Offerings

Table 50. Adobe Systems Incorporated Programmatic Advertising Platform Revenue (US\$, Mn), (2017-2022)

Table 51. Rubicon Project Inc. Corporate Summary

Table 52. Rubicon Project Inc. Programmatic Advertising Platform Product Offerings

Table 53. Rubicon Project Inc. Programmatic Advertising Platform Revenue (US\$, Mn), (2017-2022)

Table 54. Rocket Fuel Inc. Corporate Summary

Table 55. Rocket Fuel Inc. Programmatic Advertising Platform Product Offerings

Table 56. Rocket Fuel Inc. Programmatic Advertising Platform Revenue (US\$, Mn), (2017-2022)

Table 57. MediaMath Inc. Corporate Summary

Table 58. MediaMath Inc. Programmatic Advertising Platform Product Offerings

Table 59. MediaMath Inc. Programmatic Advertising Platform Revenue (US\$, Mn), (2017-2022)

Table 60. IPONWEB Holding Limited (BidSwitch) Corporate Summary

Table 61. IPONWEB Holding Limited (BidSwitch) Programmatic Advertising Platform Product Offerings

Table 62. IPONWEB Holding Limited (BidSwitch) Programmatic Advertising Platform Revenue (US\$, Mn), (2017-2022)

Table 63. Between Digital Corporate Summary

Table 64. Between Digital Programmatic Advertising Platform Product Offerings

Table 65. Between Digital Programmatic Advertising Platform Revenue (US\$, Mn), (2017-2022)

Table 66. Fluct Corporate Summary

Table 67. Fluct Programmatic Advertising Platform Product Offerings

Table 68. Fluct Programmatic Advertising Platform Revenue (US\$, Mn), (2017-2022)

Table 69. Adform Corporate Summary

Table 70. Adform Programmatic Advertising Platform Product Offerings

Table 71. Adform Programmatic Advertising Platform Revenue (US\$, Mn), (2017-2022)

Table 72. The Trade Desk Corporate Summary

Table 73. The Trade Desk Programmatic Advertising Platform Product Offerings

Table 74. The Trade Desk Programmatic Advertising Platform Revenue (US\$, Mn),
(2017-2022)

Table 75. Turn Inc. Corporate Summary

Table 76. Turn Inc. Programmatic Advertising Platform Product Offerings

Table 77. Turn Inc. Programmatic Advertising Platform Revenue (US\$, Mn),
(2017-2022)

Table 78. Beeswax Corporate Summary

Table 79. Beeswax Programmatic Advertising Platform Product Offerings

Table 80. Beeswax Programmatic Advertising Platform Revenue (US\$, Mn),
(2017-2022)

Table 81. Connexity, Inc. Corporate Summary

Table 82. Connexity, Inc. Programmatic Advertising Platform Product Offerings

Table 83. Connexity, Inc. Programmatic Advertising Platform Revenue (US\$, Mn),
(2017-2022)

Table 84. Centro, Inc. Corporate Summary

Table 85. Centro, Inc. Programmatic Advertising Platform Product Offerings

Table 86. Centro, Inc. Programmatic Advertising Platform Revenue (US\$, Mn),
(2017-2022)

Table 87. RadiumOne, Inc. Corporate Summary

Table 88. RadiumOne, Inc. Programmatic Advertising Platform Product Offerings

Table 89. RadiumOne, Inc. Programmatic Advertising Platform Revenue (US\$, Mn),
(2017-2022)

List Of Figures

LIST OF FIGURES

Figure 1. Programmatic Advertising Platform Segment by Type in 2021

Figure 2. Programmatic Advertising Platform Segment by Application in 2021

Figure 3. Global Programmatic Advertising Platform Market Overview: 2021

Figure 4. Key Caveats

Figure 5. Global Programmatic Advertising Platform Market Size: 2021 VS 2028 (US\$, Mn)

Figure 6. Global Programmatic Advertising Platform Revenue, 2017-2028 (US\$, Mn)

Figure 7. The Top 3 and 5 Players Market Share by Programmatic Advertising Platform Revenue in 2021

Figure 8. By Type - Global Programmatic Advertising Platform Revenue Market Share, 2017-2028

Figure 9. By Application - Global Programmatic Advertising Platform Revenue Market Share, 2017-2028

Figure 10. By Region - Global Programmatic Advertising Platform Revenue Market Share, 2017-2028

Figure 11. By Country - North America Programmatic Advertising Platform Revenue Market Share, 2017-2028

Figure 12. US Programmatic Advertising Platform Revenue, (US\$, Mn), 2017-2028

Figure 13. Canada Programmatic Advertising Platform Revenue, (US\$, Mn), 2017-2028

Figure 14. Mexico Programmatic Advertising Platform Revenue, (US\$, Mn), 2017-2028

Figure 15. By Country - Europe Programmatic Advertising Platform Revenue Market Share, 2017-2028

Figure 16. Germany Programmatic Advertising Platform Revenue, (US\$, Mn), 2017-2028

Figure 17. France Programmatic Advertising Platform Revenue, (US\$, Mn), 2017-2028

Figure 18. U.K. Programmatic Advertising Platform Revenue, (US\$, Mn), 2017-2028

Figure 19. Italy Programmatic Advertising Platform Revenue, (US\$, Mn), 2017-2028

Figure 20. Russia Programmatic Advertising Platform Revenue, (US\$, Mn), 2017-2028

Figure 21. Nordic Countries Programmatic Advertising Platform Revenue, (US\$, Mn), 2017-2028

Figure 22. Benelux Programmatic Advertising Platform Revenue, (US\$, Mn), 2017-2028

Figure 23. By Region - Asia Programmatic Advertising Platform Revenue Market Share, 2017-2028

Figure 24. China Programmatic Advertising Platform Revenue, (US\$, Mn), 2017-2028

Figure 25. Japan Programmatic Advertising Platform Revenue, (US\$, Mn), 2017-2028

Figure 26. South Korea Programmatic Advertising Platform Revenue, (US\$, Mn), 2017-2028

Figure 27. Southeast Asia Programmatic Advertising Platform Revenue, (US\$, Mn), 2017-2028

Figure 28. India Programmatic Advertising Platform Revenue, (US\$, Mn), 2017-2028

Figure 29. By Country - South America Programmatic Advertising Platform Revenue Market Share, 2017-2028

Figure 30. Brazil Programmatic Advertising Platform Revenue, (US\$, Mn), 2017-2028

Figure 31. Argentina Programmatic Advertising Platform Revenue, (US\$, Mn), 2017-2028

Figure 32. By Country - Middle East & Africa Programmatic Advertising Platform Revenue Market Share, 2017-2028

Figure 33. Turkey Programmatic Advertising Platform Revenue, (US\$, Mn), 2017-2028

Figure 34. Israel Programmatic Advertising Platform Revenue, (US\$, Mn), 2017-2028

Figure 35. Saudi Arabia Programmatic Advertising Platform Revenue, (US\$, Mn), 2017-2028

Figure 36. UAE Programmatic Advertising Platform Revenue, (US\$, Mn), 2017-2028

Figure 37. AppNexus Inc. Programmatic Advertising Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 38. AOL Inc. (Verizon Communications Inc.) Programmatic Advertising Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 39. Yahoo! Inc. Programmatic Advertising Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 40. DataXu Inc. Programmatic Advertising Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 41. Adroll.com Programmatic Advertising Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 42. Google Inc. (DoubleClick) Programmatic Advertising Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 43. Adobe Systems Incorporated Programmatic Advertising Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 44. Rubicon Project Inc. Programmatic Advertising Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 45. Rocket Fuel Inc. Programmatic Advertising Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 46. MediaMath Inc. Programmatic Advertising Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 47. IPONWEB Holding Limited (BidSwitch) Programmatic Advertising Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 48. Between Digital Programmatic Advertising Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 49. Fluct Programmatic Advertising Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 50. Adform Programmatic Advertising Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 51. The Trade Desk Programmatic Advertising Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 52. Turn Inc. Programmatic Advertising Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 53. Beeswax Programmatic Advertising Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 54. Connexity, Inc. Programmatic Advertising Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 55. Centro, Inc. Programmatic Advertising Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 56. RadiumOne, Inc. Programmatic Advertising Platform Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

I would like to order

Product name: Programmatic Advertising Platform Market, Global Outlook and Forecast 2022-2028

Product link: <https://marketpublishers.com/r/PE45206B84ABEN.html>

Price: US\$ 3,250.00 (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/PE45206B84ABEN.html>