

Real-Time Bidding (RTB) Technology Market - Global Outlook and Forecast 2022-2028

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Abstracts

Real time bidding (RTB) is a server-to-server buying process that allows inventory (ad space on websites) to be bought and sold on a per-impression basis. It happens instantaneous through an auction that determines who gets to buy a specific impression.

This report contains market size and forecasts of Real-Time Bidding (RTB) Technology in Global, including the following market information:

Global Real-Time Bidding (RTB) Technology Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Real-Time Bidding (RTB) Technology 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.

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

The global key manufacturers of Real-Time Bidding (RTB) Technology include Google, WPP plc, Adobe, CRITEO ADVERTISING, Facebook, PubMatic, Smaato, Yandex and Salesforce 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 Real-Time Bidding (RTB) Technology 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 Real-Time Bidding (RTB) Technology Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Real-Time Bidding (RTB) Technology Market Segment Percentages, by Type, 2021 (%)

Open

Invited

Global Real-Time Bidding (RTB) Technology Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Real-Time Bidding (RTB) Technology Market Segment Percentages, by Application, 2021 (%)

Media and Entertainment

Games

Retail and E-Commerce

Travel and Luxury

Mobile Apps

Global Real-Time Bidding (RTB) Technology Market, By Region and Country, 2017-2022, 2023-2028 (\$ Millions)

Global Real-Time Bidding (RTB) Technology 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 Real-Time Bidding (RTB) Technology revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Real-Time Bidding (RTB) Technology revenues share in global market, 2021 (%)

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

Google

WPP plc

Adobe

CRITEO ADVERTISING

Facebook

PubMatic

Smaato

Yandex

Salesforce

Rubicon Project

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