

Real-time Bidding: The Online Ad Exchange 3Q 2012

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Abstracts

Real-time Bidding: The Online Ad Exchange evaluates the online real-time bidding (RTB) landscape in North America from two viewpoints – the buy-side and the sell-side. The study highlights the core market sectors, profiles the key players, assesses factors defining market growth, and offers strategic direction for stakeholders. It provides five-year online display advertising revenues generated from RTB methods in North America from 2012 to 2017.

“The online real-time bidding (RTB) market is a complex environment born out of advertisers' and publishers' needs to form an efficient and effective online display advertising buying and selling system,” said Heather Way, research analyst, Parks Associates. “As media buyers realize the benefits of RTB such as cost efficiencies, reduced ad waste, scalable reach, transparency, and control, ad spend from traditional display advertising will quickly transfer to RTB platforms.”

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