

COVID-19 Impact on Global Programmatic Advertising Platform Market Size, Status and Forecast 2020-2026

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Abstracts

This report focuses on the global Programmatic Advertising Platform status, future forecast, growth opportunity, key market and key players. The study objectives are to present the Programmatic Advertising Platform development in North America, Europe, China, Japan, Southeast Asia, India and Central & South America.

The key players covered in this study

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.

Market segment by Type, the product can be split into

Desktop Display

Desktop Video

Mobile Display

Mobile Video

Market segment by Application, split into

Governance

Commerical

Others

Market segment by Regions/Countries, this report covers

North America

Europe

China

Japan

Southeast Asia

India

Central & South America

The study objectives of this report are:

To analyze global Programmatic Advertising Platform status, future forecast, growth opportunity, key market and key players.

To present the Programmatic Advertising Platform development in North America, Europe, China, Japan, Southeast Asia, India and Central & South America.

To strategically profile the key players and comprehensively analyze their development plan and strategies.

To define, describe and forecast the market by type, market and key regions.

In this study, the years considered to estimate the market size of Programmatic Advertising Platform are as follows:

History Year: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Year 2020 to 2026

For the data information by region, company, type and application, 2019 is considered as the base year. Whenever data information was unavailable for the base year, the prior year has been considered.

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