

COVID-19 Impact on Global Real-time Bidding Market Size, Status and Forecast 2020-2026

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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.

Since the COVID-19 virus outbreak in December 2019, the disease has spread to almost 100 countries around the globe with the World Health Organization declaring it a public health emergency. The global impacts of the coronavirus disease 2019 (COVID-19) are already starting to be felt, and will significantly affect the Real-time Bidding market in 2020.

COVID-19 can affect the global economy in three main ways: by directly affecting production and demand, by creating supply chain and market disruption, and by its financial impact on firms and financial markets.

The outbreak of COVID-19 has brought effects on many aspects, like flight cancellations; travel bans and quarantines; restaurants closed; all indoor events restricted; over forty countries state of emergency declared; massive slowing of the supply chain; stock market volatility; falling business confidence, growing panic among the population, and uncertainty about future.

This report also analyses the impact of Coronavirus COVID-19 on the Real-time Bidding industry.

Based on our recent survey, we have several different scenarios about the Real-time Bidding YoY growth rate for 2020. The probable scenario is expected to grow by a xx% in 2020 and the revenue will be xx in 2020 from US\$ xx million in 2019. The market size

of Real-time Bidding will reach xx in 2026, with a CAGR of xx% from 2020 to 2026.

With industry-standard accuracy in analysis and high data integrity, the report makes a brilliant attempt to unveil key opportunities available in the global Real-time Bidding market to help players in achieving a strong market position. Buyers of the report can access verified and reliable market forecasts, including those for the overall size of the global Real-time Bidding market in terms of revenue.

Players, stakeholders, and other participants in the global Real-time Bidding market will be able to gain the upper hand as they use the report as a powerful resource. For this version of the report, the segmental analysis focuses on revenue and forecast by each application segment in terms of revenue and forecast by each type segment in terms of revenue for the period 2015-2026.

Regional and Country-level Analysis

The report offers an exhaustive geographical analysis of the global Real-time Bidding market, covering important regions, viz, North America, Europe, China, Japan, Southeast Asia, India and Central & South America. It also covers key countries (regions), viz, U.S., Canada, Germany, France, U.K., Italy, Russia, China, Japan, South Korea, India, Australia, Taiwan, Indonesia, Thailand, Malaysia, Philippines, Vietnam, Mexico, Brazil, Turkey, Saudi Arabia, U.A.E, etc.

The report includes country-wise and region-wise market size for the period 2015-2026. It also includes market size and forecast by each application segment in terms of revenue for the period 2015-2026.

Competition Analysis

In the competitive analysis section of the report, leading as well as prominent players of the global Real-time Bidding market are broadly studied on the basis of key factors. The report offers comprehensive analysis and accurate statistics on revenue by the player for the period 2015-2020. It also offers detailed analysis supported by reliable statistics on price and revenue (global level) by player for the period 2015-2020.

On the whole, the report proves to be an effective tool that players can use to gain a competitive edge over their competitors and ensure lasting success in the global Real-time Bidding market. All of the findings, data, and information provided in the report are validated and revalidated with the help of trustworthy sources. The analysts who have authored the report took a unique and industry-best research and analysis approach for an in-depth study of the global Real-time Bidding market.

The following players are covered in this report:

Google (US)

WPP (UK)

Adobe (US)

Criteo (France)

Facebook (US)

Smaato (US)

Yandex (Russia)

PubMatic (US)

Salesforce (US)

Rubicon Project (US)

MediaMath (US)

MoPub (US)

AppNexus (US)

Platform One (Japan)

Verizon Media (US)

Real-time Bidding Breakdown Data by Type

Open Auction

Invited Auction

Real-time Bidding Breakdown Data by Application

Media and Entertainment

Games

Retail and eCommerce

Travel and Luxury

Mobile Apps

Others

Contents

1 REPORT OVERVIEW

- 1.1 Study Scope
- 1.2 Key Market Segments
- 1.3 Players Covered: Ranking by Real-time Bidding Revenue
- 1.4 Market Analysis by Type
 - 1.4.1 Global Real-time Bidding Market Size Growth Rate by Type: 2020 VS 2026
 - 1.4.2 Open Auction
 - 1.4.3 Invited Auction
- 1.5 Market by Application
 - 1.5.1 Global Real-time Bidding Market Share by Application: 2020 VS 2026
 - 1.5.2 Media and Entertainment
 - 1.5.3 Games
 - 1.5.4 Retail and eCommerce
 - 1.5.5 Travel and Luxury
 - 1.5.6 Mobile Apps
 - 1.5.7 Others
- 1.6 Coronavirus Disease 2019 (Covid-19): Real-time Bidding Industry Impact
 - 1.6.1 How the Covid-19 is Affecting the Real-time Bidding Industry
 - 1.6.1.1 Real-time Bidding Business Impact Assessment - Covid-19
 - 1.6.1.2 Supply Chain Challenges
 - 1.6.1.3 COVID-19's Impact On Crude Oil and Refined Products
 - 1.6.2 Market Trends and Real-time Bidding Potential Opportunities in the COVID-19 Landscape
 - 1.6.3 Measures / Proposal against Covid-19
 - 1.6.3.1 Government Measures to Combat Covid-19 Impact
 - 1.6.3.2 Proposal for Real-time Bidding Players to Combat Covid-19 Impact
- 1.7 Study Objectives
- 1.8 Years Considered

2 GLOBAL GROWTH TRENDS BY REGIONS

- 2.1 Real-time Bidding Market Perspective (2015-2026)
- 2.2 Real-time Bidding Growth Trends by Regions
 - 2.2.1 Real-time Bidding Market Size by Regions: 2015 VS 2020 VS 2026
 - 2.2.2 Real-time Bidding Historic Market Share by Regions (2015-2020)
 - 2.2.3 Real-time Bidding Forecasted Market Size by Regions (2021-2026)

2.3 Industry Trends and Growth Strategy

2.3.1 Market Top Trends

2.3.2 Market Drivers

2.3.3 Market Challenges

2.3.4 Porter's Five Forces Analysis

2.3.5 Real-time Bidding Market Growth Strategy

2.3.6 Primary Interviews with Key Real-time Bidding Players (Opinion Leaders)

3 COMPETITION LANDSCAPE BY KEY PLAYERS

3.1 Global Top Real-time Bidding Players by Market Size

3.1.1 Global Top Real-time Bidding Players by Revenue (2015-2020)

3.1.2 Global Real-time Bidding Revenue Market Share by Players (2015-2020)

3.1.3 Global Real-time Bidding Market Share by Company Type (Tier 1, Tier 2 and Tier 3)

3.2 Global Real-time Bidding Market Concentration Ratio

3.2.1 Global Real-time Bidding Market Concentration Ratio (CR5 and HHI)

3.2.2 Global Top 10 and Top 5 Companies by Real-time Bidding Revenue in 2019

3.3 Real-time Bidding Key Players Head office and Area Served

3.4 Key Players Real-time Bidding Product Solution and Service

3.5 Date of Enter into Real-time Bidding Market

3.6 Mergers & Acquisitions, Expansion Plans

4 BREAKDOWN DATA BY TYPE (2015-2026)

4.1 Global Real-time Bidding Historic Market Size by Type (2015-2020)

4.2 Global Real-time Bidding Forecasted Market Size by Type (2021-2026)

5 REAL-TIME BIDDING BREAKDOWN DATA BY APPLICATION (2015-2026)

5.1 Global Real-time Bidding Market Size by Application (2015-2020)

5.2 Global Real-time Bidding Forecasted Market Size by Application (2021-2026)

6 NORTH AMERICA

6.1 North America Real-time Bidding Market Size (2015-2020)

6.2 Real-time Bidding Key Players in North America (2019-2020)

6.3 North America Real-time Bidding Market Size by Type (2015-2020)

6.4 North America Real-time Bidding Market Size by Application (2015-2020)

7 EUROPE

- 7.1 Europe Real-time Bidding Market Size (2015-2020)
- 7.2 Real-time Bidding Key Players in Europe (2019-2020)
- 7.3 Europe Real-time Bidding Market Size by Type (2015-2020)
- 7.4 Europe Real-time Bidding Market Size by Application (2015-2020)

8 CHINA

- 8.1 China Real-time Bidding Market Size (2015-2020)
- 8.2 Real-time Bidding Key Players in China (2019-2020)
- 8.3 China Real-time Bidding Market Size by Type (2015-2020)
- 8.4 China Real-time Bidding Market Size by Application (2015-2020)

9 JAPAN

- 9.1 Japan Real-time Bidding Market Size (2015-2020)
- 9.2 Real-time Bidding Key Players in Japan (2019-2020)
- 9.3 Japan Real-time Bidding Market Size by Type (2015-2020)
- 9.4 Japan Real-time Bidding Market Size by Application (2015-2020)

10 SOUTHEAST ASIA

- 10.1 Southeast Asia Real-time Bidding Market Size (2015-2020)
- 10.2 Real-time Bidding Key Players in Southeast Asia (2019-2020)
- 10.3 Southeast Asia Real-time Bidding Market Size by Type (2015-2020)
- 10.4 Southeast Asia Real-time Bidding Market Size by Application (2015-2020)

11 INDIA

- 11.1 India Real-time Bidding Market Size (2015-2020)
- 11.2 Real-time Bidding Key Players in India (2019-2020)
- 11.3 India Real-time Bidding Market Size by Type (2015-2020)
- 11.4 India Real-time Bidding Market Size by Application (2015-2020)

12 CENTRAL & SOUTH AMERICA

- 12.1 Central & South America Real-time Bidding Market Size (2015-2020)

- 12.2 Real-time Bidding Key Players in Central & South America (2019-2020)
- 12.3 Central & South America Real-time Bidding Market Size by Type (2015-2020)
- 12.4 Central & South America Real-time Bidding Market Size by Application (2015-2020)

13 KEY PLAYERS PROFILES

13.1 Google (US)

- 13.1.1 Google (US) Company Details
- 13.1.2 Google (US) Business Overview and Its Total Revenue
- 13.1.3 Google (US) Real-time Bidding Introduction
- 13.1.4 Google (US) Revenue in Real-time Bidding Business (2015-2020))
- 13.1.5 Google (US) Recent Development

13.2 WPP (UK)

- 13.2.1 WPP (UK) Company Details
- 13.2.2 WPP (UK) Business Overview and Its Total Revenue
- 13.2.3 WPP (UK) Real-time Bidding Introduction
- 13.2.4 WPP (UK) Revenue in Real-time Bidding Business (2015-2020)
- 13.2.5 WPP (UK) Recent Development

13.3 Adobe (US)

- 13.3.1 Adobe (US) Company Details
- 13.3.2 Adobe (US) Business Overview and Its Total Revenue
- 13.3.3 Adobe (US) Real-time Bidding Introduction
- 13.3.4 Adobe (US) Revenue in Real-time Bidding Business (2015-2020)
- 13.3.5 Adobe (US) Recent Development

13.4 Criteo (France)

- 13.4.1 Criteo (France) Company Details
- 13.4.2 Criteo (France) Business Overview and Its Total Revenue
- 13.4.3 Criteo (France) Real-time Bidding Introduction
- 13.4.4 Criteo (France) Revenue in Real-time Bidding Business (2015-2020)
- 13.4.5 Criteo (France) Recent Development

13.5 Facebook (US)

- 13.5.1 Facebook (US) Company Details
- 13.5.2 Facebook (US) Business Overview and Its Total Revenue
- 13.5.3 Facebook (US) Real-time Bidding Introduction
- 13.5.4 Facebook (US) Revenue in Real-time Bidding Business (2015-2020)
- 13.5.5 Facebook (US) Recent Development

13.6 Smaato (US)

- 13.6.1 Smaato (US) Company Details

- 13.6.2 Smaato (US) Business Overview and Its Total Revenue
- 13.6.3 Smaato (US) Real-time Bidding Introduction
- 13.6.4 Smaato (US) Revenue in Real-time Bidding Business (2015-2020)
- 13.6.5 Smaato (US) Recent Development
- 13.7 Yandex (Russia)
 - 13.7.1 Yandex (Russia) Company Details
 - 13.7.2 Yandex (Russia) Business Overview and Its Total Revenue
 - 13.7.3 Yandex (Russia) Real-time Bidding Introduction
 - 13.7.4 Yandex (Russia) Revenue in Real-time Bidding Business (2015-2020)
 - 13.7.5 Yandex (Russia) Recent Development
- 13.8 PubMatic (US)
 - 13.8.1 PubMatic (US) Company Details
 - 13.8.2 PubMatic (US) Business Overview and Its Total Revenue
 - 13.8.3 PubMatic (US) Real-time Bidding Introduction
 - 13.8.4 PubMatic (US) Revenue in Real-time Bidding Business (2015-2020)
 - 13.8.5 PubMatic (US) Recent Development
- 13.9 Salesforce (US)
 - 13.9.1 Salesforce (US) Company Details
 - 13.9.2 Salesforce (US) Business Overview and Its Total Revenue
 - 13.9.3 Salesforce (US) Real-time Bidding Introduction
 - 13.9.4 Salesforce (US) Revenue in Real-time Bidding Business (2015-2020)
 - 13.9.5 Salesforce (US) Recent Development
- 13.10 Rubicon Project (US)
 - 13.10.1 Rubicon Project (US) Company Details
 - 13.10.2 Rubicon Project (US) Business Overview and Its Total Revenue
 - 13.10.3 Rubicon Project (US) Real-time Bidding Introduction
 - 13.10.4 Rubicon Project (US) Revenue in Real-time Bidding Business (2015-2020)
 - 13.10.5 Rubicon Project (US) Recent Development
- 13.11 MediaMath (US)
 - 10.11.1 MediaMath (US) Company Details
 - 10.11.2 MediaMath (US) Business Overview and Its Total Revenue
 - 10.11.3 MediaMath (US) Real-time Bidding Introduction
 - 10.11.4 MediaMath (US) Revenue in Real-time Bidding Business (2015-2020)
 - 10.11.5 MediaMath (US) Recent Development
- 13.12 MoPub (US)
 - 10.12.1 MoPub (US) Company Details
 - 10.12.2 MoPub (US) Business Overview and Its Total Revenue
 - 10.12.3 MoPub (US) Real-time Bidding Introduction
 - 10.12.4 MoPub (US) Revenue in Real-time Bidding Business (2015-2020)

- 10.12.5 MoPub (US) Recent Development
- 13.13 AppNexus (US)
 - 10.13.1 AppNexus (US) Company Details
 - 10.13.2 AppNexus (US) Business Overview and Its Total Revenue
 - 10.13.3 AppNexus (US) Real-time Bidding Introduction
 - 10.13.4 AppNexus (US) Revenue in Real-time Bidding Business (2015-2020)
 - 10.13.5 AppNexus (US) Recent Development
- 13.14 Platform One (Japan)
 - 10.14.1 Platform One (Japan) Company Details
 - 10.14.2 Platform One (Japan) Business Overview and Its Total Revenue
 - 10.14.3 Platform One (Japan) Real-time Bidding Introduction
 - 10.14.4 Platform One (Japan) Revenue in Real-time Bidding Business (2015-2020)
 - 10.14.5 Platform One (Japan) Recent Development
- 13.15 Verizon Media (US)
 - 10.15.1 Verizon Media (US) Company Details
 - 10.15.2 Verizon Media (US) Business Overview and Its Total Revenue
 - 10.15.3 Verizon Media (US) Real-time Bidding Introduction
 - 10.15.4 Verizon Media (US) Revenue in Real-time Bidding Business (2015-2020)
 - 10.15.5 Verizon Media (US) Recent Development

14 ANALYST'S VIEWPOINTS/CONCLUSIONS

15 APPENDIX

- 15.1 Research Methodology
 - 15.1.1 Methodology/Research Approach
 - 15.1.2 Data Source
- 15.2 Disclaimer
- 15.3 Author Details

List Of Tables

LIST OF TABLES

- Table 1. Real-time Bidding Key Market Segments
- Table 2. Key Players Covered: Ranking by Real-time Bidding Revenue
- Table 3. Ranking of Global Top Real-time Bidding Manufacturers by Revenue (US\$ Million) in 2019
- Table 4. Global Real-time Bidding Market Size Growth Rate by Type (US\$ Million): 2020 VS 2026
- Table 5. Key Players of Open Auction
- Table 6. Key Players of Invited Auction
- Table 7. COVID-19 Impact Global Market: (Four Real-time Bidding Market Size Forecast Scenarios)
- Table 8. Opportunities and Trends for Real-time Bidding Players in the COVID-19 Landscape
- Table 9. Present Opportunities in China & Elsewhere Due to the Coronavirus Crisis
- Table 10. Key Regions/Countries Measures against Covid-19 Impact
- Table 11. Proposal for Real-time Bidding Players to Combat Covid-19 Impact
- Table 12. Global Real-time Bidding Market Size Growth by Application (US\$ Million): 2020 VS 2026
- Table 13. Global Real-time Bidding Market Size by Regions (US\$ Million): 2020 VS 2026
- Table 14. Global Real-time Bidding Market Size by Regions (2015-2020) (US\$ Million)
- Table 15. Global Real-time Bidding Market Share by Regions (2015-2020)
- Table 16. Global Real-time Bidding Forecasted Market Size by Regions (2021-2026) (US\$ Million)
- Table 17. Global Real-time Bidding Market Share by Regions (2021-2026)
- Table 18. Market Top Trends
- Table 19. Key Drivers: Impact Analysis
- Table 20. Key Challenges
- Table 21. Real-time Bidding Market Growth Strategy
- Table 22. Main Points Interviewed from Key Real-time Bidding Players
- Table 23. Global Real-time Bidding Revenue by Players (2015-2020) (Million US\$)
- Table 24. Global Real-time Bidding Market Share by Players (2015-2020)
- Table 25. Global Top Real-time Bidding Players by Company Type (Tier 1, Tier 2 and Tier 3) (based on the Revenue in Real-time Bidding as of 2019)
- Table 26. Global Real-time Bidding by Players Market Concentration Ratio (CR5 and HHI)

- Table 27. Key Players Headquarters and Area Served
- Table 28. Key Players Real-time Bidding Product Solution and Service
- Table 29. Date of Enter into Real-time Bidding Market
- Table 30. Mergers & Acquisitions, Expansion Plans
- Table 31. Global Real-time Bidding Market Size by Type (2015-2020) (Million US\$)
- Table 32. Global Real-time Bidding Market Size Share by Type (2015-2020)
- Table 33. Global Real-time Bidding Revenue Market Share by Type (2021-2026)
- Table 34. Global Real-time Bidding Market Size Share by Application (2015-2020)
- Table 35. Global Real-time Bidding Market Size by Application (2015-2020) (Million US\$)
- Table 36. Global Real-time Bidding Market Size Share by Application (2021-2026)
- Table 37. North America Key Players Real-time Bidding Revenue (2019-2020) (Million US\$)
- Table 38. North America Key Players Real-time Bidding Market Share (2019-2020)
- Table 39. North America Real-time Bidding Market Size by Type (2015-2020) (Million US\$)
- Table 40. North America Real-time Bidding Market Share by Type (2015-2020)
- Table 41. North America Real-time Bidding Market Size by Application (2015-2020) (Million US\$)
- Table 42. North America Real-time Bidding Market Share by Application (2015-2020)
- Table 43. Europe Key Players Real-time Bidding Revenue (2019-2020) (Million US\$)
- Table 44. Europe Key Players Real-time Bidding Market Share (2019-2020)
- Table 45. Europe Real-time Bidding Market Size by Type (2015-2020) (Million US\$)
- Table 46. Europe Real-time Bidding Market Share by Type (2015-2020)
- Table 47. Europe Real-time Bidding Market Size by Application (2015-2020) (Million US\$)
- Table 48. Europe Real-time Bidding Market Share by Application (2015-2020)
- Table 49. China Key Players Real-time Bidding Revenue (2019-2020) (Million US\$)
- Table 50. China Key Players Real-time Bidding Market Share (2019-2020)
- Table 51. China Real-time Bidding Market Size by Type (2015-2020) (Million US\$)
- Table 52. China Real-time Bidding Market Share by Type (2015-2020)
- Table 53. China Real-time Bidding Market Size by Application (2015-2020) (Million US\$)
- Table 54. China Real-time Bidding Market Share by Application (2015-2020)
- Table 55. Japan Key Players Real-time Bidding Revenue (2019-2020) (Million US\$)
- Table 56. Japan Key Players Real-time Bidding Market Share (2019-2020)
- Table 57. Japan Real-time Bidding Market Size by Type (2015-2020) (Million US\$)
- Table 58. Japan Real-time Bidding Market Share by Type (2015-2020)
- Table 59. Japan Real-time Bidding Market Size by Application (2015-2020) (Million

US\$)

Table 60. Japan Real-time Bidding Market Share by Application (2015-2020)

Table 61. Southeast Asia Key Players Real-time Bidding Revenue (2019-2020) (Million US\$)

Table 62. Southeast Asia Key Players Real-time Bidding Market Share (2019-2020)

Table 63. Southeast Asia Real-time Bidding Market Size by Type (2015-2020) (Million US\$)

Table 64. Southeast Asia Real-time Bidding Market Share by Type (2015-2020)

Table 65. Southeast Asia Real-time Bidding Market Size by Application (2015-2020) (Million US\$)

Table 66. Southeast Asia Real-time Bidding Market Share by Application (2015-2020)

Table 67. India Key Players Real-time Bidding Revenue (2019-2020) (Million US\$)

Table 68. India Key Players Real-time Bidding Market Share (2019-2020)

Table 69. India Real-time Bidding Market Size by Type (2015-2020) (Million US\$)

Table 70. India Real-time Bidding Market Share by Type (2015-2020)

Table 71. India Real-time Bidding Market Size by Application (2015-2020) (Million US\$)

Table 72. India Real-time Bidding Market Share by Application (2015-2020)

Table 73. Central & South America Key Players Real-time Bidding Revenue (2019-2020) (Million US\$)

Table 74. Central & South America Key Players Real-time Bidding Market Share (2019-2020)

Table 75. Central & South America Real-time Bidding Market Size by Type (2015-2020) (Million US\$)

Table 76. Central & South America Real-time Bidding Market Share by Type (2015-2020)

Table 77. Central & South America Real-time Bidding Market Size by Application (2015-2020) (Million US\$)

Table 78. Central & South America Real-time Bidding Market Share by Application (2015-2020)

Table 79. Google (US) Company Details

Table 80. Google (US) Business Overview

Table 81. Google (US) Product

Table 82. Google (US) Revenue in Real-time Bidding Business (2015-2020) (Million US\$)

Table 83. Google (US) Recent Development

Table 84. WPP (UK) Company Details

Table 85. WPP (UK) Business Overview

Table 86. WPP (UK) Product

Table 87. WPP (UK) Revenue in Real-time Bidding Business (2015-2020) (Million US\$)

- Table 88. WPP (UK) Recent Development
- Table 89. Adobe (US) Company Details
- Table 90. Adobe (US) Business Overview
- Table 91. Adobe (US) Product
- Table 92. Adobe (US) Revenue in Real-time Bidding Business (2015-2020) (Million US\$)
- Table 93. Adobe (US) Recent Development
- Table 94. Criteo (France) Company Details
- Table 95. Criteo (France) Business Overview
- Table 96. Criteo (France) Product
- Table 97. Criteo (France) Revenue in Real-time Bidding Business (2015-2020) (Million US\$)
- Table 98. Criteo (France) Recent Development
- Table 99. Facebook (US) Company Details
- Table 100. Facebook (US) Business Overview
- Table 101. Facebook (US) Product
- Table 102. Facebook (US) Revenue in Real-time Bidding Business (2015-2020) (Million US\$)
- Table 103. Facebook (US) Recent Development
- Table 104. Smaato (US) Company Details
- Table 105. Smaato (US) Business Overview
- Table 106. Smaato (US) Product
- Table 107. Smaato (US) Revenue in Real-time Bidding Business (2015-2020) (Million US\$)
- Table 108. Smaato (US) Recent Development
- Table 109. Yandex (Russia) Company Details
- Table 110. Yandex (Russia) Business Overview
- Table 111. Yandex (Russia) Product
- Table 112. Yandex (Russia) Revenue in Real-time Bidding Business (2015-2020) (Million US\$)
- Table 113. Yandex (Russia) Recent Development
- Table 114. PubMatic (US) Business Overview
- Table 115. PubMatic (US) Product
- Table 116. PubMatic (US) Company Details
- Table 117. PubMatic (US) Revenue in Real-time Bidding Business (2015-2020) (Million US\$)
- Table 118. PubMatic (US) Recent Development
- Table 119. Salesforce (US) Company Details
- Table 120. Salesforce (US) Business Overview

- Table 121. Salesforce (US) Product
- Table 122. Salesforce (US) Revenue in Real-time Bidding Business (2015-2020) (Million US\$)
- Table 123. Salesforce (US) Recent Development
- Table 124. Rubicon Project (US) Company Details
- Table 125. Rubicon Project (US) Business Overview
- Table 126. Rubicon Project (US) Product
- Table 127. Rubicon Project (US) Revenue in Real-time Bidding Business (2015-2020) (Million US\$)
- Table 128. Rubicon Project (US) Recent Development
- Table 129. MediaMath (US) Company Details
- Table 130. MediaMath (US) Business Overview
- Table 131. MediaMath (US) Product
- Table 132. MediaMath (US) Revenue in Real-time Bidding Business (2015-2020) (Million US\$)
- Table 133. MediaMath (US) Recent Development
- Table 134. MoPub (US) Company Details
- Table 135. MoPub (US) Business Overview
- Table 136. MoPub (US) Product
- Table 137. MoPub (US) Revenue in Real-time Bidding Business (2015-2020) (Million US\$)
- Table 138. MoPub (US) Recent Development
- Table 139. AppNexus (US) Company Details
- Table 140. AppNexus (US) Business Overview
- Table 141. AppNexus (US) Product
- Table 142. AppNexus (US) Revenue in Real-time Bidding Business (2015-2020) (Million US\$)
- Table 143. AppNexus (US) Recent Development
- Table 144. Platform One (Japan) Company Details
- Table 145. Platform One (Japan) Business Overview
- Table 146. Platform One (Japan) Product
- Table 147. Platform One (Japan) Revenue in Real-time Bidding Business (2015-2020) (Million US\$)
- Table 148. Platform One (Japan) Recent Development
- Table 149. Verizon Media (US) Company Details
- Table 150. Verizon Media (US) Business Overview
- Table 151. Verizon Media (US) Product
- Table 152. Verizon Media (US) Revenue in Real-time Bidding Business (2015-2020) (Million US\$)

- Table 153. Verizon Media (US) Recent Development
- Table 154. Research Programs/Design for This Report
- Table 155. Key Data Information from Secondary Sources
- Table 156. Key Data Information from Primary Sources

List Of Figures

LIST OF FIGURES

- Figure 1. Global Real-time Bidding Market Share by Type: 2020 VS 2026
- Figure 2. Open Auction Features
- Figure 3. Invited Auction Features
- Figure 4. Global Real-time Bidding Market Share by Application: 2020 VS 2026
- Figure 5. Media and Entertainment Case Studies
- Figure 6. Games Case Studies
- Figure 7. Retail and eCommerce Case Studies
- Figure 8. Travel and Luxury Case Studies
- Figure 9. Mobile Apps Case Studies
- Figure 10. Others Case Studies
- Figure 11. Real-time Bidding Report Years Considered
- Figure 12. Global Real-time Bidding Market Size YoY Growth 2015-2026 (US\$ Million)
- Figure 13. Global Real-time Bidding Market Share by Regions: 2020 VS 2026
- Figure 14. Global Real-time Bidding Market Share by Regions (2021-2026)
- Figure 15. Porter's Five Forces Analysis
- Figure 16. Global Real-time Bidding Market Share by Players in 2019
- Figure 17. Global Top Real-time Bidding Players by Company Type (Tier 1, Tier 2 and Tier 3) (based on the Revenue in Real-time Bidding as of 2019)
- Figure 18. The Top 10 and 5 Players Market Share by Real-time Bidding Revenue in 2019
- Figure 19. North America Real-time Bidding Market Size YoY Growth (2015-2020) (Million US\$)
- Figure 20. Europe Real-time Bidding Market Size YoY Growth (2015-2020) (Million US\$)
- Figure 21. China Real-time Bidding Market Size YoY Growth (2015-2020) (Million US\$)
- Figure 22. Japan Real-time Bidding Market Size YoY Growth (2015-2020) (Million US\$)
- Figure 23. Southeast Asia Real-time Bidding Market Size YoY Growth (2015-2020) (Million US\$)
- Figure 24. India Real-time Bidding Market Size YoY Growth (2015-2020) (Million US\$)
- Figure 25. Central & South America Real-time Bidding Market Size YoY Growth (2015-2020) (Million US\$)
- Figure 26. Google (US) Total Revenue (US\$ Million): 2019 Compared with 2018
- Figure 27. Google (US) Revenue Growth Rate in Real-time Bidding Business (2015-2020)
- Figure 28. WPP (UK) Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 29. WPP (UK) Revenue Growth Rate in Real-time Bidding Business (2015-2020)

Figure 30. Adobe (US) Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 31. Adobe (US) Revenue Growth Rate in Real-time Bidding Business (2015-2020)

Figure 32. Criteo (France) Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 33. Criteo (France) Revenue Growth Rate in Real-time Bidding Business (2015-2020)

Figure 34. Facebook (US) Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 35. Facebook (US) Revenue Growth Rate in Real-time Bidding Business (2015-2020)

Figure 36. Smaato (US) Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 37. Smaato (US) Revenue Growth Rate in Real-time Bidding Business (2015-2020)

Figure 38. Yandex (Russia) Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 39. Yandex (Russia) Revenue Growth Rate in Real-time Bidding Business (2015-2020)

Figure 40. PubMatic (US) Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 41. PubMatic (US) Revenue Growth Rate in Real-time Bidding Business (2015-2020)

Figure 42. Salesforce (US) Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 43. Salesforce (US) Revenue Growth Rate in Real-time Bidding Business (2015-2020)

Figure 44. Rubicon Project (US) Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 45. Rubicon Project (US) Revenue Growth Rate in Real-time Bidding Business (2015-2020)

Figure 46. MediaMath (US) Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 47. MediaMath (US) Revenue Growth Rate in Real-time Bidding Business (2015-2020)

Figure 48. MoPub (US) Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 49. MoPub (US) Revenue Growth Rate in Real-time Bidding Business (2015-2020)

Figure 50. AppNexus (US) Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 51. AppNexus (US) Revenue Growth Rate in Real-time Bidding Business (2015-2020)

Figure 52. Platform One (Japan) Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 53. Platform One (Japan) Revenue Growth Rate in Real-time Bidding Business (2015-2020)

Figure 54. Verizon Media (US) Total Revenue (US\$ Million): 2019 Compared with 2018

Figure 55. Verizon Media (US) Revenue Growth Rate in Real-time Bidding Business (2015-2020)

Figure 56. Bottom-up and Top-down Approaches for This Report

Figure 57. Data Triangulation

Figure 58. Key Executives Interviewed

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