

# Covid-19 Impact on Programmatic Display Advertising Market, Global Research Reports 2020-2021

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## Abstracts

This report covers market size and forecasts of Programmatic Display Advertising, including the following market information:

Global Programmatic Display Advertising Market Size, 2019-2021, and 2020 (quarterly data), (US\$ Million)

Global Programmatic Display Advertising Market Size by Type and by Application, 2019-2021, and 2020 (quarterly data), (US\$ Million)

Global Programmatic Display Advertising Market Size by Region (and Key Countries), 2019-2021, and 2020 (quarterly data), (US\$ Million)

Global Programmatic Display Advertising Market Size by Company, 2019- 2020 (quarterly data), (US\$ Million)

### Key market players

Major competitors identified in this market include Facebook, Google (DoubleClick), Alibaba, Adobe Systems Incorporated, Tencent, AppNexus, Amazon, JD.com, Yahoo, Verizon Communications, eBay, Booking, Expedia, MediaMath, Baidu, Rakuten, Rocket Fuel, The Trade Desk, Adroll, Sina, etc.

### Based on the Region:

Asia-Pacific (China, Japan, South Korea, India and ASEAN)

North America (US and Canada)

Europe (Germany, France, UK and Italy)

Rest of World (Latin America, Middle East & Africa)

Based on the Type:

Real Time Bidding

Private Marketplace

Automated Guaranteed

Based on the Application:

E-commerce Ads

Travel Ads

Game Ads

Others

## Contents

- 1.1 Research Scope
- 1.2 Market Segmentation
- 1.3 Research Objectives
- 1.4 Research Methodology
  - 1.4.1 Research Process
  - 1.4.2 Data Triangulation
  - 1.4.3 Research Approach
  - 1.4.4 Base Year
- 1.5 Coronavirus Disease 2019 (Covid-19) Impact Will Have a Severe Impact on Global Growth
  - 1.5.1 Covid-19 Impact: Global GDP Growth, 2019, 2020 and 2021 Projections
  - 1.5.2 Covid-19 Impact: Commodity Prices Indices
  - 1.5.3 Covid-19 Impact: Global Major Government Policy
- 1.6 The Covid-19 Impact on Programmatic Display Advertising Industry
- 1.7 COVID-19 Impact: Programmatic Display Advertising Market Trends

## **2 GLOBAL PROGRAMMATIC DISPLAY ADVERTISING QUARTERLY MARKET SIZE ANALYSIS**

- 2.1 Programmatic Display Advertising Business Impact Assessment - COVID-19
  - 2.1.1 Global Programmatic Display Advertising Market Size, Pre-COVID-19 and Post-COVID-19 Comparison, 2015-2026
- 2.2 Global Programmatic Display Advertising Quarterly Market Size 2020-2021
- 2.3 COVID-19-Driven Market Dynamics and Factor Analysis
  - 2.3.1 Drivers
  - 2.3.2 Restraints
  - 2.3.3 Opportunities
  - 2.3.4 Challenges

## **3 QUARTERLY COMPETITIVE ASSESSMENT, 2020**

- 3.1 By Players, Global Programmatic Display Advertising Quarterly Market Size, 2019 VS 2020
- 3.2 By Players, Programmatic Display Advertising Headquarters and Area Served
- 3.3 Date of Key Players Enter into Programmatic Display Advertising Market
- 3.4 Key Players Programmatic Display Advertising Product Offered
- 3.5 Mergers & Acquisitions, Expansion Plans

## **4 IMPACT OF COVID-19 ON PROGRAMMATIC DISPLAY ADVERTISING SEGMENTS, BY TYPE**

### 4.1 Introduction

- 1.4.1 Real Time Bidding
- 1.4.2 Private Marketplace
- 1.4.3 Automated Guaranteed

### 4.2 By Type, Global Programmatic Display Advertising Market Size, 2019-2021

## **5 IMPACT OF COVID-19 ON PROGRAMMATIC DISPLAY ADVERTISING SEGMENTS, BY APPLICATION**

### 5.1 Overview

- 5.5.1 E-commerce Ads
- 5.5.2 Travel Ads
- 5.5.3 Game Ads
- 5.5.4 Others

### 5.2 By Application, Global Programmatic Display Advertising Market Size, 2019-2021

#### 5.2.1 By Application, Global Programmatic Display Advertising Market Size by Application, 2019-2021

## **6 GEOGRAPHIC ANALYSIS**

### 6.1 Introduction

### 6.2 North America

- 6.2.1 Macroeconomic Indicators of US
- 6.2.2 US
- 6.2.3 Canada

### 6.3 Europe

- 6.3.1 Macroeconomic Indicators of Europe
- 6.3.2 Germany
- 6.3.3 France
- 6.3.4 UK
- 6.3.5 Italy

### 6.4 Asia-Pacific

- 6.4.1 Macroeconomic Indicators of Asia-Pacific
- 6.4.2 China
- 6.4.3 Japan

- 6.4.4 South Korea
- 6.4.5 India
- 6.4.6 ASEAN
- 6.5 Rest of World
  - 6.5.1 Latin America
  - 6.5.2 Middle East and Africa

## **7 COMPANY PROFILES**

### 7.1 Facebook

- 7.1.1 Facebook Business Overview
- 7.1.2 Facebook Programmatic Display Advertising Quarterly Revenue, 2020
- 7.1.3 Facebook Programmatic Display Advertising Product Introduction
- 7.1.4 Facebook Response to COVID-19 and Related Developments

### 7.2 Google (DoubleClick)

- 7.2.1 Google (DoubleClick) Business Overview
- 7.2.2 Google (DoubleClick) Programmatic Display Advertising Quarterly Revenue, 2020
- 7.2.3 Google (DoubleClick) Programmatic Display Advertising Product Introduction
- 7.2.4 Google (DoubleClick) Response to COVID-19 and Related Developments

### 7.3 Alibaba

- 7.3.1 Alibaba Business Overview
- 7.3.2 Alibaba Programmatic Display Advertising Quarterly Revenue, 2020
- 7.3.3 Alibaba Programmatic Display Advertising Product Introduction
- 7.3.4 Alibaba Response to COVID-19 and Related Developments

### 7.4 Adobe Systems Incorporated

- 7.4.1 Adobe Systems Incorporated Business Overview
- 7.4.2 Adobe Systems Incorporated Programmatic Display Advertising Quarterly Revenue, 2020
- 7.4.3 Adobe Systems Incorporated Programmatic Display Advertising Product Introduction
- 7.4.4 Adobe Systems Incorporated Response to COVID-19 and Related Developments

### 7.5 Tencent

- 7.5.1 Tencent Business Overview
- 7.5.2 Tencent Programmatic Display Advertising Quarterly Revenue, 2020
- 7.5.3 Tencent Programmatic Display Advertising Product Introduction
- 7.5.4 Tencent Response to COVID-19 and Related Developments

### 7.6 AppNexus

- 7.6.1 AppNexus Business Overview
- 7.6.2 AppNexus Programmatic Display Advertising Quarterly Revenue, 2020
- 7.6.3 AppNexus Programmatic Display Advertising Product Introduction
- 7.6.4 AppNexus Response to COVID-19 and Related Developments
- 7.7 Amazon
  - 7.7.1 Amazon Business Overview
  - 7.7.2 Amazon Programmatic Display Advertising Quarterly Revenue, 2020
  - 7.7.3 Amazon Programmatic Display Advertising Product Introduction
  - 7.7.4 Amazon Response to COVID-19 and Related Developments
- 7.8 JD.com
  - 7.8.1 JD.com Business Overview
  - 7.8.2 JD.com Programmatic Display Advertising Quarterly Revenue, 2020
  - 7.8.3 JD.com Programmatic Display Advertising Product Introduction
  - 7.8.4 JD.com Response to COVID-19 and Related Developments
- 7.9 Yahoo
  - 7.9.1 Yahoo Business Overview
  - 7.9.2 Yahoo Programmatic Display Advertising Quarterly Revenue, 2020
  - 7.9.3 Yahoo Programmatic Display Advertising Product Introduction
  - 7.9.4 Yahoo Response to COVID-19 and Related Developments
- 7.10 Verizon Communications
  - 7.10.1 Verizon Communications Business Overview
  - 7.10.2 Verizon Communications Programmatic Display Advertising Quarterly Revenue, 2020
  - 7.10.3 Verizon Communications Programmatic Display Advertising Product Introduction
  - 7.10.4 Verizon Communications Response to COVID-19 and Related Developments
- 7.11 eBay
  - 7.11.1 eBay Business Overview
  - 7.11.2 eBay Programmatic Display Advertising Quarterly Revenue, 2020
  - 7.11.3 eBay Programmatic Display Advertising Product Introduction
  - 7.11.4 eBay Response to COVID-19 and Related Developments
- 7.12 Booking
  - 7.12.1 Booking Business Overview
  - 7.12.2 Booking Programmatic Display Advertising Quarterly Revenue, 2020
  - 7.12.3 Booking Programmatic Display Advertising Product Introduction
  - 7.12.4 Booking Response to COVID-19 and Related Developments
- 7.13 Expedia
  - 7.13.1 Expedia Business Overview
  - 7.13.2 Expedia Programmatic Display Advertising Quarterly Revenue, 2020

- 7.13.3 Expedia Programmatic Display Advertising Product Introduction
- 7.13.4 Expedia Response to COVID-19 and Related Developments
- 7.14 MediaMath
  - 7.14.1 MediaMath Business Overview
  - 7.14.2 MediaMath Programmatic Display Advertising Quarterly Revenue, 2020
  - 7.14.3 MediaMath Programmatic Display Advertising Product Introduction
  - 7.14.4 MediaMath Response to COVID-19 and Related Developments
- 7.15 Baidu
  - 7.15.1 Baidu Business Overview
  - 7.15.2 Baidu Programmatic Display Advertising Quarterly Revenue, 2020
  - 7.15.3 Baidu Programmatic Display Advertising Product Introduction
  - 7.15.4 Baidu Response to COVID-19 and Related Developments
- 7.16 Rakuten
  - 7.16.1 Rakuten Business Overview
  - 7.16.2 Rakuten Programmatic Display Advertising Quarterly Revenue, 2020
  - 7.16.3 Rakuten Programmatic Display Advertising Product Introduction
  - 7.16.4 Rakuten Response to COVID-19 and Related Developments
- 7.17 Rocket Fuel
  - 7.17.1 Rocket Fuel Business Overview
  - 7.17.2 Rocket Fuel Programmatic Display Advertising Quarterly Revenue, 2020
  - 7.17.3 Rocket Fuel Programmatic Display Advertising Product Introduction
  - 7.17.4 Rocket Fuel Response to COVID-19 and Related Developments
- 7.18 The Trade Desk
  - 7.18.1 The Trade Desk Business Overview
  - 7.18.2 The Trade Desk Programmatic Display Advertising Quarterly Revenue, 2020
  - 7.18.3 The Trade Desk Programmatic Display Advertising Product Introduction
  - 7.18.4 The Trade Desk Response to COVID-19 and Related Developments
- 7.19 Adroll
  - 7.19.1 Adroll Business Overview
  - 7.19.2 Adroll Programmatic Display Advertising Quarterly Revenue, 2020
  - 7.19.3 Adroll Programmatic Display Advertising Product Introduction
  - 7.19.4 Adroll Response to COVID-19 and Related Developments
- 7.20 Sina
  - 7.20.1 Sina Business Overview
  - 7.20.2 Sina Programmatic Display Advertising Quarterly Revenue, 2020
  - 7.20.3 Sina Programmatic Display Advertising Product Introduction
  - 7.20.4 Sina Response to COVID-19 and Related Developments

## **8 KEY FINDINGS**

## **9 APPENDIX**

9.1 About US

9.2 Disclaimer



## List Of Tables

### LIST OF TABLES

Table 1. Overview of the World Economic Outlook Projections

Table 2. Summary of World Real per Capita Output (Annual percent change; in international currency at purchasing power parity)

Table 3. European Economies: Real GDP, Consumer Prices, Current Account Balance, and Unemployment (Annual percent change, unless noted otherwise)

Table 4. Asian and Pacific Economies: Real GDP, Consumer Prices, Current Account Balance, and Unemployment (Annual percent change, unless noted otherwise)

Table 5. Western Hemisphere Economies: Real GDP, Consumer Prices, Current Account Balance, and Unemployment (Annual percent change, unless noted otherwise)

Table 6. Middle Eastern and Central Asian Economies: Real GDP, Consumer Prices, Current Account Balance, and Unemployment (Annual percent change, unless noted otherwise)

Table 7. Covid-19 Impact: Global Major Government Policy

Table 8. The Covid-19 Impact on Programmatic Display Advertising Assessment

Table 9. COVID-19 Impact: Programmatic Display Advertising Market Trends

Table 10. COVID-19 Impact Global Programmatic Display Advertising Market Size

Table 11. Global Programmatic Display Advertising Quarterly Market Size, 2020 (US\$ Million)

Table 12. Global Programmatic Display Advertising Market Size, Pre-COVID-19 and Post- COVID-19 Quarterly Comparison, 2020-2021 (US\$ Million)

Table 13. Global Programmatic Display Advertising Market Growth Drivers

Table 14. Global Programmatic Display Advertising Market Restraints

Table 15. Global Programmatic Display Advertising Market Opportunities

Table 16. Global Programmatic Display Advertising Market Challenges

Table 17. By Players, Programmatic Display Advertising Quarterly Revenue, 2019 VS 2020 (US\$ Million)

Table 18. Key Players, Programmatic Display Advertising Revenue Market Share, 2019 VS 2020 (%)

Table 19. Key Programmatic Display Advertising Players Headquarters and Area Served

Table 20. Date of Key Players Enter into Programmatic Display Advertising Market

Table 21. Key Players Programmatic Display Advertising Product Type

Table 22. Mergers & Acquisitions, Expansion Plans

Table 23. By Players, Global Programmatic Display Advertising Market Size 2019-2021, (US\$ Million)

Table 24. Global Programmatic Display Advertising Market Size by Application:  
2019-2021 (US\$ Million)

Table 25. Global Programmatic Display Advertising Market Size by Region, 2019-2021  
(US\$ Million)

Table 26. By Country, North America Programmatic Display Advertising Market Size,  
2019-2021 (US\$ Million)

Table 27. By Type, US Programmatic Display Advertising Market Size, 2019-2021 (US\$  
Million)

Table 28. By Application, US Programmatic Display Advertising Market Size, 2019-2021  
(US\$ Million)

Table 29. By Type, Canada Programmatic Display Advertising Market Size, 2019-2021  
(US\$ Million)

Table 30. By Application, Canada Programmatic Display Advertising Market Size,  
2019-2021 (US\$ Million)

Table 31. Macroeconomic Indicators of Europe (Germany, France, UK and Italy)

Table 32. By Country, Europe Programmatic Display Advertising Market Size,  
2019-2021 (US\$ Million)

Table 33. By Type, Germany Programmatic Display Advertising Market Size, 2019-2021  
(US\$ Million)

Table 34. By Application, Germany Programmatic Display Advertising Market Size,  
2019-2021 (US\$ Million)

Table 35. By Type, France Programmatic Display Advertising Market Size, 2019-2021  
(US\$ Million)

Table 36. By Application, France Programmatic Display Advertising Market Size,  
2019-2021 (US\$ Million)

Table 37. By Type, UK Programmatic Display Advertising Market Size, 2019-2021 (US\$  
Million)

Table 38. By Application, UK Programmatic Display Advertising Market Size, 2019-2021  
(US\$ Million)

Table 39. By Type, Italy Programmatic Display Advertising Market Size, 2019-2021  
(US\$ Million)

Table 40. By Application, Italy Programmatic Display Advertising Market Size,  
2019-2021 (US\$ Million)

Table 41. Macroeconomic Indicators of Asia-Pacific (China, Japan, South Korea, India  
and ASEAN)

Table 42. By Region, Asia-Pacific Programmatic Display Advertising Market Size,  
2019-2021 (US\$ Million)

Table 43. By Type, China Programmatic Display Advertising Market Size, 2019-2021  
(US\$ Million)

Table 44. By Application, China Programmatic Display Advertising Market Size, 2019-2021 (US\$ Million)

Table 45. By Type, Japan Programmatic Display Advertising Market Size, 2019-2021 (US\$ Million)

Table 46. By Application, Japan Programmatic Display Advertising Market Size, 2019-2021 (US\$ Million)

Table 47. By Type, South Korea Programmatic Display Advertising Market Size, 2019-2021 (US\$ Million)

Table 48. By Application, South Korea Programmatic Display Advertising Market Size, 2019-2021 (US\$ Million)

Table 49. By Type, India Programmatic Display Advertising Market Size, 2019-2021 (US\$ Million)

Table 50. By Application, India Programmatic Display Advertising Market Size, 2019-2021 (US\$ Million)

Table 51. By Type, ASEAN Programmatic Display Advertising Market Size, 2019-2021 (US\$ Million)

Table 52. By Application, ASEAN Programmatic Display Advertising Market Size, 2019-2021 (US\$ Million)

Table 53. By Type, Latin America Programmatic Display Advertising Market Size, 2019-2021 (US\$ Million)

Table 54. By Application, Latin America Programmatic Display Advertising Market Size, 2019-2021 (US\$ Million)

Table 55. By Type, Middle East and Africa Programmatic Display Advertising Market Size, 2019-2021 (US\$ Million)

Table 56. By Application, Middle East and Africa Programmatic Display Advertising Market Size, 2019-2021 (US\$ Million)

Table 57. Facebook Business Overview

Table 58. Facebook Programmatic Display Advertising Revenue (US\$ Million), (Q1, Q2, Q3, Q4) Quarter 2020

Table 59. Facebook Programmatic Display Advertising Product

Table 60. Facebook Response to COVID-19 and Related Developments

Table 61. Google (DoubleClick) Business Overview

Table 62. Google (DoubleClick) Programmatic Display Advertising Revenue (US\$ Million), (Q1, Q2, Q3, Q4) Quarter 2020

Table 63. Google (DoubleClick) Programmatic Display Advertising Product

Table 64. Google (DoubleClick) Response to COVID-19 and Related Developments

Table 65. Alibaba Business Overview

Table 66. Alibaba Programmatic Display Advertising Revenue (US\$ Million), (Q1, Q2, Q3, Q4) Quarter 2020

- Table 67. Alibaba Programmatic Display Advertising Product
- Table 68. Alibaba Response to COVID-19 and Related Developments
- Table 69. Adobe Systems Incorporated Business Overview
- Table 70. Adobe Systems Incorporated Programmatic Display Advertising Revenue (US\$ Million), (Q1, Q2, Q3, Q4) Quarter 2020
- Table 71. Adobe Systems Incorporated Programmatic Display Advertising Product
- Table 72. Adobe Systems Incorporated Response to COVID-19 and Related Developments
- Table 73. Tencent Business Overview
- Table 74. Tencent Programmatic Display Advertising Revenue (US\$ Million), (Q1, Q2, Q3, Q4) Quarter 2020
- Table 75. Tencent Programmatic Display Advertising Product
- Table 76. Tencent Response to COVID-19 and Related Developments
- Table 77. AppNexus Business Overview
- Table 78. AppNexus Programmatic Display Advertising Revenue (US\$ Million), (Q1, Q2, Q3, Q4) Quarter 2020
- Table 79. AppNexus Programmatic Display Advertising Product
- Table 80. AppNexus Response to COVID-19 and Related Developments
- Table 81. Amazon Business Overview
- Table 82. Amazon Programmatic Display Advertising Revenue (US\$ Million), (Q1, Q2, Q3, Q4) Quarter 2020
- Table 83. Amazon Programmatic Display Advertising Product
- Table 84. Amazon Response to COVID-19 and Related Developments
- Table 85. JD.com Business Overview
- Table 86. JD.com Programmatic Display Advertising Revenue (US\$ Million), (Q1, Q2, Q3, Q4) Quarter 2020
- Table 87. JD.com Programmatic Display Advertising Product
- Table 88. JD.com Response to COVID-19 and Related Developments
- Table 89. Yahoo Business Overview
- Table 90. Yahoo Programmatic Display Advertising Revenue (US\$ Million), (Q1, Q2, Q3, Q4) Quarter 2020
- Table 91. Yahoo Programmatic Display Advertising Product
- Table 92. Yahoo Response to COVID-19 and Related Developments
- Table 93. Verizon Communications Business Overview
- Table 94. Verizon Communications Programmatic Display Advertising Revenue (US\$ Million), (Q1, Q2, Q3, Q4) Quarter 2020
- Table 95. Verizon Communications Programmatic Display Advertising Product
- Table 96. Verizon Communications Response to COVID-19 and Related Developments
- Table 97. eBay Business Overview

Table 98. eBay Programmatic Display Advertising Revenue (US\$ Million), (Q1, Q2, Q3, Q4) Quarter 2020

Table 99. eBay Programmatic Display Advertising Product

Table 100. eBay Response to COVID-19 and Related Developments

Table 101. Booking Business Overview

Table 102. Booking Programmatic Display Advertising Revenue (US\$ Million), (Q1, Q2, Q3, Q4) Quarter 2020

Table 103. Booking Programmatic Display Advertising Product

Table 104. Booking Response to COVID-19 and Related Developments

Table 105. Expedia Business Overview

Table 106. Expedia Programmatic Display Advertising Revenue (US\$ Million), (Q1, Q2, Q3, Q4) Quarter 2020

Table 107. Expedia Programmatic Display Advertising Product

Table 108. Expedia Response to COVID-19 and Related Developments

Table 109. MediaMath Business Overview

Table 110. MediaMath Programmatic Display Advertising Revenue (US\$ Million), (Q1, Q2, Q3, Q4) Quarter 2020

Table 111. MediaMath Programmatic Display Advertising Product

Table 112. MediaMath Response to COVID-19 and Related Developments

Table 113. Baidu Business Overview

Table 114. Baidu Programmatic Display Advertising Revenue (US\$ Million), (Q1, Q2, Q3, Q4) Quarter 2020

Table 115. Baidu Programmatic Display Advertising Product

Table 116. Baidu Response to COVID-19 and Related Developments

Table 117. Rakuten Business Overview

Table 118. Rakuten Programmatic Display Advertising Revenue (US\$ Million), (Q1, Q2, Q3, Q4) Quarter 2020

Table 119. Rakuten Programmatic Display Advertising Product

Table 120. Rakuten Response to COVID-19 and Related Developments

Table 121. Rocket Fuel Business Overview

Table 122. Rocket Fuel Programmatic Display Advertising Revenue (US\$ Million), (Q1, Q2, Q3, Q4) Quarter 2020

Table 123. Rocket Fuel Programmatic Display Advertising Product

Table 124. Rocket Fuel Response to COVID-19 and Related Developments

Table 125. The Trade Desk Business Overview

Table 126. The Trade Desk Programmatic Display Advertising Revenue (US\$ Million), (Q1, Q2, Q3, Q4) Quarter 2020

Table 127. The Trade Desk Programmatic Display Advertising Product

Table 128. The Trade Desk Response to COVID-19 and Related Developments

Table 129. Adroll Business Overview

Table 130. Adroll Programmatic Display Advertising Revenue (US\$ Million), (Q1, Q2, Q3, Q4) Quarter 2020

Table 131. Adroll Programmatic Display Advertising Product

Table 132. Adroll Response to COVID-19 and Related Developments

Table 133. Sina Business Overview

Table 134. Sina Programmatic Display Advertising Revenue (US\$ Million), (Q1, Q2, Q3, Q4) Quarter 2020

Table 135. Sina Programmatic Display Advertising Product

Table 136. Sina Response to COVID-19 and Related Developments

## List Of Figures

### LIST OF FIGURES

- Figure 1. Programmatic Display Advertising Product Picture
- Figure 2. Programmatic Display Advertising Market Segmentation
- Figure 3. Research Objectives
- Figure 4. Research Process
- Figure 5. Data Triangulation
- Figure 6. Research Approach
- Figure 7. Commodity Prices-Metals Price Indices
- Figure 8. Commodity Prices- Precious Metal Price Indices
- Figure 9. Commodity Prices- Agricultural Raw Material Price Indices
- Figure 10. Commodity Prices- Food and Beverage Price Indices
- Figure 11. Commodity Prices- Fertilizer Price Indices
- Figure 12. Commodity Prices- Energy Price Indices
- Figure 13. G20+: Economic Policy Responses to COVID-19
- Figure 14. Global Programmatic Display Advertising Market Size, Pre-COVID-19 and Post- COVID-19 Comparison, 2015-2026 (US\$ Million)
- Figure 15. Global Programmatic Display Advertising Market Size, Pre-COVID-19 and Post- COVID-19, Year-over-Year Growth Rate, 2015-2026 (%)
- Figure 16. Global Programmatic Display Advertising Market Size, Quarterly Growth, 2020-2021 (%)
- Figure 17. Global Programmatic Display Advertising Market Size, Market Share by Type, 2019 VS 2020 (%)
- Figure 18. Global Programmatic Display Advertising Market Size, Market Share by Application, 2019 VS 2020 (%)
- Figure 19. Global Programmatic Display Advertising Market Size Market Share by Region, 2019 VS 2020 (%)
- Figure 20. United States Composite PMI and GDP
- Figure 21. Eurozone Composite PMI and GDP
- Figure 22. Eurozone Core v. Periphery PMI Output Indices
- Figure 23. Core v. Periphery PMI Employment Indices
- Figure 24. UK Composite PMI and GDP
- Figure 25. Caixin China Composite Output Index
- Figure 26. Caixin China General Services Business Activity Index
- Figure 27. Japan Composite Output Index
- Figure 28. South Korea Manufacturing PMI
- Figure 29. India Composite Output Index

Figure 30. ASEAN Manufacturing PMI

Figure 31. By Region, Asia-Pacific Programmatic Display Advertising Market Size  
Market Share, 2019-2021



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