Global RTB Market 2015-2019

Description: About RTB Market

Real-time bidding (RTB) involves the real-time buying and selling of online advertising (ad) display inventory (audience) through a bidding process. This process allows advertisers to bid for the online inventory that best fits their buyer profile. Real-time audience data including location, age, gender, among others. The auction environment is provided by advertising exchanges/marketplaces. These marketplaces predict audience response to calculate the floor price of advertising to a specific inventory. The vendors in this market also help advertisers automatically regulate bidding cost, based on the profile of the audience, on the publisher’s website in real time. Online RTB-based display advertising offers advertisers flexibility in their advertising decisions based on real-time user responses, unlike non-RTB advertising where there is no certainty of generating responses.

The analysts forecast the Global RTB market to grow at a CAGR of 41.18 percent over the period 2014-2019.

Covered in this Report
The Global RTB market covers the present scenario and the growth prospects of the Global RTB market for the period 2015-2019. To calculate the market size, the report takes into account the revenue generated from RTB channels.

The report also presents the vendor landscape and a corresponding detailed analysis of the leading vendors in the Global RTB market. In addition, the report discusses the major drivers that influence the growth of the Global RTB market. It also outlines the challenges faced by the vendors and the market at large, as well as the key trends emerging in the market.

The report, the Global RTB Market 2015-2019, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the Americas, and the EMEA and APAC regions; it also covers the Global RTB market landscape and its growth prospects in the coming years. The report also includes a discussion of the key vendors operating in this market.

Key Regions
- Americas
- EMEA
- APAC

Key Vendors
- Adap.tv
- AppNexus
- BrightRoll
- Facebook
- Google
- SpotXchange
- Tremor Video
- TubeMogul

Other Prominent Vendors
- Accuen
- Adconion Media Group
- BrandScreen
- Casale Media
- Convertro
- Criteo
- Dárriens Media Exchange
- DataXu
- Exchangeland
- Ignition One
- Infectious Media
- Kontera
- LiveRail
- Microsoft
- OpenX Market
- Platform One
- Rocket Fuel
- RTB.com
- Rubicon Project
- StickyADS.tv
- StrikeAd
- Yahoo Right Media Exchange

Market Drivers
- Need for Improved ROI
  - For a full, detailed list, view our report

Market Challenges
- Privacy and Security Concerns for Brands
  - For a full, detailed list, view our report

Market Trends
- Increased Demand for RTB-based Direct Ad Sales
  - For a full, detailed list, view our report

Key Questions Answered in this Report
- What will the market size be in 2018 and what will the growth rate be?
- What are the Key Market Trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

The report is also available as part of our annual subscription offer. Please get in touch with our customers service team in order to find out more.

Contents:
01. Executive Summary
02. List of Abbreviations
03. Scope of the Report
03.1 Market Overview
03.2 Product Offerings
04. Market Research Methodology
04.1 Market Research Process
04.2 Research Methodology
05. Introduction
06. Market Landscape
06.1 Market Snapshot
06.2 Market Overview
06.2.1 Benefits of RTB
06.2.2 RTB Process
06.3 Market Size and Forecast
06.4 Five Forces Analysis
07. Market Segmentation by Type
07.1 Global RTB Market by Type 2014-2019
07.2 Global Indirect RTB Market
07.2.1 Market Size and Forecast
07.3 Global Direct RTB Market
07.3.1 Market Size and Forecast
08. Geographical Segmentation
08.1 Global RTB Market by Geographical Segmentation 2014-2019
08.2 RTB Market in Americas
08.2.1 Market Size and Forecast
08.3 RTB Market in EMEA Region
08.3.1 Market Size and Forecast
08.4 RTB Market in APAC Region
08.4.1 Market Size and Forecast
09. Key Leading Countries
09.1 US
09.1.1 Economic Overview
09.1.2 Economic Indicators
09.1.3 Population Growth and Age Structure in the US
09.1.4 Monetary Development and Inflation in the US
09.1.5 Unemployment in the US
09.1.6 RTB Market in US
09.2 Japan
09.2.1 Economic Overview
09.2.2 Inflation in Japan
09.2.3 RTB Market in Japan
10. Buying Criteria
11. Market Growth Drivers
12. Drivers and their Impact
13. Market Challenges
14. Impact of Drivers and Challenges
15. Market Trends
16. Trends and their Impact
17. Vendor Landscape
17.1 Competitive Scenario
17.1.1 Mergers and Acquisitions
17.2 Other Prominent Vendors
18. Key Vendor Analysis
18.1 Adap.tv
18.1.1 Key Facts
18.1.2 Business Overview
18.1.3 Product Segmentation
18.1.4 Key Locations
18.1.5 Business Strategy
18.1.6 Recent Developments
18.1.7 SWOT Analysis
18.2 AppNexus
18.2.1 Key Facts
18.2.2 Business Overview
18.2.3 Recent Developments
18.2.4 SWOT Analysis
18.3 BrightRoll
18.3.1 Key Facts
18.3.2 Business Overview
18.3.3 Applications
18.3.4 Key Locations
18.3.5 Business Strategy
18.3.6 Recent Developments
18.3.7 SWOT Analysis
18.4 Facebook
18.4.1 Key Facts
18.4.2 Business Overview
18.4.3 Business Segmentation by Revenue 2013
18.4.4 Business Segmentation by Revenue 2011-2013
18.4.5 Geographical Segmentation by Revenue 2013
18.4.6 Business Strategy
18.4.7 Recent Developments
18.4.8 SWOT Analysis
18.5 Google
18.5.1 Key Facts
18.5.2 Business Overview
18.5.3 Business Segmentation by Revenue 2013
18.5.4 Business Segmentation by Revenue 2012 and 2013
18.5.5 Geographical Segmentation by Revenue 2013
18.5.6 Business Strategy
18.5.7 Recent Developments
18.5.8 SWOT Analysis
18.6 SpotXchange
18.6.1 Key Facts
18.6.2 Business Overview
18.6.3 Recent Developments
18.6.4 SWOT Analysis
18.7 Tremor Video
18.7.1 Key Facts
18.7.2 Business Overview
18.7.3 Business Strategy
18.7.4 Recent Developments
18.7.5 SWOT Analysis
18.8 TubeMogul
18.8.1 Key Facts
18.8.2 Business Overview
18.8.3 Business Segmentation by Revenue 2013
18.8.4 Business Segmentation by Revenue 2012 and 2013
18.8.5 Geographical Segmentation by Revenue 2013
18.8.6 Business Strategy
18.8.7 Recent Developments
18.8.8 SWOT Analysis
19. Other Reports in this Series

List of Exhibits
Exhibit 1: Market Research Methodology
Exhibit 2: Benefits of RTB
Exhibit 3: RTB Process
Exhibit 4: Global RTB Market 2014-2019 (US$ billion)
Exhibit 5: Global RTB Market by Type 2014-2019 (US$ million)
Exhibit 6: Global RTB Market by Type 2014-2019
Exhibit 7: Global Indirect RTB Market 2014-2019 (US$ billion)
Exhibit 8: Global Direct RTB Market 2014-2019 (US$ billion)
Exhibit 10: Global Programmatic Video Market by Geographical Segmentation 2013-2018
Exhibit 11: RTB Market in Americas 2014-2019 (US$ million)
Exhibit 12: RTB Market in EMEA Region 2014-2019 (US$ million)
Exhibit 13: RTB Market in APAC Region 2013-2018 (US$ million)
Exhibit 14: US GDP Growth Rate 2008-2013 (US$ billion)
Exhibit 15: Contribution of Various Sectors to US GDP 2013
Exhibit 16: US GDP per Capita 2008-2013 (US$)
Exhibit 18: US Population by Age Structure 2013 (in million)
Exhibit 19: Federal Fund Interest Rate in the US 2008-2013
Exhibit 20: Inflation Rate in the US 2008-2013
Exhibit 21: Unemployment Rate in the US 2008-2013
Exhibit 23: Per Capita GDP Growth Rate in Japan 2008-2013 (US$ billion)
Exhibit 24: CPI Inflation in Japan 2008-2013
Exhibit 25: RTB Market in Japan 2013-2018 (US$ million)
Exhibit 26: Global Online Advertising Spending 2013-2018 (US$ billion)
Exhibit 27: Global Smartphone and Tablet Penetration 2013-2018 (by percentage of global population)
Exhibit 28: Global Programmatic Spending 2013-2018 (US$ billion)
Exhibit 29: Adap.tv: Product Segmentation 2013
Exhibit 30: Adap.tv: Key Locations
Exhibit 31: BrightRoll: Applications
Exhibit 32: BrightRoll: Key Locations
Exhibit 33: Global RTB Market: Business Segmentation by Revenue 2013
Exhibit 34: Global RTB Market: Business Segmentation by Revenue 2011-2013 (US$ billion)
Exhibit 35: Global RTB Market: Geographical Segmentation by Revenue 2013
Exhibit 36: Google: Business Segmentation by Revenue 2013
Exhibit 37: Google: Business Segmentation by Revenue 2012 and 2013 (US$ million)
Exhibit 38: Google: Geographical Segmentation by Revenue 2013
Exhibit 39: TubeMogul: Business Segmentation by Revenue 2013
Exhibit 40: TubeMogul: Business Segmentation by Revenue 2012 and 2013 (US$ million)
Exhibit 41: TubeMogul: Geographical Segmentation by Revenue 2013

Ordering:

Order Online - http://www.researchandmarkets.com/reports/3036747/

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Global RTB Market 2015-2019
Web Address: http://www.researchandmarkets.com/reports/3036747/
Office Code: SCPL1HGZ

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User</td>
<td>USD 3000</td>
</tr>
<tr>
<td>Electronic (PDF) - 1 - 5 Users</td>
<td>USD 3300</td>
</tr>
<tr>
<td>Electronic (PDF) - Site License</td>
<td>USD 4000</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide</td>
<td>USD 10000</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: Mr □ Mrs □ Dr □ Miss □ Ms □ Prof □
First Name: ____________________________ Last Name: ____________________________
Email Address: * ____________________________
Job Title: ____________________________
Organisation: ____________________________
Address: ____________________________
City: ____________________________
Postal / Zip Code: ____________________________
Country: ____________________________
Phone Number: ____________________________
Fax Number: ____________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: 

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World