Global Programmatic Advertising Display Market 2017-2021

Description: About Programmatic Advertising Display

Programmatic advertising involves buying and selling of online advertising display inventory through a bidding process. This process allows advertisers to bid or reserve an online inventory that best fits their buyer's profile. Real-time bidding (RTB) is one of the major types of programmatic advertising. It is supported by an auction environment that is provided by advertising exchanges/marketplaces.

The analysts forecast the global programmatic advertising display market to grow at a CAGR of 18.09% during the period 2017-2021.

Covered in this report

The report covers the present scenario and the growth prospects of the global programmatic advertising display market for 2017-2021. To calculate the market size, the report considers the revenue generated from the sales of online advertisements programmatically.

The market is divided into the following segments based on geography:

- Americas
- APAC
- EMEA

The report, Global Programmatic Advertising Display Market 2017-2021, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the market landscape and its growth prospects over the coming years. The report also includes a discussion of the key vendors operating in this market.

Key vendors
- AOL
- BrightRoll
- SpotXchange
- Tremor Video
- TubeMogul

Other prominent vendors
- Adconion Media Group
- Adobe Systems
- AppNexus
- Convertro
- Criteo
- Darriens
- Facebook
- Google
- Infectious Media
- Kontera Technologies
- LiveRail
- Microsoft
- Platform One
- Rocket Fuel
- Rubicon Project
- StackAdapt
- StickyADS.tv

Market drivers
- Growth in video RTB
- For a full, detailed list, view the full report
Market challenges
- Low transparency in market
- For a full, detailed list, view the full report

Market trends
- Growing popularity of mobile programmatic advertising display
- For a full, detailed list, view the full report

Key questions answered in this report
- What will the market size be in 2021 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?

You can request one free hour of the analyst's time when you purchase this market report. Details are provided within the report.

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