



US Real-Time Bidding Market Key Companies Analysis Research Report

ReportsWeb added new report, "Real-Time Bidding Market in the US 2016-2020" to database, this report comprises of 61 pages supported by 10+ key company details

PUNE, MAHARASHTRA, INDIA, June 13, 2016 /EINPresswire.com/ -- The [Real-Time Bidding Market](#) in the US to grow at a CAGR of 24.78% during the period 2016-2020. Real-Time Bidding Market in the US 2016-2020, 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 Real-Time Bidding Market report also includes a discussion of the key vendors operating in this market.

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Media consumption has been on the rise globally because individuals own multiple electronic devices. Increasing disposable income and a burgeoning middle-class population are driving the sales of electronic appliances like smartphones, tablets, televisions, notebooks, and PCs. Increased use of electronic devices and internet penetration has raised the amount of time spent by users watching online videos and thus drives media consumption. For instance, in the US, people spend about 80% of their time on different sources of media such as the internet and mobile devices. These dynamics are rapidly shifting advertising expenditure from traditional media platforms to digital platforms. Advertisers are now allocating bigger budgets for online video advertising to ensure better reach, targeting, transparency, and efficiency.

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The report covers the present scenario and the growth prospects of the real-time bidding market in the US for 2016-2020. To calculate the market size, the report considers the revenue generated from the sales of online advertisements through RTB.

Key Companies

- ONE by AOL
- BrightRoll
- SpotXchange
- Tremor Video
- TubeMogul

Other Prominent Vendors

- XPO Logistics
- UPS Supply Chain Solutions
- SDV International logistics
- DACHSER
- Expeditors International of Washington

- GEODIS
- Toll Holdings
- J.B. Hunt Transport
- GEFICO
- Agility
- UTi Worldwide
- Yusen Logistics
- Hellmann Worldwide Logistics
- CJ Korea Express
- Ryder System
- Damco International

Key questions answered in this report

- What will the market size be in 2020 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?

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+1-646-491-9876
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