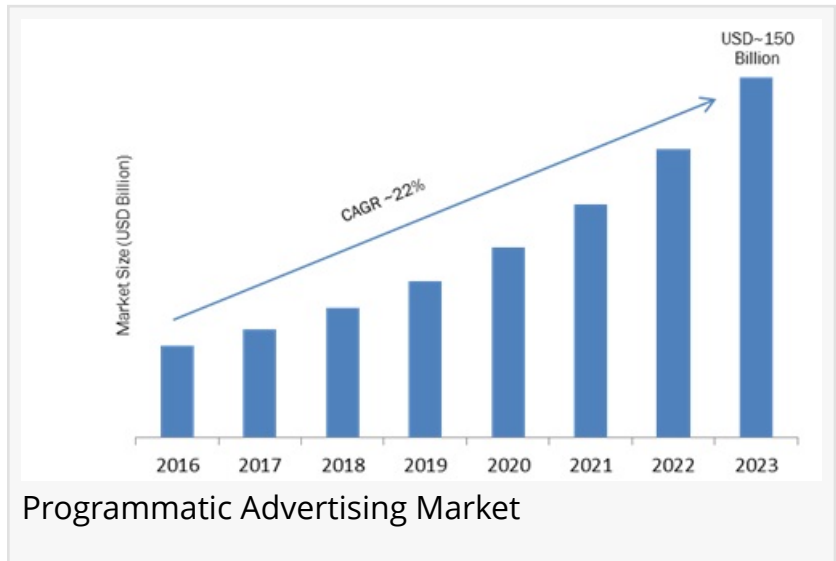


Programmatic Advertising Market Share, Emerging Trends and Analysis Report to 2023

Programmatic Advertising Market, Device (Desktop, Mobile) Ad Formats (Desktop Banners, Desktop Videos, Mobile Banners, Mobile Videos), End Users

PUNE, MAHARASHTRA, INDIA, June 9, 2017 /EINPresswire.com/ -- Market Highlights

In this rapidly changing world of technology, [Programmatic Advertising Market](#) will drive the growth prospects during the forecast period. This can be attributed to the growth of overall advertising market and increasing adoption of technologies. There is a rapid growth in the use of smartphones which has led to increase in viewers of mobile videos.



As compared to other regions, the programmatic advertising market in North America is expected to witness significantly healthy growth during the forecast period. U.S and Canada are anticipated to drive the growth of programmatic advertising market and major revenue contributors globally. This is owing to the presence of large number of established players of video and digital marketing in that region. In addition to this, the region also has a well-established infrastructure and provides high penetration of mobile phones with higher internet connectivity. Apart from that, video advertising helps in connecting with the customers and audience and is expected to be a major factor for the growth of programmatic advertising market.

The programmatic advertising market is growing rapidly over 22% of CAGR and is expected to reach at approx. USD 150 billion by the end of forecast period.

Programmatic Advertising Market Players:

- Rubicon Project (U.S.)
- Adroll (U.S.)
- Adobe Marketing Cloud (U.S.)

- DoubleClick (U.S.)
- Choozle (U.S.)
- AdReady (U.S.)
- DataXu (U.S.)
- Centro, Inc. (U.S.)
- PulsePoint, Inc. (U.S.)
- Outbrain (U.S.)

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Programmatic Advertising Market Segmentation

The programmatic advertising market has been segmented on the basis of device, ad formats and end users. The end users are further bifurcated into travel, media and entertainment, finance and education. The media and entertainment segment is expected to grow at highest rate during the forecast period.

Market Research Analysis:

The global programmatic advertising market, by geography, has been segmented into North America, Europe, Asia Pacific, Middle East and Africa (MEA), and South America. In the global programmatic advertising market, Asia Pacific is anticipated to witness relatively faster adoption as compared to other regions and hence the growth rate will be higher. Within Asia Pacific, mobile videos are projected to contribute faster growth of revenue backed by video advertising in countries such as Japan, China and India. The major restraining factor in Asia-Pacific market is lack of awareness and knowledge. Not many regions are fully equipped with high end infrastructure and lack of the knowledge about digital media and online selling are the factors causing hindrance in the growth of programmatic advertising market.

Across Europe, countries like Germany, France and the U.K. are anticipated to drive the growth of programmatic advertising market. In Europe, the presence of several market players in the field of video advertising is the major factor for the growth of programmatic advertising market in that region.

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Programmatic advertising market in the South America region is anticipated to witness relatively slower market growth. However, Brazil and Argentina among other countries are projected to witness slow yet steady growth.

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