

Real-Time Bidding 2017 US Market Expected to Grow at CAGR 24.78% and Forecast to 2021

The analysts forecast the real-time bidding market in the US to grow at a CAGR of 24.78% during the period 2016-2020.

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/EINPresswire.com/ --

[US Real-Time Bidding Market](#)

Description

WiseGuyReports.Com adds "Real-Time Bidding US Industry Segment By Applications, Types, Regions & Forecast to 2022" Research To Its Database.

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.

Covered in this report

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.

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The 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 report also includes a discussion of the key



vendors operating in this market.

Key vendors

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

Other prominent vendors

- Adconion Media Group
- AppNexus
- Convertro
- Criteo
- Dárriens Media Exchange
- Facebook
- Google
- Kontera
- LiveRail
- Microsoft
- Platform One
- Rocket Fuel
- Rubicon Project
- StickyADS.tv
- TobeMogul

Market driver

- Improved targeting of audience
- For a full, detailed list, view our report

Market challenge

- Low transparency in market
- For a full, detailed list, view our report

Market trend

- Shift of RTB advertisements to mobile web
- For a full, detailed list, view our report

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?

Report Details @ <https://www.wiseguyreports.com/reports/494880-real-time-bidding-market-in-the-us-2016-2020>

Table of Contents -Major Key Points

PART 01: Executive summary

- Highlights

PART 02: Scope of the report

- Market overview
- Definitions
- Base year
- Vendor segmentation

PART 03: Market research methodology

- Research methodology
- Economic indicators

PART 04: Introduction

- Key market highlights

PART 05: Market landscape

PART 06: Revenue flow in RTB market

PART 07: RTB versus TV advertising

- Market size and forecast
- Five forces analysis

PART 08: Market segmentation by type of auction

PART 09: Market segmentation by type of ad

PART 10: Market segmentation by device

PART 11: Market segmentation by application

- US mobile RTB market segmentation by application

PART 12: Buying criterion

PART 13: Market drivers

PART 14: Impact of drivers

PART 15: Market challenges

PART 16: Impact of drivers and challenges

PART 17: Market trends

PART 18: Vendor landscape

PART 19: Appendix

- List of abbreviation

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