

Digital Video Advertising Market By Type (Mobile, Desktop), By Industry Vertical (Retail, IT and Telecom, Media and Entertainment, Automotive, Financial Services, Consumer Goods and Electronics, Others): Global Opportunity Analysis and Industry Forecast, 2021-2031

Market Report | 2023-01-01 | 303 pages | Allied Market Research

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Report description:

Digital video advertising entails delivering promotional video content to a target audience using various online channels. In addition, includes lots of formats designed for various environments, such as banner video, connected TV, or other OTT services. Moreover, digital video ads are usually traded via programmatic platforms; for this, advertisers utilize advanced targeting solutions.□

Increase in usage of digital media and growing adoption from e-commerce sector is boosting the growth of the digital video advertising market. In addition, the increase in global penetration of smartphones and internet is positively impacts the growth of the digital video advertising market. However, the risk of security incidents on networks and the high costs of digital video advertising is hampering the digital video advertising market growth. On the contrary, rising innovations in the digital advertising Industry□□ is expected to offer remunerative opportunities for the expansion of the during the digital video advertising market forecast.□

The digital video advertising market is segmented on the basis of by type, industry vertical and region. By type, it is classified into desktop, and mobile. By industry vertical, it is divided into retail, automotive, financial services, IT & telecom, consumer goods & electronics, media & entertainment, and others. By region, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.□□

The key players that operate in the digital video advertising market are Advertise.com, Conversant Solutions, LLC., Tremor International Ltd, SpotX Inc, Viant Technology LLC, Legacy Pro Co LLC, MultiVisionDigital, PubMatic, Inc., WebFX, and Levitate Media, LLC. These players have adopted various strategies to increase their market penetration and strengthen their position in the industry.□

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KEY BENEFITS FOR STAKEHOLDERS □

The study provides an in-depth analysis of the global digital video advertising market forecast along with the current and future trends to explain the imminent investment pockets.□

Information about key drivers, restraints, and opportunities and their impact analysis on global digital video advertising market trend is provided in the report.□

The Porter's five forces analysis illustrates the potency of the buyers and suppliers operating in the industry.□

The quantitative analysis of the market from 2022 to 2031 is provided to determine the market potential.□

Key Market Segments

By Type

- Desktop
- Mobile

By Industry Vertical

- Retail
- IT and Telecom
- Media and Entertainment
- Automotive
- Financial Services
- Consumer Goods and Electronics
- Others

By Region

- North America
- U.S.
- Canada
- Europe
- UK
- Germany
- France
- Spain
- Italy
- Rest of Europe
- Asia-Pacific
- China
- Japan
- South Korea
- India
- Australia
- Rest of Asia-Pacific
- LAMEA
- Latin America
- Middle East
- Africa
- Key Market Players
- Advertise.com
- Conversant Solutions, LLC.
- Tremor International Ltd
- SpotX Inc
- Legacy Pro Co LLC

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- MultiVisionDigital
- WebFX
- Levitate Media, LLC
- PubMatic, Inc.
- Viant Technology LLC

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