

# Real-Time Bidding in US 2016 Market Expected to Grow at CAGR 24.78% and Forecast to 2020

WiseGuyReports.Com Publish a New Market Research Report On – “Real-Time Bidding in US 2016 Market Expected to Grow at CAGR 24.78% and Forecast to 2020”.

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/EINPresswire.com/ --

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

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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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.

The report, 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

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#### 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?

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Norah Trent

wiseguyreports  
+1 646 845 9349 / +44 208 133 9349  
email us here

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