

Indirect Procurement Pulse

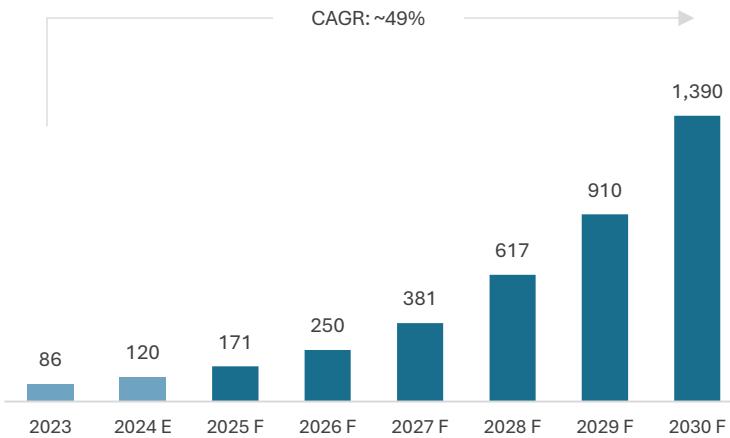
Category Trends and Insights Unveiled

Industry Snapshot

**Global Digital Video Advertising Industry
Landscape & Outlook**

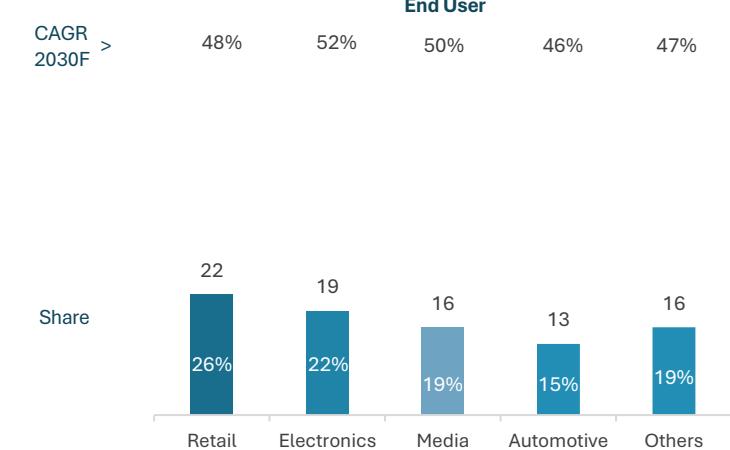
Market Trajectory

2023-2030 | USD Billion

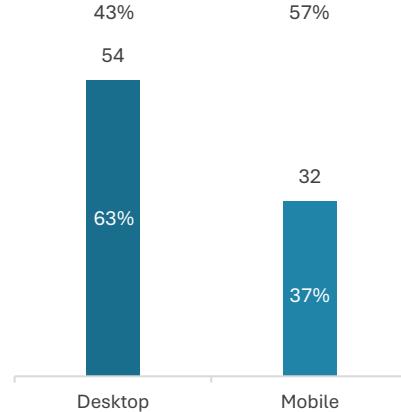


Demand Market Share

2023 and 2030 | USD Billion

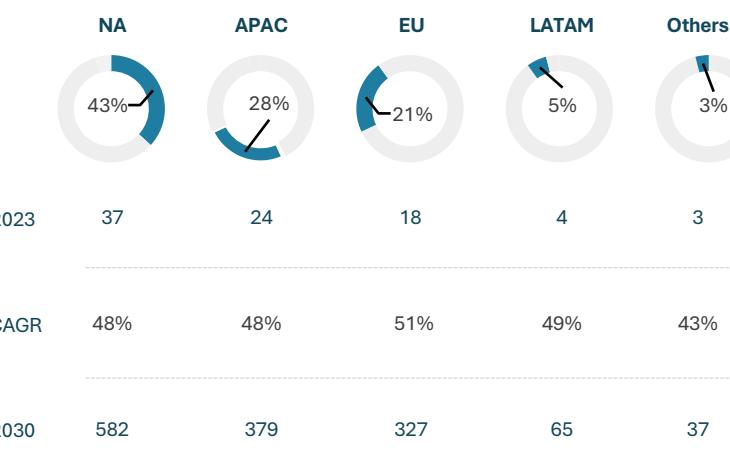


Type



Regional Market Share

2023 and 2030 | USD Billion



Supply Market Structure

2023

Consolidated  Fragmented

Key Player Include:

- Alphabet Inc
- Longtail and Solutions
- Meta Platforms
- Microsoft Corp
- Tencent Holdings
- Tremor International
- Viant Technology
- Advertise.Com
- ByteDance Ltd
- Magnite Inc

Market Outlook

Insights

The global digital video advertising market is expanding rapidly, driven by the growing consumption of online video content and the shift from traditional to digital advertising platforms. Key factors include the rise of mobile video consumption, advancements in programmatic advertising, and the increasing use of social media platforms for targeted campaigns. Advertisers are leveraging interactive and personalized video formats to engage audiences and enhance brand visibility.

The rise of connected TVs and streaming services is also opening new avenues for advertisers. As consumer behavior evolves, the demand for innovative, measurable, and impactful video advertising solutions continues to grow globally.

Stay Tuned Indirect Procurement Pulse Continues!



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