

# Advertising Software

AN IDC CONTINUOUS INTELLIGENCE SERVICE

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IDC's *Advertising Software* report series helps clients negotiate the rapidly advancing development and deployment of advertising technology and its business implications. How does enterprise digital transformation (DX) with its cloud, mobile, Big Data and analytics, and social pillars, as well as innovation accelerators, impact the advertising industry? This report series focuses on technological trends in programmatic advertising, video advertising (both digital and linear), mobile advertising, and the overlap between ad tech and marketing automation.

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## Markets and Subjects Analyzed

- Programmatic video and TV advertising
  - Header bidding/programmatic direct
  - Automated guaranteed/programmatic direct
  - Cross-device tracking
  - Advertising in AR/VR
  - The Internet of Things and its impact on advertising
  - Advertising and its merging with marketing automation
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## Core Research

- Advertising Software Taxonomy
  - Worldwide and U.S. Advertising Software Revenue Forecast
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In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [Advertising Software](#).

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## Key Questions Answered

1. What are the upsides of the implementation of certain technologies for businesses?
  2. What do you need to do to prepare for the adoption of these technologies?
  3. Who are the key stakeholders you need to convince?
  4. How do you actually implement the new technology?
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## Companies Analyzed

This service reviews the strategies, market positioning, and future direction of several providers in the *Advertising Software* market, including: Acxiom, Adobe, Alphabet, Amazon, Apple, AppNexus, AT&T, AudienceScience, AudienceXpress, Centro, clypd, Comcast, Criteo, dataxu, Discovery (Scripps), Experian, Facebook, Google, IBM, Index Exchange, LiveRamp, Lotame, MediaMath, Neustar, Oath, OpenX, Opera, Oracle, Placemedia, PubMatic, Rubicon Project, Salesforce, The Trade Desk, Turn, Twitter, Verizon, Visual IQ, Walt Disney, and WideOrbit.