

# Advertising Technology

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC's *Advertising Technology* 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 — impact the advertising industry? This series focuses on the technological trends in advertising automation, video and connected TV advertising, mobile advertising; identity, privacy, and compliance; and the overlap between ad tech and marketing automation.

## Markets and Subjects Analyzed

- Advertising automation and programmatic advertising
- Identity, privacy, and compliance
- Walled gardens versus independents
- Digital advertising and the tech backlash
- Mobile in-app advertising
- Connected TV and addressable TV

## Core Research

- Advertising Software Taxonomy
- Worldwide and U.S. Advertising Software Revenue Forecast, 2022-2026
- Worldwide Digital Advertising Software Market Shares, 2021
- Market Analysis Perspective: U.S. Digital Advertising, 2022
- Worldwide Mobile In-Game Advertising Forecast, 2022-2026

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 Technology](#).

## 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?

## Companies Analyzed

This service reviews the strategies, market positioning, and future direction of several providers in the advertising software market, including:

Adobe, AdRoll, Alphabet, Amazon, Amobee, Apple, Applovin, AppsFlyer, Centro, Comcast, Comscore, Criteo, Digital Turbine, Discovery, DoubleVerify, Epsilon, Google, Human, Index Exchange, Integral Ad Science, LiveRamp, Magna, Magnite, Media,Net,

MediaMath, NBC Universal, Neustar, Nielsen, OpenX, Oracle, PubMatic, Roku, Salesforce, Samsung, Teads, The Trade Desk, Tremor, Twitter, Unity 3D, Verizon, Vizio, Walt Disney, Warner Media, and WideOrbit, Xandr, and Yahoo!.