

2017 GLOBAL PROGRAMMATIC TRENDS

APAC

According to eMarketer, the **APAC market** will be worth

56 BILLION

surpassing comparable spend in **North America** where the market today is already more mature.

(EyeforTravel)



In 2017 the top three APAC markets to drive programmatic will be **China, Japan and Australia***

*in order of digital ad spend

(eConsultancy)

APAC is forecasted to have



by 2019, due to a surge in smartphone adoption coming from emerging markets like China and India.

(Digital Market Asia)

eMarketer expects advertisers in **China** will spend just over

12 BILLION

on programmatic digital display advertising in 2017.

(eMarketer)

Marketers need to steep themselves in **data, technology and advanced measurement techniques** to not only stay ahead of competitors but to also drive actual, incremental business results for their companies.

JOANNA O'CONNELL
MediaMath CMO

(Forbes)



Strength in Numbers

Learn more at www.mediamath.com