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Programmatic advertising comprising the basic Supply Side Platform (SSP), Demand Side Platform (DSP) and Data Management Platform (DMP) market exchange has exploded to make local advertising more transparent, discoverable, accountable and transactional. It has also created a high growth, high impact sales channels that have a complex and evolving ecosystem.

Arm yourself with industry insights, market projections and thoughtful analysis to successfully manage Programmatic Local Advertising's impacts and opportunities. BIA/Kelsey's insightful, impactful analysis and research will help your local business effectively sell more services to national, regional or SMB marketers.

Media covered in our research include linear television (broadcast and MVPD), mobile, search, display, digital video, audio (broadcast radio and digital audio).



Subscribe to BIA/Kelsey's Programmatic Local Advertising Custom Advisory Service to receive full access to a rich repository of reports, industry forecasts and private briefings:

Local Programmatic Market Sizing & Projections

Report summarizing the total addressable market size, market penetration and anticipated growth in local programmatic markets, as well as a summary of recent investment and M&A activity. *Available May 2016.*

Local Programmatic Market Strategy

Report series covering the major trends driving successful Programmatic Local strategies. Included are overviews of partnering opportunities and informative summaries of emerging technologies. *Minimum of three reports planned for 2016. **First report issued in February 2016 covers linear TV and programmatic; download here: bit.ly/programmaticppr.***

Local Programmatic Technology Reviews

Two papers on major technical developments with deep-dives on integration and business models enabled by programmatic platforms.

Client Briefings

Client-facing briefings that discuss findings from our forecasts, reports, conferences and other analyst activity. We may feature guest speakers depending on the client's specific interest. *Provided on-demand from clients up to four per year.*

Contact BIA/Kelsey today about subscribing to this unique program or purchasing individual reports at info@biakelsey.com or (703) 818-2425. Learn more at bit.ly/programmaticppr.



About BIA/Kelsey

BIA/Kelsey is the leading research and advisory firm focused on local advertising and marketing marketplace. We have proven advisory services and consulting methods that put our clients in the best possible position to compete and stand out in today's multiplatform, interactive world.

Clients value our cross-discipline expertise, from traditional to digital media, sales and finance and technology and regulatory environments.

Our research, forecasts, industry analysis, competitive intelligence and industry-leading analyst team propel our clients success forward. Put yourself in the best possible position to compete and win – turn to BIA/Kelsey.

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