

Keeping the Spotlight on a Trustworthy Supply Chain: Ads.txt

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Ads.txt Overview

Programmatic Advertising: Current Challenges

- Ad fraud remains a challenge
- Very limited supply chain transparency
- Some premium pubs inventory available thru very large number of inventory sources
- Domain misrepresentation a common challenge
 - Data shows well know websites have availability in excess of what is explainable

Common Ad Fraud Monetization Scenarios

Key extraction scenarios

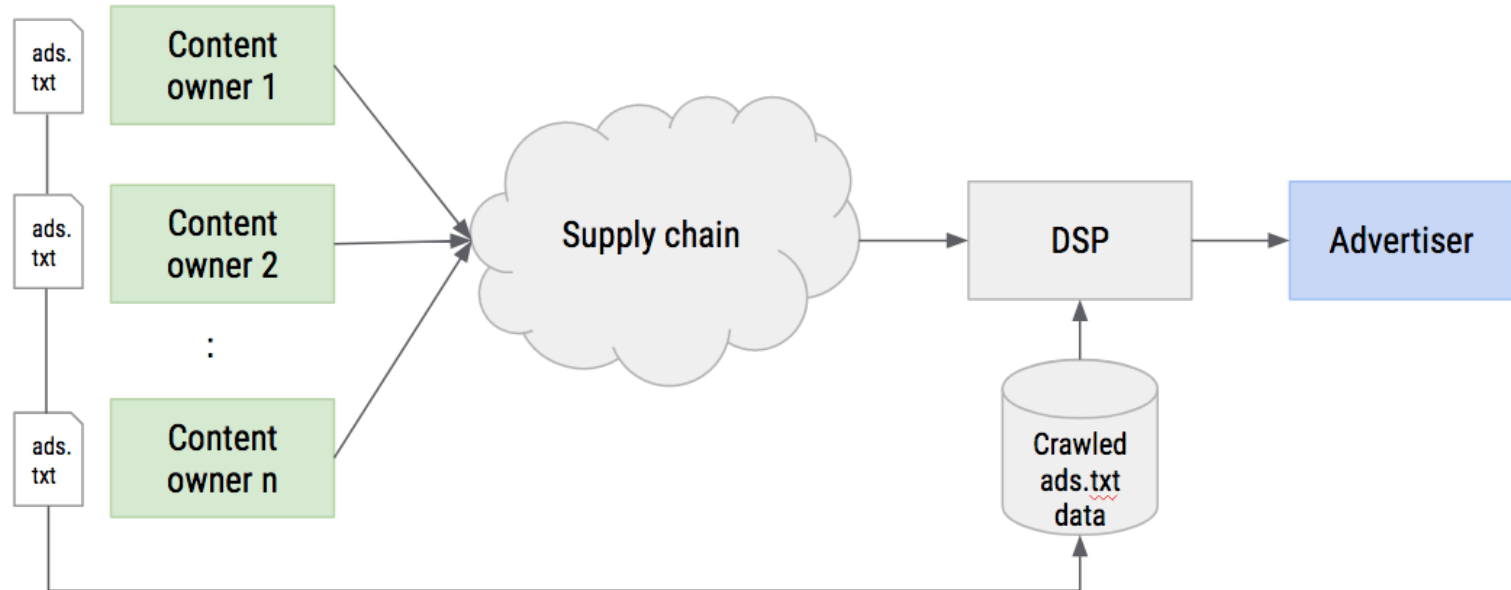
- Counterfeit inventory
 - Misrepresented domains or Blended inventory
- Traffic selling/trading
- Made for ads sites

ADS.TXT Standard

- **Authorized Digital Sellers**
- Hosted at the publisher's website, like robots.txt
- One line per authorized seller

```
#<SSP/Exchange Domain>, <SellerAccountID>, <PaymentsType>, <TAGID>  
greenadexchange.com, 12345, DIRECT, AEC242  
blueadexchange.com, 4536, DIRECT  
silverssp.com, 9675, RESELLER  
orangeexchange.com, 45678, RESELLER  
silverssp.com, 75230, RESELLER
```

The Authorized Supply Chain



Buy-side Strategies

	Participating pubs ¹	Non-participating pubs ²
Authorized inventory	Increase buying	Continue to buy at your level of risk appetite.
Non-authorized (potentially counterfeit) inventory	Buy at your own risk	Recommendation is to vet the inventory carefully or ask for DealIDs from pubs.

1) Participating pubs: Domains where there is an ads.txt available.

2) Non-participating pubs: Domains where there is not an ads.txt available.

Adoption of ads.txt

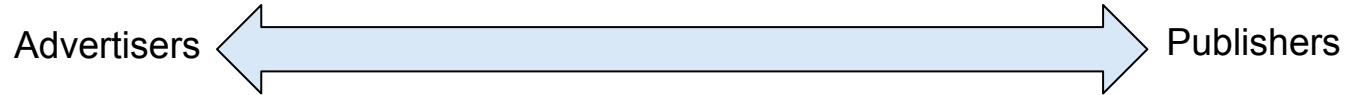
- 16,500 domains have implemented ads.txt files as of October 23
- Advertising systems are developing guidance to support publisher adoption
- Buyers are shifting media spend

Ads.txt implementation: Business Insider

Discussion with Jana Meron, Vice President, Programmatic & Data Strategy, Business Insider

Future of Trustworthy Supply Chain

OpenMedia Specification Landscape: Key interactions



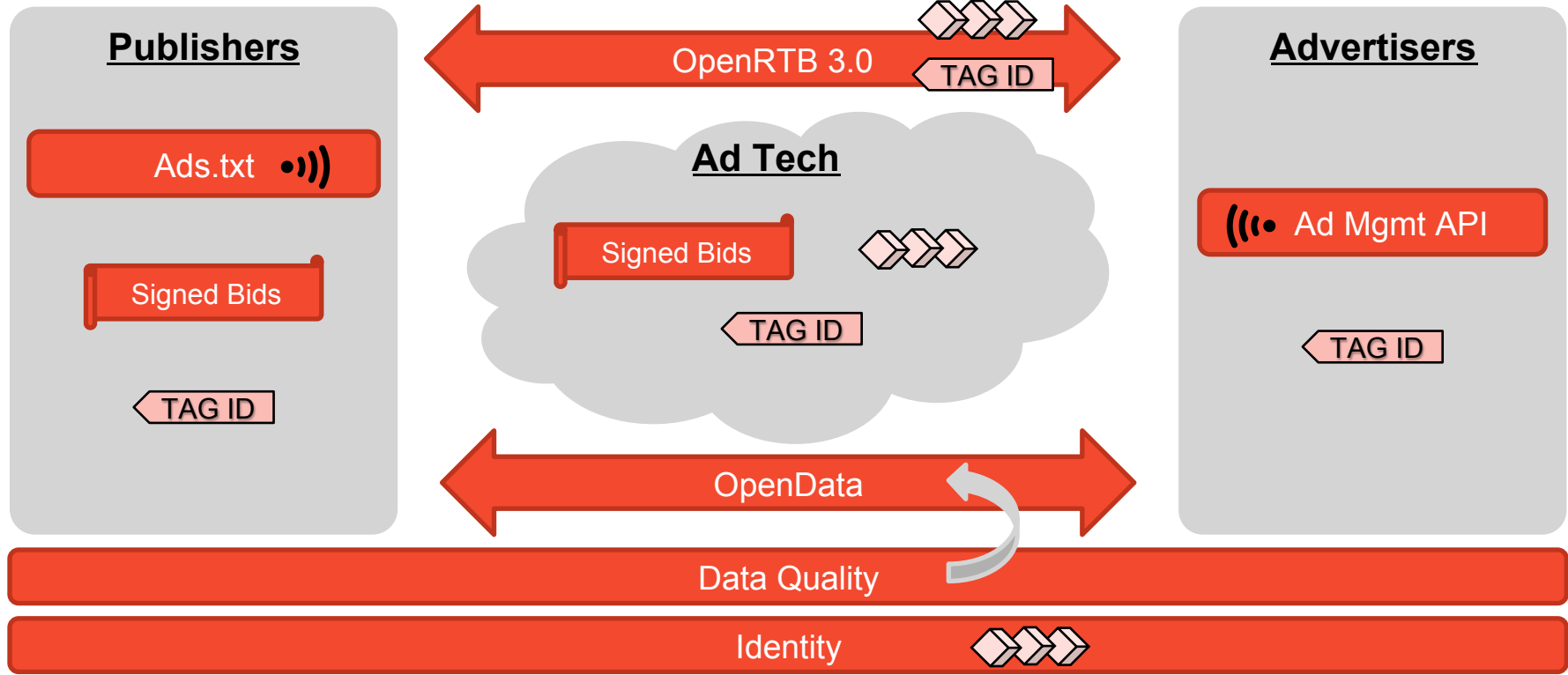
OpenRTB 3.0 supports transparent supply chain: publishers declare allowed data providers & trackers, advertisers trust the supply chain

Ads.txt allows advertisers to understand explicitly which sellers are authorized to sell publisher's inventory

Signed bid requests allows buyers to know if the inventory source can be trusted

Ad Management API gives advertisers and publishers a standard way to communicate about the creative approval process

IAB Tech Lab Supply Chain Specifications in Action



Key:  = Blockchain solutions  = Signals sent through supply chain

Getting to a Trustworthy Supply Chain

- Implement ads.txt
- Get involved with OpenRTB 3.0
 - Public comment open until December 15

Thank you

Questions?
Reach out to jennifer@iabtechlab.com