

iab.TECH LAB
SAFE SUPPLY CHAIN:
POWERED BY TRANSPARENCY



APRIL 27 & 28
3PM CET - 9AM EST - 6AM PST



Opening Remarks



Amit Shetty

VP, Programmatic Standards & Partnerships

IAB Tech Lab

Agenda – Day 1

Time (EST)	Topic	Speaker(s)
9:00-9:05 am	Opening Remarks	<i>Amit Shetty, VP, Programmatic Standards & Partnerships, IAB Tech Lab</i>
9:05-9:15 am	What Should I Know About my Sellers? The Need for Sell-side Transparency.	<i>Stephen Chester, Director of Media, ISBA</i>
9:15-9:25 am	Transparency for Brand Safety: How Knowing Every Supply Chain Partners Helps Brand Safe Advertising	<i>Jake Dubbins, Managing Director (Media Bounty) & Co-Founder and Co-Chair (CAN), Media Bounty & Conscious Advertising Network (CAN) Harriet Kingaby, Co-chair, Conscious Advertising Network (CAN)</i>
9:25-10:00 am	The State of Sell-side Transparency - Are We Moving in the Right Direction? + Q&A	<i>Thomas Mendrina, Senior Director, Publisher Central Europe, Xandr Mazen Mroue, Head of Global Digital Factory, FrieslandCampina Jules Kendrick, MD, UK & Europe, Trustworthy Accountability Group Jana Gokalp, Vice President International, New Business & Partnerships, MediaMath Amit Shetty, Vice President, Programmatic Products & Partnerships, IAB Tech Lab</i>
10:00-10:15 am	IAB Tech Lab's Transparency Center: An Industry-owned Resource for the Metadata About the Digital Advertising Supply Chain Ecosystem.	<i>Jill Wittkopp, Director of Product, IAB Tech Lab</i>
10:15-10:20 am	Closing Comments	<i>Oliver von Wersch, Founder & CEO (vonwerschpartner Digital Strategies) & Consultant (IAB Tech Lab), IAB Tech Lab</i>

Our Mission

Share the cost,
share the benefits

Member-driven,
member-developed

Engage a global member **community** to **develop**
foundational technology and standards that enable
growth and **trust** in the digital media ecosystem.

Broad availability
& utility, by design

We live this – as a neutral, transparent,
open-source, non-profit org

You may already know our work



Why we need technical standards

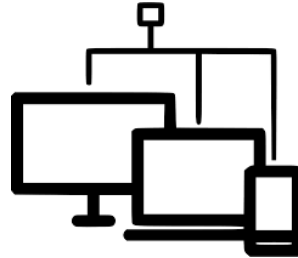
To help advance and grow the digital media ecosystem by:



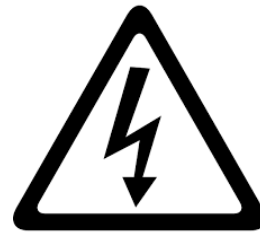
Reducing product development efforts & costs



Fueling market innovation



Improving interoperability & quality



Mitigating risks



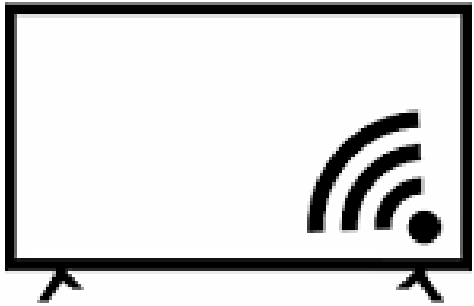
Increasing speed to market



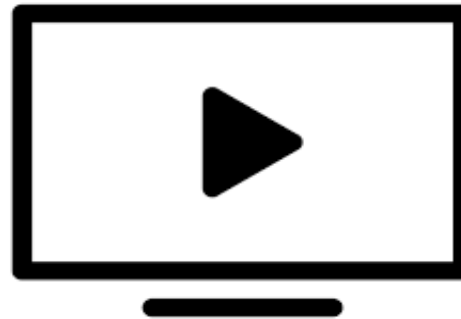
As with other essential technologies, Tech Lab standards are indispensable for the growth and health of the digital media ecosystem

Across all platforms, devices & mediums

- Transact programmatically in a transparent, frictionless marketplace
 - across all platforms, devices and mediums, at scale



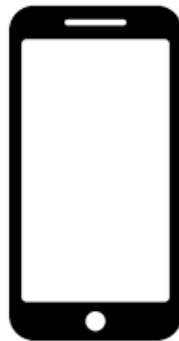
CONNECTED TV



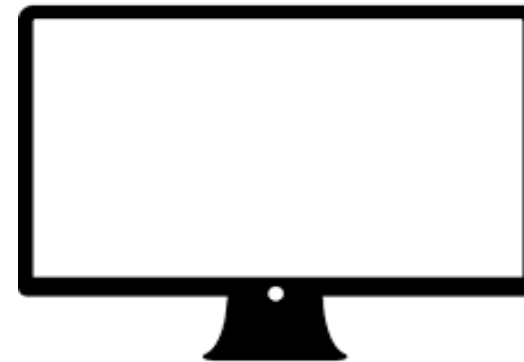
VIDEO



AUDIO



MOBILE



DISPLAY

We influence the most important issues facing digital media today

IDENTITY, DATA & PRIVACY



Consumer ID & audience data critical for ad relevance, measurement & attribution across all mediums

Tech Lab address regulatory and browser/OS technology changes, while promoting responsible data use

BRAND SAFETY & AD FRAUD



Brand safety & fighting ad fraud is integral for buyers and publishers to protect brand perception, deliver on campaigns and maximize spend and revenue

Tech Lab supports this through complementary taxonomies and specifications

AD EXPERIENCES & MEASUREMENT



Measurement enables buyers to assess ROI across ads and audiences, informing optimization and enabling attribution of credit to effective channels

Tech Lab helps execute effective ad campaigns at scale, with consistency across digital media

PROGRAMMATIC EFFECTIVENESS



Programmatic or automated real-time bidding is the dominant way of discovering, negotiating & buying digital media.

Tech Lab's continuous investments in efficiency and transparency help sustain growth.

Delivering Industry Value – Tech Lab 2021 Priorities

Global Standards & Guidance for Local Markets



*Standards + Software + Compliance =
Interoperability + Efficiency + Sustainability*

Delivering Industry Value – Tech Lab 2021 Priorities

Full range of existing/enhanced standards supporting:
Delivery, Interactivity,
Brand Safety, Measurement, Privacy

**CTV / Cross-Media
Growth & Health**

Privacy & Addressability

Addressability Standards
+
Global Privacy Platform
+
Accountability Platform

**Supply Chain
Transparency & Security**

ads.txt / sellers.json → buyers.json (fraud)
ads.cert 2.0 (security)
Transparency Center
Content Taxonomy (brand safety)
Data Label

**Measurement
Infrastructure**

Addressability Standards
SKAdNetwork support
Open Measurement cross-media
Podcast Measurement
Other industry measurement initiatives

Standards adoption rate reflects global relevance & value

ads.txt – Adoption by 1000s of companies globally, including:



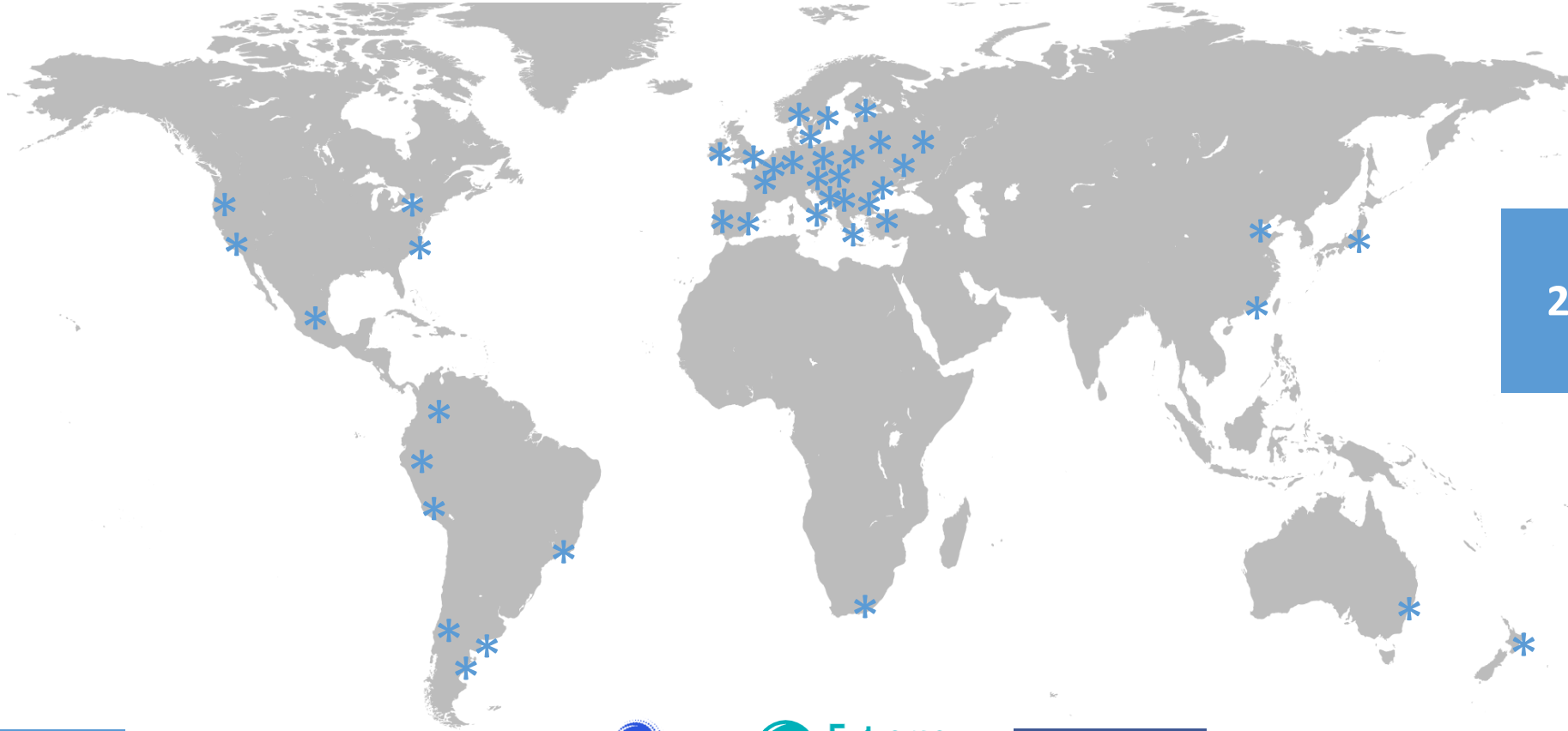
sellers.json – 220+ companies adopted globally in less than 6 months, including:



Open Measurement SDK – 80+ companies (~half non-US) certified & 250+ companies downloaded, including:



Global Board + Local IABs + Member Companies



750+ companies
20+ working groups
2,500+ people

* Local/regional IABs supporting Tech Lab

Board of Directors



How Tech Lab works with IAB globally

iab.

Market Development (supporting sales/marketing)

- Education & certification
- Research
- Policy
- Guidelines & business standards
- Events & networking

PROPRIETARY INNOVATION



- Packaging & pricing
- Competition
- Product/Service development
- Operational Innovation

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TECH LAB

Technical Standards (supporting product development)

- Standardized protocols & specifications
- Software & tools
- Compliance programs
- Supporting education & events

Become a Tech Lab Member -- Get Involved!

Tech Lab membership benefits



BUILD TRUST

Adopt standards that help increase your business' trust & transparency



DRIVE ROI

Get early access to standards & code that will drive your business



INFLUENCE THE INDUSTRY

Participate in our groups & be recognized for contributions



CONNECT WITH PEERS

Network with 750+ member companies



LEARN & BE INSPIRED

Gain special access to industry events, webinars, trainings



ACTIVATE WISELY

Sponsor highly-targeted industry events



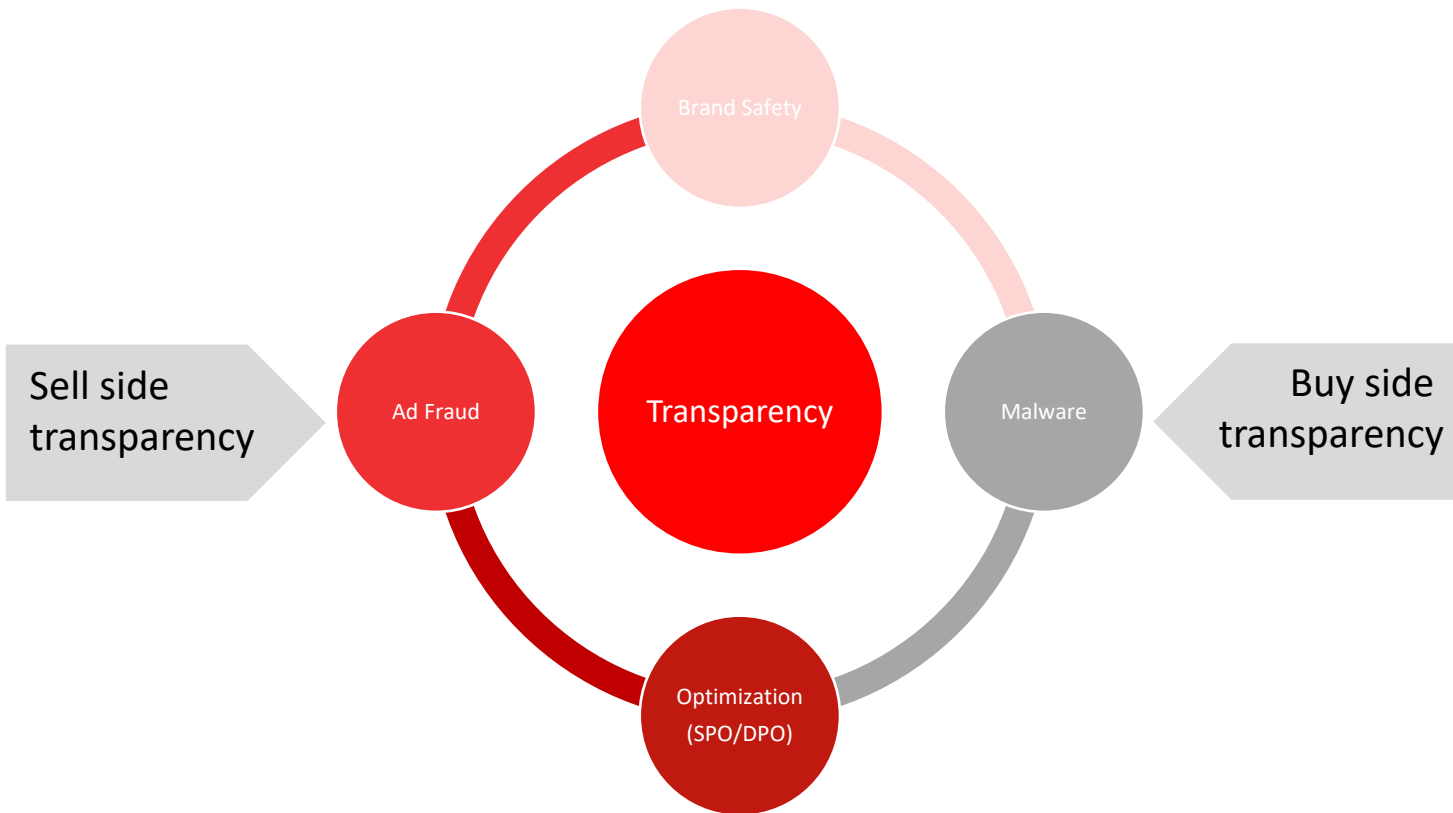
ENJOY DISCOUNTS

Save, with preferred pricing on Tech Lab software & services

Transparency

Why Transparency?

Brand-safe, transparent, growth oriented programmatic ecosystem based on global standards, so that buyers, sellers, marketers and publishers can transact with confidence to deliver real value for consumers and advertisers alike



Sell side (to buy side)

- Primary goal/benefit: Fight fraud, Brand Safety
- Secondary: Supply Path Optimization (SPO)

Buy side (to sell side)

- Primary goal/benefit: Fight malware & bad quality ads, Brand Safety
- Other goals/benefits: reconciliation, Demand Path Optimization (DPO)

Tech Lab Sell-Side Transparency Standards

ads.txt / app-ads.txt

Lists authorized sellers (IDs) of a publisher's / app developer's ad inventory

SupplyChain Object

Lists all sellers by business domain & seller ID that are paid for selling an OpenRTB impression

sellers.json

Reveals seller identities based on publisher or seller IDs in:

- 1) OpenRTB Publisher object
- 2) ads.txt files
- 3) OpenRTB SupplyChain object

ads.cert

Validates that bid request contents are not manipulated as impressions pass among supply chain entities. (Cryptographically signs bid requests using public & private keys.)

How it all works together:

- **ads.txt/app-ads.txt** identifies who is authorized to sell inventory (but not who they are).
 - **SupplyChain** reveals all intermediaries involved with the payment flow...
 - ...and enables buyers to enforce **ads.txt** for all intermediaries.
 - **sellers.json** provides business names of the otherwise opaque IDs.

Tech Lab Buy-Side Transparency Standards

buyers.json

Map intermediaries' seat IDs to entities, allowing correlation and identification of bad or compromised actors across multiple demand sources

DemandChain Object

When complete, lists all parties between the payor (e.g. brand) and the publisher to trace demand back to source

ads.cert (roadmap)

Validates that bid response and Demand Chain Object contents are not manipulated. (Cryptographically signs bid response using public & private keys.)

Ad Product Taxonomy

Describes the product or service in an ad



What Should I Know About my Sellers?

The Need for Sell-side Transparency.



Stephen Chester

Director of Media

ISBA

The Importance of Financial Transparency in the Programmatic Supply Chain

Steve Chester, Director of Media , ISBA

27th April 2021



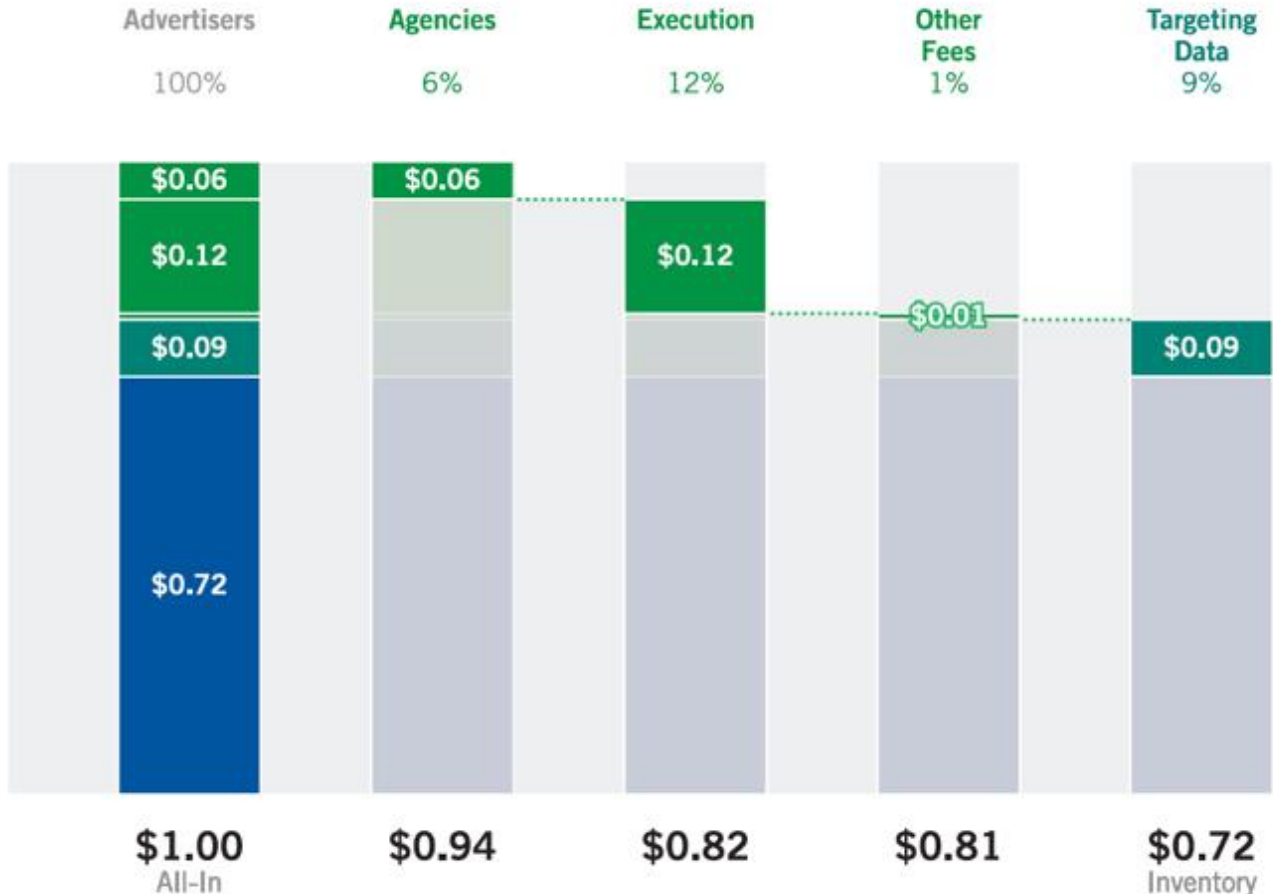
Two key crucial questions?

**Who's in my
supply
chain?**

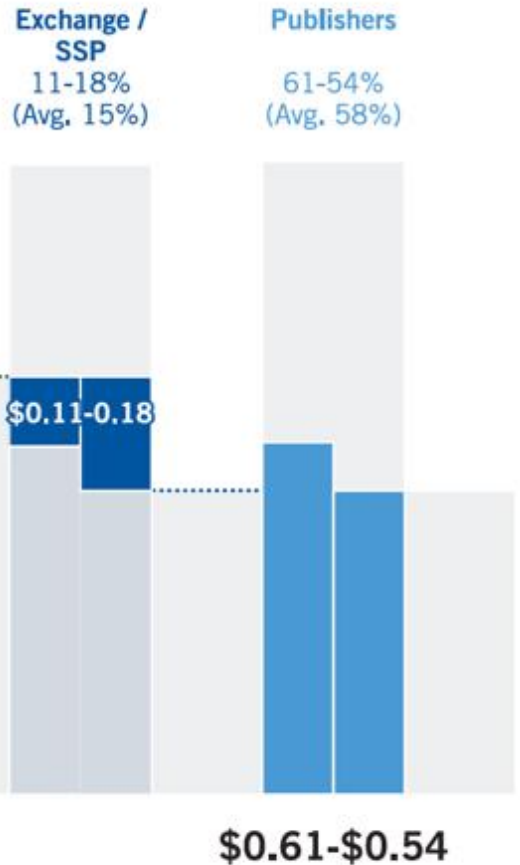
**How much
do they
cost?**

Building on previous studies

Demand Side



Sell Side



Who was involved?



Advertiser

Arla
British Airways
BT
Disney
GSK
HSBC
Lloyds Bank
Nestle
PepsiCo
RBS
Sainsburys
Shell
Tesco
Unilever
Vodafone

Agency

Carat Dentsu Aegis
Essence WPP
Mediacom WPP
Mindshare WPP
Wavemaker WPP
OMD UK Omnicom
PHD Omnicom
Zenith Media Publicis Group

DSP

Adform
Amazon
Amobee
DV360
TheTradeDesk

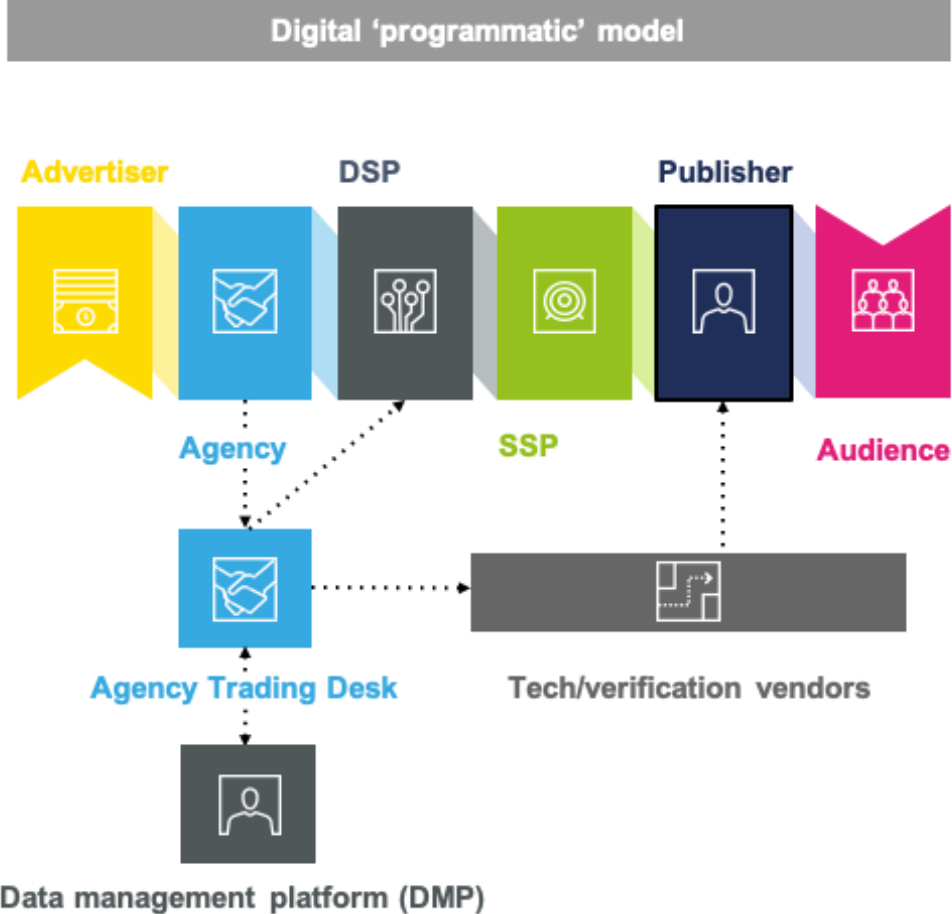
SSP

Ad Manager
Index Exchange
OpenX
PubMatic
Rubicon

Publisher

Autotrader
Bauer Media Group
Dennis
ESI
Haymarket
Immediate Media
Mail Metro Media
News UK
Rightmove
Telegraph
The Guardian
TI Media

Summary overview



15
Advertisers

12
Publishers

8
Agencies

50+
Companies involved

290
Unique supply chains matched

£100m
Ad Spend

← **15 months study duration** →

2.2bn
Lines of data reviewed

267m
Total impressions observed

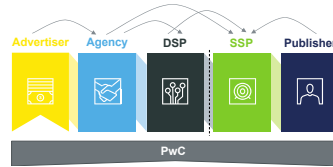
31m
Matched impressions

Challenges

Chicken and egg permissioning

There is a lack of clarity and understanding over how parties share data and who needs to permission

what, with up to four separate parties requested to confirm their approval over one data set for one part of one supply chain.



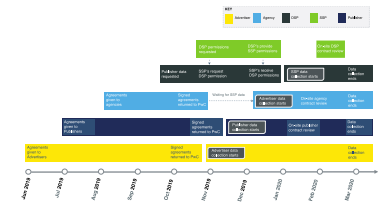
Complex supply chain

The 15 advertisers had nearly 300 distinct supply chains to reach 12 publishers. This complexity contributes to a markedly opaque supply chain.



Access delays

Some supply chain intermediaries were not clear about what was required for permissions, leading to significant delays in data access.



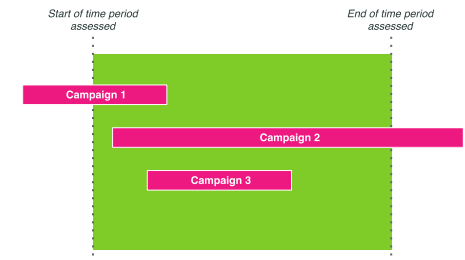
Data formatting and fidelity

A lack of uniformity across the supply chain on whether data is stored on a log level or aggregated basis led to a number of problems in data matching. Inconsistencies across parties in data formatting (names, currency, device type etc) further increased these challenges.

Date formats	Names for revenue	Monetary formats
1581900137000	AdeCPM	£0.01
1575587858110006	EstimateBackfillRevenue	\$0.000123
2020-01-14-20:44:29	net_revenue	\$0.00012302453556555
2019-11-11	trackerRevenue	£0.0003999228111
11.01.20	Seller_revenue_CPM	\$0.0219066

Inflexible data retrieval

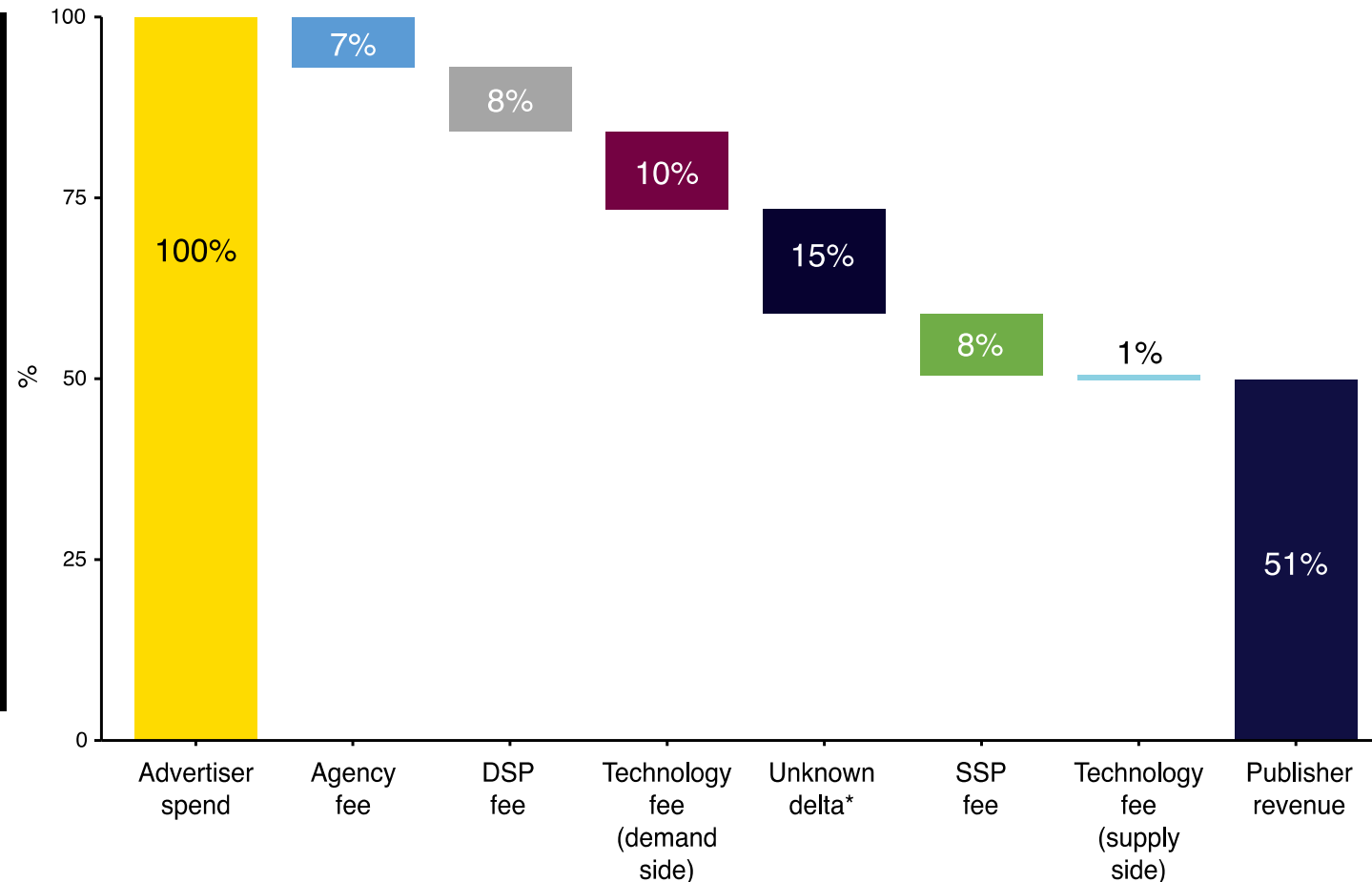
The data captured from a DSP for an impression is not equally captured on the sell side. Impression matching cannot easily be performed at campaign level due to missing information in datasets.



Supply Chain Fees

Over 31 million impressions were matched from advertiser spend to publisher revenue. This 'waterfall' graph displays the study average for each cost element, giving equal weighting to each of the 290 observed supply chains.

Publishers received an average 51% of advertiser spend, with 34% attributable to identifiable cost elements and 15% (the 'unknown delta') being unattributable.



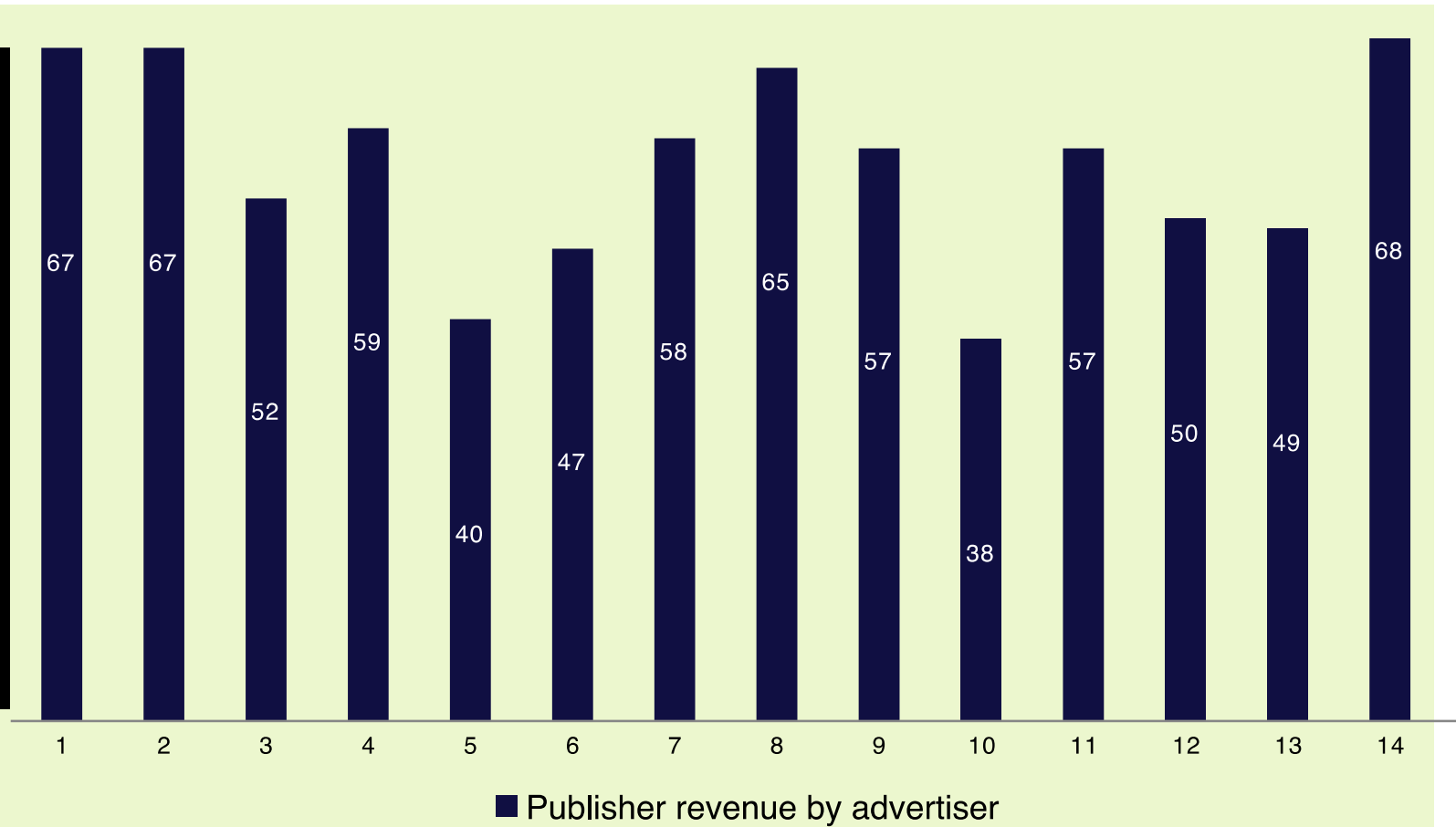
**The 'unknown delta' represents the unattributable proportion of advertiser spend*

Advertiser spend by publisher

PwC analysed all 31 million matched impressions to determine the average percentage of advertiser spend that reached publishers as revenue, split by advertiser*.

The average percentage of advertiser spend that reached publishers as revenue ranged from 38% to 68% when split by advertiser.

NB: The waterfall average of 51% is weighted to represent all supply chains equally, whereas this chart reflects each advertiser's actual results.



**One advertiser excluded due to low volume of AOP spend*

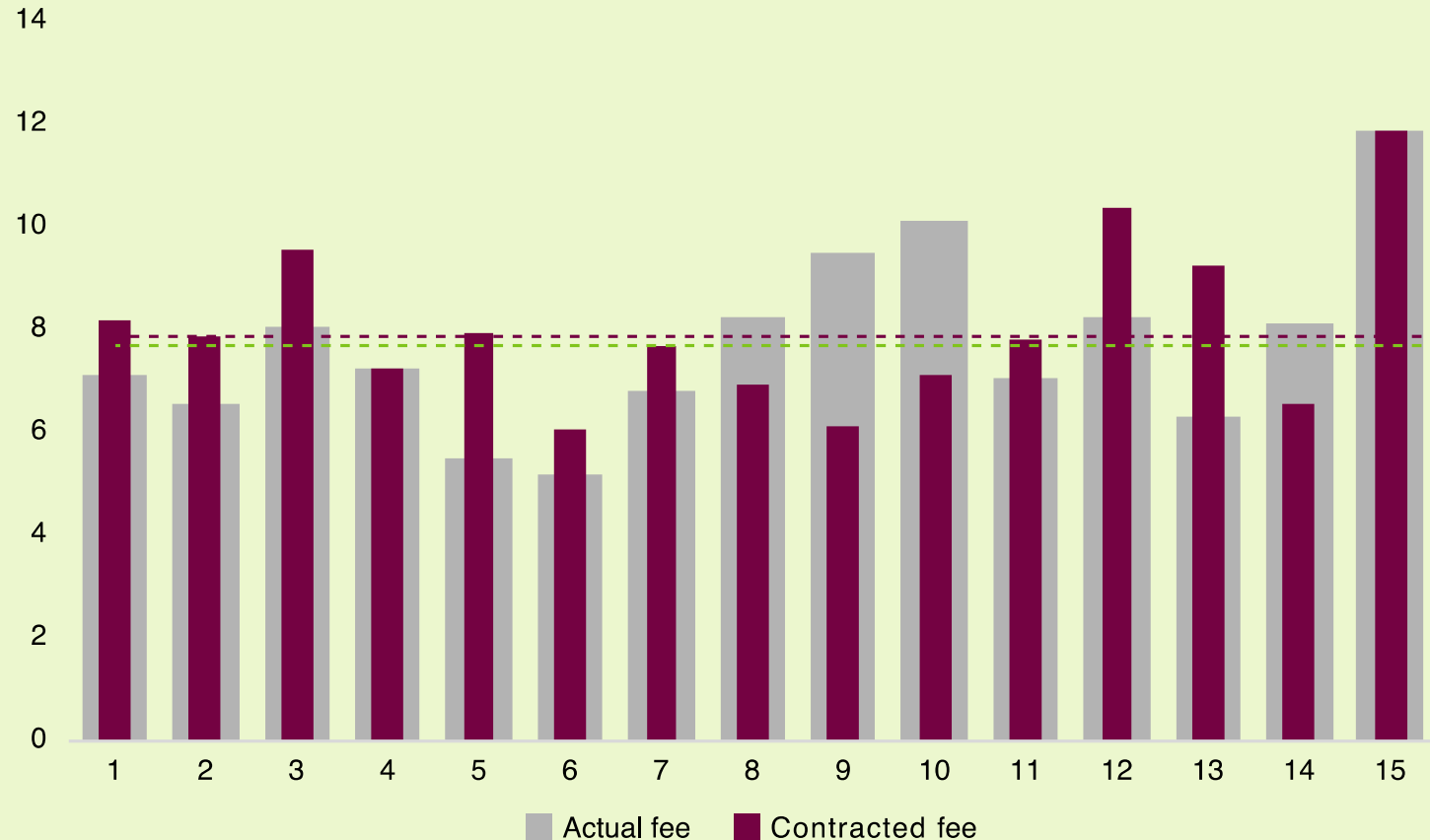
DSP fees

PwC reviewed all DSP contracts (whether owned by agencies or advertisers) and compared these to the actual fees charged in the study data set. (These variations are at an impression level; they might be corrected via reconciliations.)

DSP fees within the study data were 8% of advertiser spend, consistent with the average of the underlying contracts, but with individual variations.

Fee rates applied varied by impression. (These variations might be corrected via reconciliations.)

**Columns 1-15 represent 15 instances of DSP usage where PwC were provided with access to the contracts, not the 15 participating advertisers*

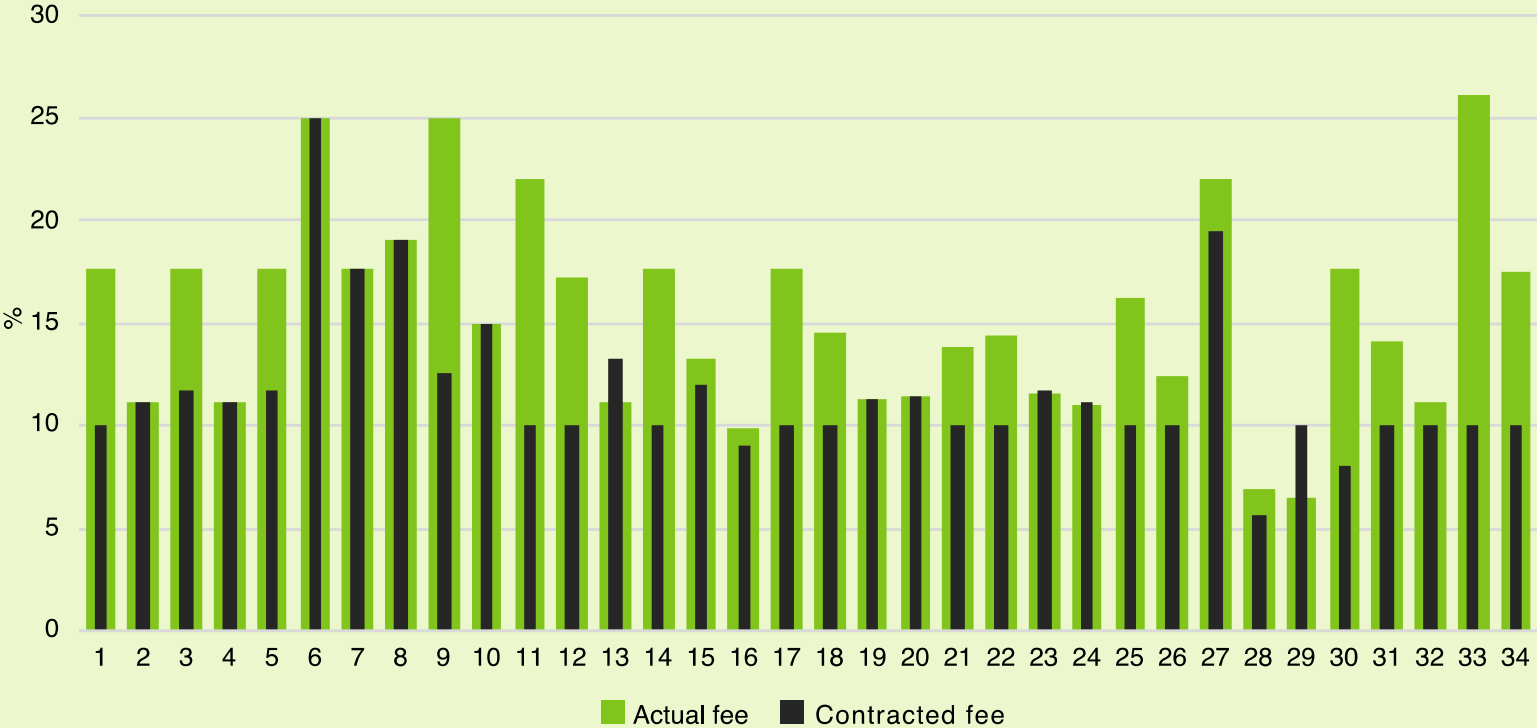


SSP fees

PwC reviewed all SSP contracts and compared these to the actual fees charged in the study data set. This analysis is based on SSP fees as a proportion of publisher revenues, reflecting how the fees are actually applied. The 34 instances below reflect the fact that most publishers use multiple SSPs. (These variations are at an impression level; they might be corrected via reconciliations.)

SSP fees in the study data averaged ~14% of publisher revenues, compared to underlying contracts showing an average of ~12%.

The fee rates applied varied by impression, which did not align with the flat impression rates seen in some contracts.



Unattributable Fees (Unknown Delta)

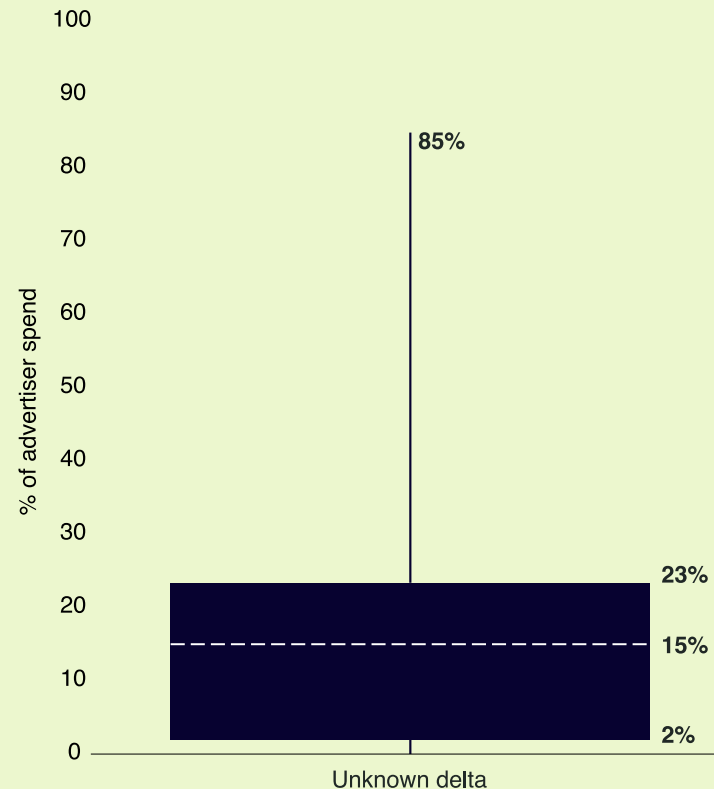
In our sample of 31 million matched impressions, the winning bid in the DSP does not match the gross revenue recorded in the SSP. The gap between them is the 'unknown delta', meaning unattributable costs that arise somewhere between DSPs and SSPs.

UNDERSTANDING THE RESULTS

The unknown delta averaged 15% of advertiser spend, ranging from 0% to 85%, with the majority falling between 2% and 23%.

Even in a 'disclosed' programmatic model, this study suggests around one-third of supply chain costs remain undisclosed.

The unknown delta could reflect a combination of: limitations in data sets, necessitating occasional estimations; DSP or SSP fees that aren't visible in the study data; post-auction bid shading; post-auction financing arrangements or other trading deals; foreign exchange translations; inventory reselling between tech vendors; or other unknown factors.

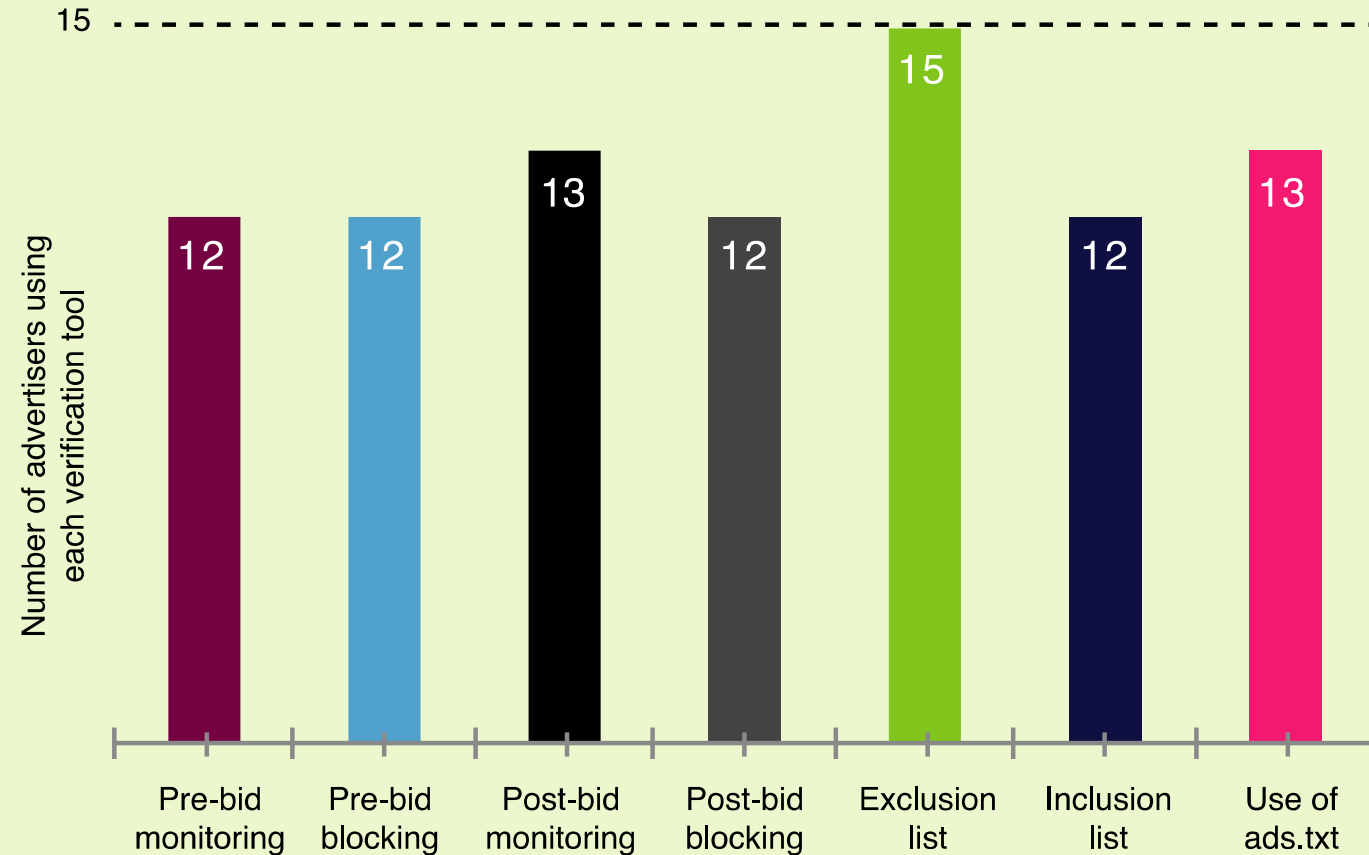


Supply Chain Governance

UNDERSTANDING THE RESULTS

Within this study exclusion lists were applied consistently across all 15 advertisers.

Thereafter, the most commonly used tools were post-bid monitoring and the use of ads.txt. The least common tools were pre-bid monitoring and post-bid blocking.





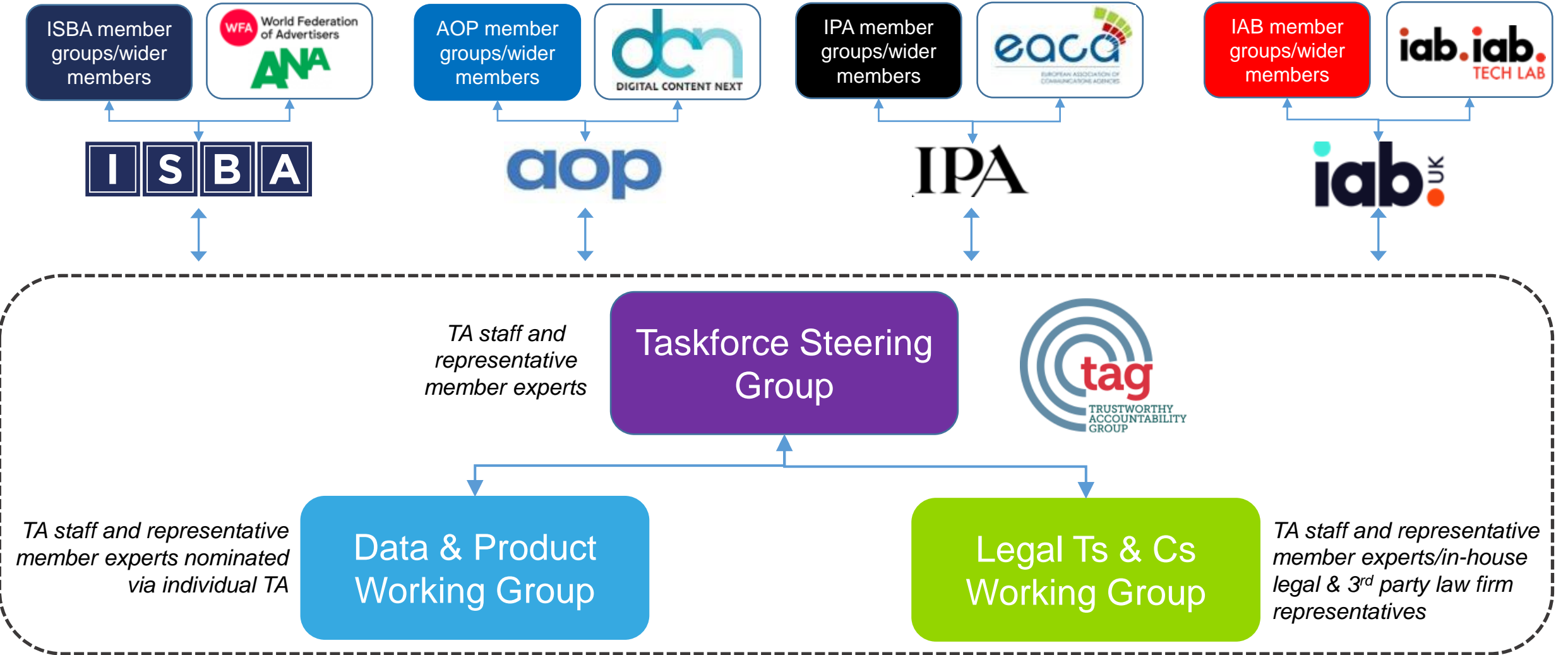
- *Being part of the ISBA/PwC study has allowed us to get into the detail of what goes on in the digital market, working with a group of like-minded tech and publishing partners. While digital display is an effective sales driver for us, the findings of the study are stark: there is a big hole in the value chain.*
- *We desperately need to see a common set of standards adopted and more openness in this market, so that every penny spent is accounted for. If this happens, we'll invest more in the channel; if not, we will cut back and reshape our trading approaches.*

Graeme Adams, General Manager, BT

Critical conclusions

1. Standardisation is urgently required across a range of contractual and technology areas, to facilitate data sharing and drive transparency; and
2. All industry participants should collaborate to further investigate the unattributable costs (the unknown delta) and agree industry-wide actions to reduce them.

Cross-Industry Programmatic Taskforce



Where do we need to get to?



**DATA
STANDARDISATION**



**COMMON LEGAL
Ts & Cs**



**IDENTIFY & MITIGATE
UNATTRIBUTABLE
COSTS**



END TO END FINANCIAL AUDITING AT SCALE, 100% OF COSTS IDENTIFIED



Transparency for Brand Safety: How Knowing Every Supply Chain Partners Helps Brand Safe Advertising



Jake Dubbins

Managing Director (Media Bounty) & Co-Founder and Co-Chair (CAN)

Media Bounty & Conscious Advertising Network (CAN)



Harriet Kingaby

Co-Chair

Conscious Advertising Network (CAN)

Why Conscious Advertising Matters in 2021

April 2021



iab.
TECH LAB

MERKLE



groupm



method



CREATIVE EQUALS



Accenture interactive



gyro:



Kindred



SHOW RACISM THE RED CARD



MERKLE



groupm



method



CREATIVE EQUALS



Accenture Interactive



gyro:



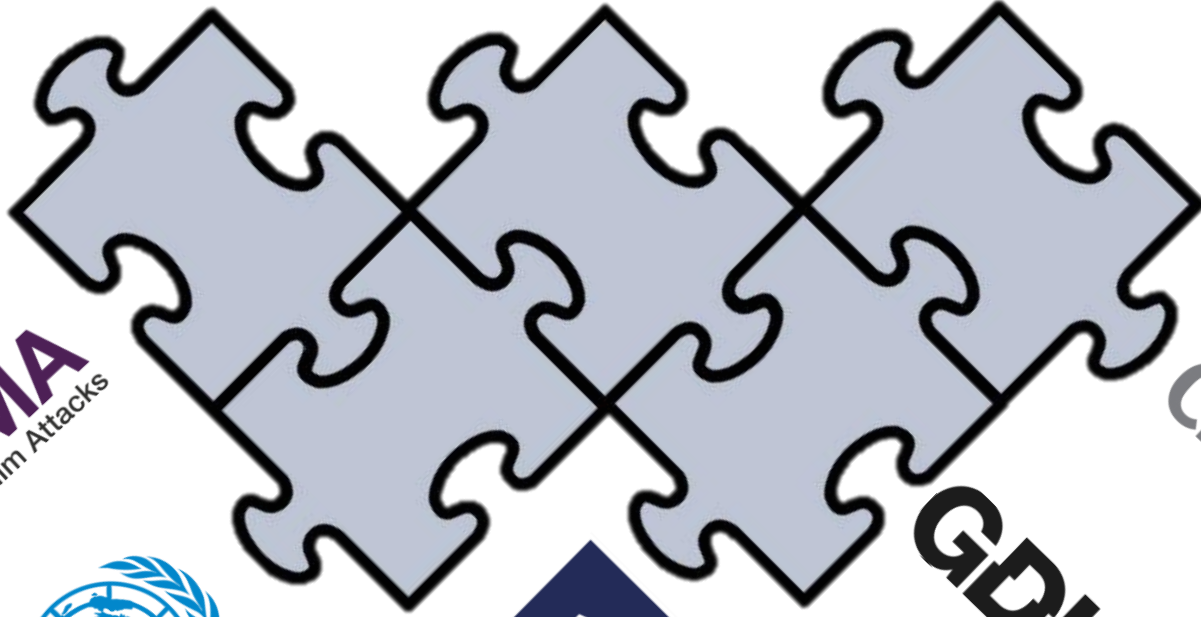
Kindred



SHOW RACISM THE RED CARD



 **TeIMAMA**
Measuring Anti-Muslim Attacks



ISBA

GDI Global
Disinformation
Index

**CREATIVE
EQUALS**

A close-up photograph of a person's hand holding a bright green gas pump nozzle. The nozzle is inserted into the fuel tank of a white car. The person is wearing a silver metal watch on their left wrist. The background is blurred, showing a gas station environment. The text "Advertising Fuels the Internet" is overlaid in white on the green nozzle.

Advertising Fuels the Internet



Advertising Funds Good Content

But With Great Power,
Comes Great Responsibility



Man who believed virus was hoax loses wife to Covid-19

By Marianna Spring
Specialist disinformation reporter, BBC News

🕒 24 August 2020

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Reality Check



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New Covid-19 rules for more parts of North and Midlands

Millions of people in several regions face new restrictions after significant increases in Covid-19 cases.

🕒 1 hour ago

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🕒 8 hours ago

Virus growth now 'widespread across the country'

🕒 36 minutes ago

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5G coronavirus conspiracy theories: mobile phone networks invest in extra security amid spate of attacks

The UK's mobile networks are thwarting arson attempts from anti-5G protesters





American Thinker



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May 3, 2020 A Wizard of Oz Virus: The COVID-19 Hoax By Selwyn Duke



When I speak of a hoax and The Virus, I don't mean there isn't in our population a pathogen identified loosely as COVID-19 or, as the "unwoke" might say, the Wuhan Flu. As with past respiratory diseases, it's also dangerous to the vulnerable. But as

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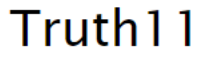
edge

MADE.COM Up next Frühling Entdecken

NEU

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ZUM PRODUKT



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About this entry

You're currently reading "5G PROVEN TO CAUSE 'COVID-19!' | 5G Technology and induction of coronavirus in cells | Study Proving 5G=Coronavirus Link | 5G, could have the main role in constructing various types of viruses, such as Coronaviruses, within a cell. | UPDATE: STUDY HAS BEEN PULLED. FULL STUDY POSTED HERE," an entry on Truth11

Published: July 23, 2020 / 12:10 am

Category: [1. All Articles](#), [5G = Oxygen Deprivation](#), [5G depopulation agenda](#), [COVID-19 And 5G](#)

Tags: [5G and covid-19](#), [5G depopulation agenda](#), [covid-19](#), [Health](#), [News](#)

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JOURNAL OF BIOLOGICAL REGULATORS & HOMEOSTATIC AGENTS

Read Research Paper [HERE](#)

[Update: The Research paper has been removed. A copy of the the paper is posted below:]

Coronavirus disease (COVID-19) is the main problem this year involving the entire world (1). This is an infectious disease caused by a newly-discovered coronavirus. This virus is a member of related viruses that cause diseases in mammals and birds. In humans, coronaviruses cause respiratory tract infections that can be mild, such as some cases of the common cold (among other possible causes, predominantly rhinoviruses), and others that can be lethal, such as SARS, MERS, and COVID-19. Among them, COVID-19 is an enveloped virus with a positive-

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scientists have tried to find a method to cure this disease (4, 5), however, without success. COVID-19 may have



Advertisements

- UP TO -
58% OFF

Newchic



socofy

REPORT THIS AD

Share this:



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Nuestro sitio en español: Globalizacion
Asia-Pacific Research

[GRTV](#) [YouTube](#) [t](#) [f](#) [RSS](#)

[US Nato War](#) [Economy](#) [Civil Rights](#) [Environment](#) [Poverty](#) [Media](#) [Justice](#) [9/11](#) [War Crimes](#) [Militarization](#) [History](#) [Science](#)

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New US Ambassador to Germany Attracts the Usual Enemies: Doug Macgregor Feels the Wrath of the Pro-Israeli Lobby

Who Is Behind the Judge Who Is Trving



The Covid-19 Pandemic, Does It Exist? The Truth is Being Obliterated. The Global Elite's Campaign Against Humanity

By [Robert J. Burrowes](#)
Global Research, August 06, 2020

Theme: Media Disinformation, Police State & Civil Rights, Science and Medicine

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The COVID-19 virus. Does it exist? Is it a novel virus? Is there a Pandemic?

bulb Bulb TV ad February 2019 - 'the biggest green energy company'

Bulb



Ad 1 of 2 · 0:28 © bulb.co.uk

0:01 / 0:30



bulb Bulb

Ad bulb.co.uk

LEARN MORE

Up next AUTOPLAY

Ist der Klimawandel noch zu stoppen?



2:05

#kurzerklärt: Ist der Klimawandel aufzuhalten?

tagesschau

12K views · 2 years ago



Gas & Electricity Discount

You Could Be Eligible For £302 Off Your Energy Bills.

Ad utility.discount

VISIT SITE



11 unglaubliche Simpsons VORHERSAGEN DIE WAHR...

KinoCheck

Recommended for you

10:43

RT is funded in whole or in part by the Russian government. [Wikipedia](#)

RT Deutsch Exklusiv zum Klimawandel: Prof. Dr. Kirstein "CO2 ist harmlos"



Context

Climate change

Wikipedia

Climate change includes both the global warming driven by human emissions of greenhouse gases, and the resulting large-scale shifts in weather patterns. While there have been previous periods of climatic change, changes observed since the mid-20th century have been unprecedented in rate and scale.



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Conservative commentator Erick Erickson added, "Yes the snow-covered solar panels and frozen wind turbines would have been so much more effective by themselves."

Others, like columnist Kurt Schlichter, were much more dismissive of AOC's attempts to score environmental points off the deadly Texas storms.

 **Kurt Schlichter**  @KurtSchlichter

Climate change is a hoax designed to steal your money and power, both electrical and political.

 **Alexandria Ocasio-Cortez**  @AOC

Replying to @AOC

Weak on sweeping next-gen public infrastructure investments, little focus on equity so communities are left behind, climate deniers in leadership so they don't long prep for disaster.

We need to help people *now.* Long-term we must realize these are the consequences of inaction.

2:44 PM · Feb 17, 2021

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Outright Denial



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All of the hysteria created around "climate change" is perpetuated by our political class, hypocritical celebrities and the mainstream media 🚫

**CLIMATE CHANGE
HOAX IS
PERPETUATED BY:**

Politicians

Celebrities

The media

CLIMATE HOAX



Alarmists are hurting our children



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PAIR OF HYPOCRITES?



 eco central

Investigators Eye Right-Wing Militias at Capitol Riot

The F.B.I. has arrested several members associated with violent right-wing extremist groups known as the Oath Keepers and the Three Percenters.

📱 📧 📷 📧 📧 📧 52





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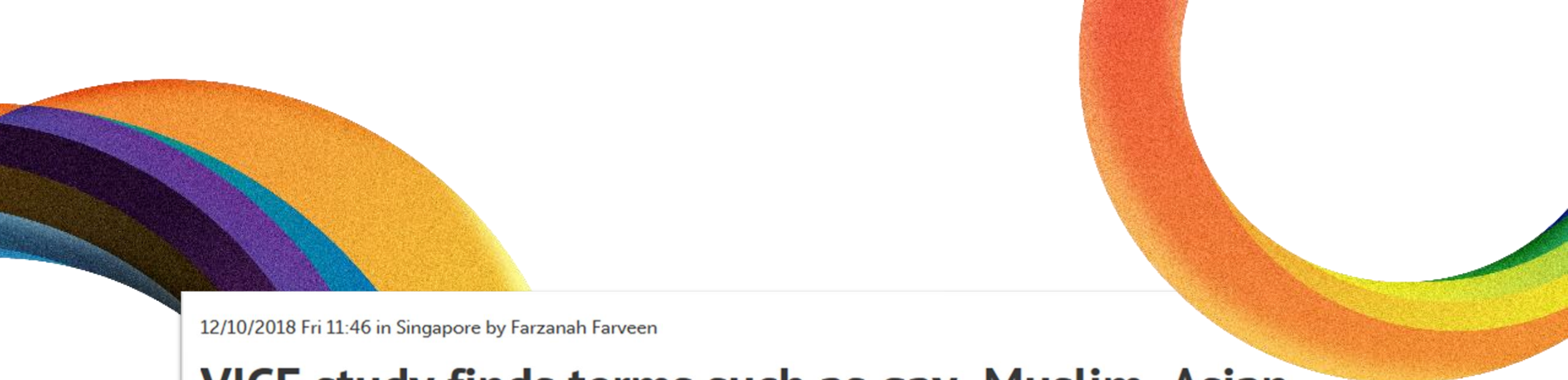




NEW ZEALAND SHOOTING

New Zealand mosque shooting: Attacker's apparent manifesto probed

Although not confirmed by authorities, a 74-page manifesto titled "The Great Replacement" was posted online that matched several details about the attack.

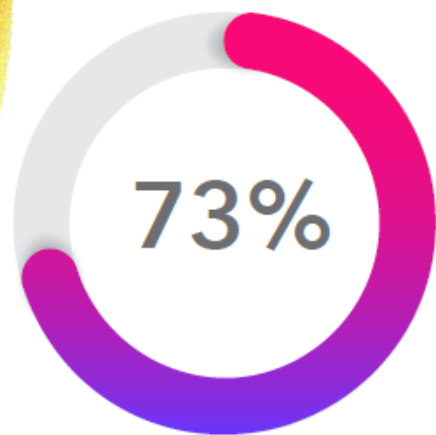


12/10/2018 Fri 11:46 in Singapore by Farzanah Farveen

VICE study finds terms such as gay, Muslim, Asian most blacklisted by marketers



VICE



73% OF SAFE LGBTQ
RELATED NEWS CONTENT
IS BEING BLOCKED

NEARLY THREE-QUARTERS

OF LGBT STORIES UNMONETIZABLE



without funding
from advertisers,
minority voices
will disappear.



‘On current trends Ad Fraud is second only to the drugs trade as a source of income for organised crime.’

WFA 2016



The State of Sell-side Transparency - Are We Moving in the Right Direction?



Jana Gökalp

VP International, New Business & Partnerships

MediaMath



Jules Kendrick

MD UK & Europe, Trustworthy Accountability Group

Trustworthy Accountability Group



Thomas Mendrina

Senior Director, Publisher Central Europe

Xandr



Mazen Mroue

Head of Global Digital Factory

FrieslandCampina



Amit Shetty

VP, Programmatic Standards & Partnerships

IAB Tech Lab



IAB Tech Lab's Transparency Center: An Industry-owned Resource for the Metadata About the Digital Advertising Supply Chain Ecosystem.



Jill Wittkopp

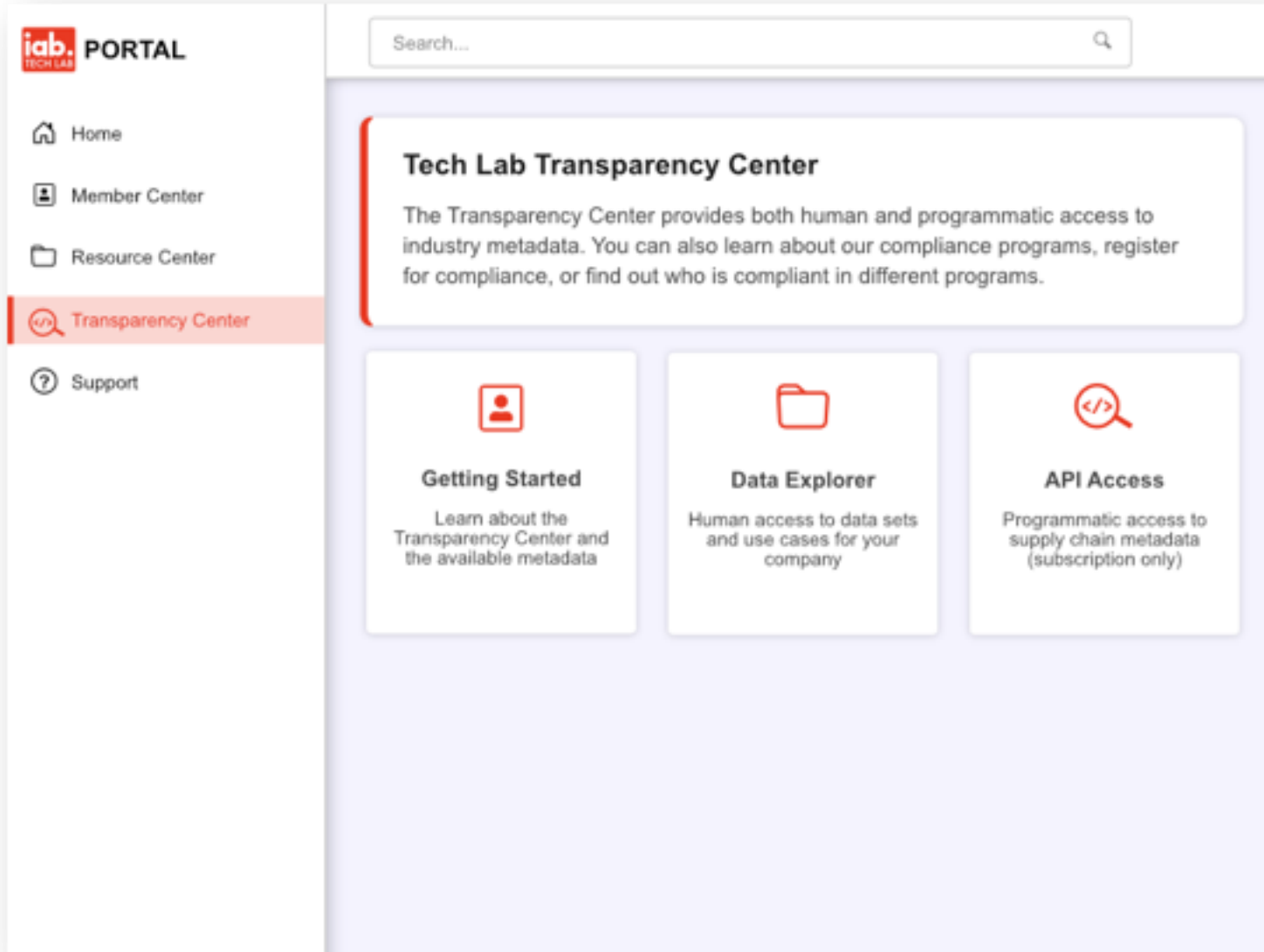
Director of Product

IAB Tech Lab

Coming this summer, Tech Lab is launching the **Transparency Center** in an ongoing effort to increase transparency and trust in the programmatic ecosystem

- The Transparency Center will be the definitive industry-owned resource for metadata about the digital advertising ecosystem
- Valuable metadata can reduce operational costs, mitigate fraud and enable better outcomes for buyers and sellers.

Everything in one place



- An industry owned resource for metadata about the digital advertising ecosystem.
- Participation in **Compliance** programs
- Adherence to critical **Supply Chain** standards
- Adtech **Business** identification

Data Explorer

The screenshot shows the iab. TECH LAB PORTAL interface. The left sidebar contains navigation links: Home, Member Center, Transparency Center (with sub-links: Getting Started, Data Explorer, API Access, Program Registration), and Support. The main content area is titled 'Resource Center / Compliance' and features a search bar and a 'Download CSV' button. Below this is a tabbed interface with 'OM SDK' selected. The main table displays a list of OM SDKs with columns for Logo, Company Name, Partner Name, App Name, Latest Certification, and Details. A secondary table below provides more granular details for the selected SDKs, including Partner Version, Creative Type, OM SDK Version, Platform, Certification Status, and Date.

Logo	Company Name	Partner Name	App Name	Latest Certification	Details
	AdColony	AdColony	AdColony	2019-09-23	▼
	AdView	AdView	AdView SDK	2019-12-23	▼
	AJA, Inc	AJA, Inc	ajakkcojp	2020-09-25	▲
Partner Version	Creative Type	OM SDK Version	Platform	Certification Status	Date
0.6.5	Video	1.3.2	Android	Active	2020-09-25
0.6.0	Video	1.3.2	Android	Active	2020-05-27
	Artimedia	Artimedinet	Artimedia SDK	2020-10-27	▼
	Aseal	Aotternet	Aseal	2020-10-23	▼
	BIGO TECHNOLOGY PTE. LTD.	Bigosg	Bigo SDK	2020-08-18	▼
	ByteDance	ByteDance1	Helo	2020-05-20	▼
	ByteDance	ByteDance	TikTok	2020-06-17	▼

Browsable data tables, free to Tech Lab members

API access available to purchase

The Challenge: Validating Your Authorized Sellers

With buying platforms using the output produced by these standards in real time bidding systems, proper implementation and *constant* programmatic validation is needed.

Without validation:

- Incorrect or missing entries can mean missed revenue or opportunity for unauthorized sale of your inventory
- Publishers need to be aware of how selling partners are representing them in their sellers.json files

Supply Chain Validation

The Solution: Daily Automated Validation

As part of IAB Tech Lab's **Transparency Center** initiative, we've developed a new service: **Supply Chain Validation**. This service will not just verify that your ads.txt and/or app-ads.txt file adheres to the technical specifications, but will also alert you to inconsistencies between your file and the sellers.json file. You'll be able to check one place to see how your selling partners are representing the relationship.

This validation service offers the following benefits:

- Daily validation of ads.txt and app-ads.txt files against sellers.json with a standard set of test cases
- Email notifications alerting you to inconsistencies or areas that need further investigation
- Publication of validated results to help buyers gain confidence in authorized supply paths

Next Step: IAB Tech Lab Supply Chain Validation

Sign-up now for this new **Supply Chain Validation** service: Easy process and minimal annual fee* at \$99 per domain (*or even less: ask your partner for a discount code).

Supply Chain Validation

Publisher	Ads.txt published relationship	Advertising system	Notification/Error code	Sellers.json domain	Sellers.json relationship type	Sellers.json publisher account ID
domain.com	DIRECT	system.com	12030, 12050	Company.com	INTERMEDIARY	123456

12030 - This is the seller listed with the specified account ID. It does not exactly match the publisher domain. Confirm that you are listed as expected. This is often completely expected, but it's important for the publisher to check that the right company is listed.

12050 - This seller has listed the relationship as an INTERMEDIARY, in most cases a DIRECT relationship would be paired with a PUBLISHER relationship in sellers.json. There are valid use cases for DIRECT/INTERMEDIARY pairings, but please review the specifications to ensure you have the right type.

Supply Chain Validation

Publisher	Ads.txt published relationship	Advertising system	Notification/Error code	Sellers.json domain	Sellers.json relationship type	Sellers.json publisher account ID
pub.com	DIRECT	seller.com	12030, 12050, 12060	company.com	INTERMEDIARY	123456789
pub.com	DIRECT	seller2.com	12030, 12050	company.com	INTERMEDIARY	123456789

12060 - This seller_id is used 2 times in this file. This is incompatible with the fact that you have listed the ID as representative of a DIRECT relationship.



Closing Remarks



Oliver von Wersch

Founder & CEO (vonwerschpartner Digital Strategies) & Consultant (IAB Tech Lab)

IAB Tech Lab

Sign up here for the IAB Tech Lab
European Communication Groups:
eu_communications@iabtechlab.com

Upcoming Events

IAB Tech Lab European Communication Group:

- **Focus on CTV** (OM SDK, Content Taxonomy, & more)

May 12th, 3:00 PM-4:00 PM CET

REGISTER NOW – email eu_communications@iabtechlab.com

Panel opportunities available – email eu_communications@iabtechlab.com

Addressability Solutions Roadshow

May 19th, 2:00 PM-4:30 PM EST/10:00 AM-1:30 PM EST

REGISTER NOW – iabtechlab.com/events

View additional upcoming events at iabtechlab.com/events

Sponsorship opportunities are available - email techlab@iabtechlab.com for more information.

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