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webinar series

Transparency Centre and Supply Chain Validation

this webinar will begin shortly

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NEW TRANSPARENCY CENTER

- Supply Chain Validation
- Global Industry Compliance Registry
- Advertising System Aggregation
- And more...

speakers today.

Jill Wittkopp
Senior Director of Product
IAB Tech Lab

David Benjafield
Country Manager
MediaMath

Gemma Beeley
Sydney Head of Digital
UM Australia

Ben Murray
Director of Products & Technology
Interplay Media

Jonas Jaanimagi
Technology Lead
IAB Australia

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diving in...

&

Jill Wittkopp
Senior Director of Product
IAB Tech Lab

Ben Murray
Director of Products & Technology
Interplay Media

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Validating the Supply Chain

October 2021

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Agenda

- IAB Tech Lab Introduction
- *ads.txt* & Sell side Supply Chain Standards
- Why validation was needed
- What Tech Lab developed
- Key Takeaways & Action Items

Our Mission

Neutral, member-driven organization:
750+ companies | 20+ working groups
3000+ participants | 40+ countries

Shared resources & benefits

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

Interoperable, efficient base for innovation

"Trust by verify" – standards enable transparency in the supply chain

You may already know our work

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 (public comment)

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.

Authorised Digital Sellers (ads.txt) file

 # ads.txt file for www.theguardian.com

adyoulike.com, a027ca58f0d6223bc79b02f5d5f73374, DIRECT, 4ad745ead2958bf7

appnexus.com, 2888, DIRECT

appnexus.com, 8613, DIRECT

appnexus.com, 2127, RESELLER, f5ab79cb980f11d1

appnexus.com, 6885, RESELLER

google.com, pub-5024059404294558, DIRECT

google.com, pub-5107472231497753, DIRECT

google.com, pub-3746578658400510, RESELLER, f08c47fec0942fa0

improvedigital.com, 995, DIRECT

indexexchange.com, 184842, DIRECT

indexexchange.com, 184665, RESELLER, 50b1c356f2c5c8fc

....

Sellers.json

Goal

- **Provides business identity information (name/domain) for sellers (publishers and intermediaries).**

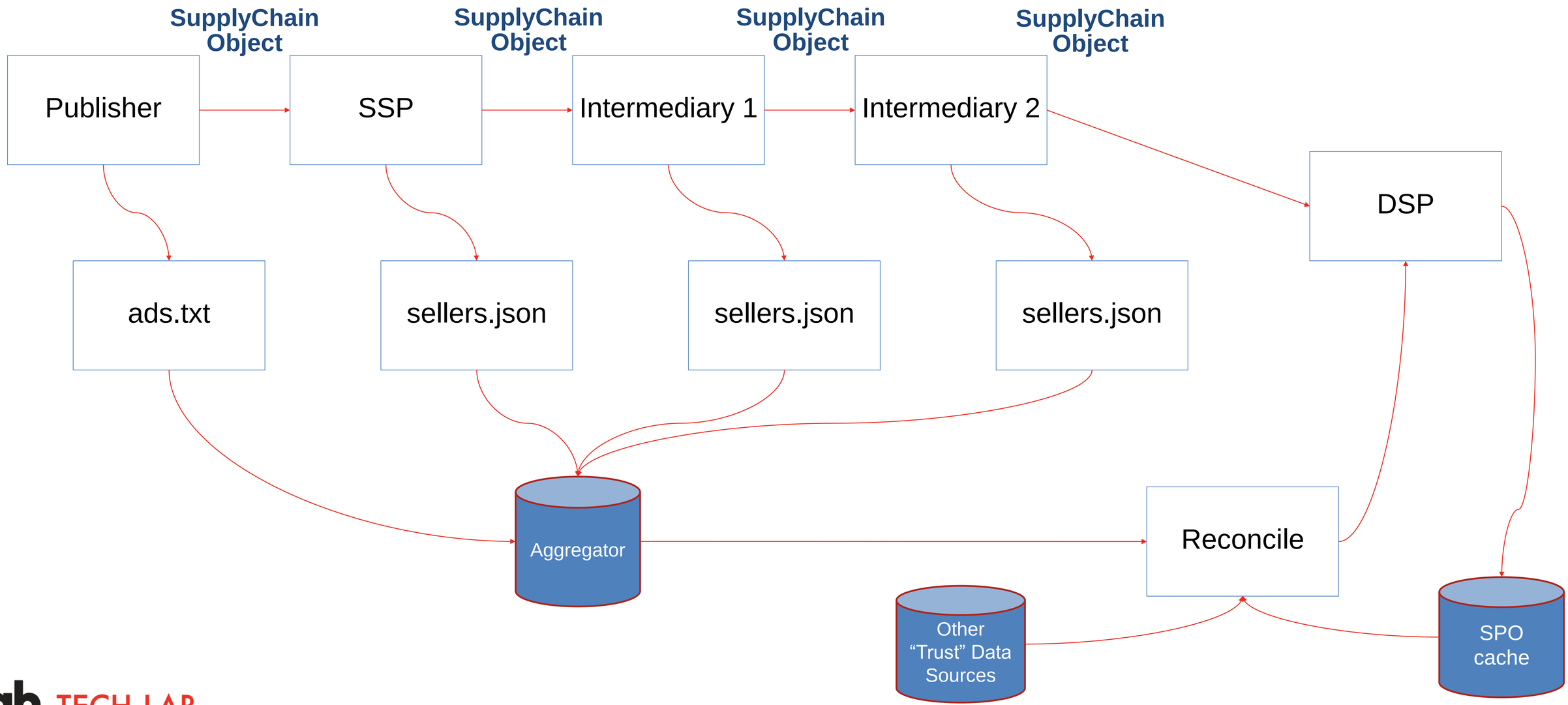
Standard

- **JSON file posted by ad tech companies (SSPs, Ad Networks, Exchanges)**
- **Covers publisher and seller ids used in:**
  - OpenRTB Publisher object
  - Ads.txt/app-ads.txt files
  - OpenRTB SupplyChain object
- **Launched July 2018**
- **Coverage : Gaining momentum (~350?)**

exchange1.com/sellers.json:

```
{
      "seller_id": "123",
      “is_confidential”: 0,
      "seller_type": "PUBLISHER",
      "name": "Example Corp."
      "domain": “example.com",
}, {
      "seller_id": "E300",
      “is_confidential”: 0,
      "seller_type": "INTERMEDIARY",
      "name": "AdNetwork1"
      "domain": “adnetwork1.com",
}
```

Tech Lab Sell Side Transparency standards



The Challenge: Validating Your Authorized Sellers

Publishers That Haven't Adopted Ads.txt Are Losing Money

by AdExchanger // Friday, October 19th, 2018 – 12:06 am

THE PROGRAMMATIC MARKETER

To reduce auction duplication, buyers start to enforce sellers.json

OCTOBER 16, 2019 by SEB JOSEPH

Publishers: Clean Up Your Ads.txt!

by AdExchanger // Wednesday, August 12th, 2020 – 12:30 am

FEBRUARY 25, 2020 BY IAS TEAM

IAS Threat Lab Calls for Industry To Update Ads.txt Files to Stop Growing Bot Scheme

Breitbart.com is Partnering with RT.com & Other Sites via Mislabeled Advertising Inventory

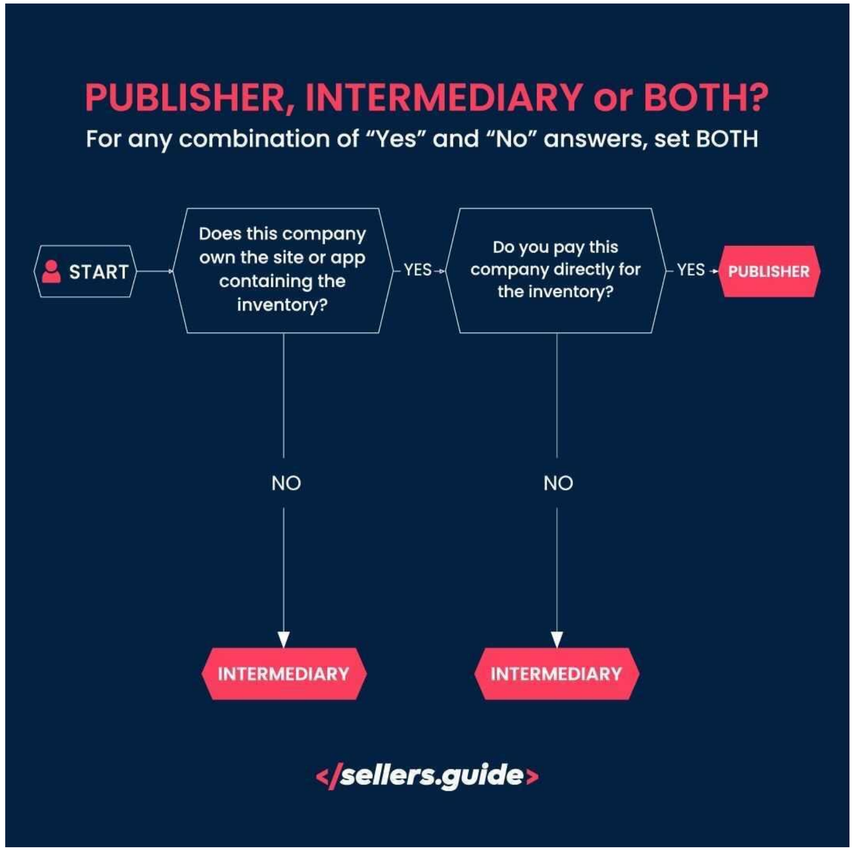
A large group of alt-right sites, low quality publishers, and other websites are mislabeling Ads.Txt publisher relationships and potentially committing a form of advertising fraud.

Zach Edwards Jul 22, 2020 · 22 min read

The Challenge: Validating Your Authorized Sellers

Buying platforms use the output produced by these standards (ads/app-ads.txt, sellers.json) in real time bidding systems

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



What Tech Lab Built

The Solution: Regular 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:

- Weekly 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

Supply Chain Validation – the basics

- **Over 20 programmatic test cases, checking an ads.txt entry against the referenced advertising system's sellers.json file**
- **Notifications are bucketed into either errors or alerts**
  - **Errors -** this status will be used to indicate that a test case has failed, the results do not match the published specifications. (examples, ads.txt file doesn't exist, doesn't have at least one valid entry, publisher lists RESELLER, sellers.json lists PUBLISHER)
  - **Alerts -** this status will be used when IAB Tech Lab is unable to fully programmatically validate the results. The specifications are designed in such a way that it will be common for an authorized seller entry to include Alert notifications. Alerts will highlight cases that may need manual review. (Example: sellers.json domain)

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How it's helped Interplay Media

Key Takeaways & Actions

- **If you are an owner of an ads.txt/app-ads.txt or sellers.json file, ensure you have a way to update it regularly by:**
  - **Removing out of use entries**
  - **Adding new entries**
  - **Updating entries as entities change names**

- **If you are a publisher and want help with this process, sign up for IAB Tech Lab's Supply Chain Validation tool.**
- **If you are a seller and want to review your publisher partner's files in bulk checkout IAB Tech Lab's Transparency Center APIs.**
- **If you are a buyer and want to better understand IAB Tech Lab's notification codes for ads.txt entries, check out the Transparency Center to learn more.**

Questions?

Register for Supply Chain Validation at http://tools.iabtechlab.com/scv

For questions while registering or about results: support@iabtechlab.com

industry panel.

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measure up

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mornings.

25th to 28th October 2021

Over 4 mornings we will inspire with case studies, research and techniques for sustainable ad effectiveness measurement in a webinar series not to be missed

register now

sustainable measurement | data exchange | creative | transparency