



### 1. Correct Direct Relationship

<p><b>publisher.com/ads.txt</b></p> <p><b>TXT</b></p> <p>adexchange.com, 12345, <b>DIRECT</b></p>	<p><b>adexchange.com/sellers.json</b></p> <p><b>JSON</b></p> <pre>"seller_id": "12345", "seller_type": "PUBLISHER", "domain": "publisher.com", "name": "Publisher Times"</pre>
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Publisher Site authorizes seller 12345 on AdExchange to *directly* sell its inventory and AdExchange recognizes the account 12345 as belonging to Publisher Times with *publisher* type relationship.



### 2. Misrepresented Direct Relationship

<p><b>publisher.com/ads.txt</b></p> <p><b>TXT</b></p> <p>adexchange.com, 12345, <b>DIRECT</b></p>	<p><b>adexchange.com/sellers.json</b></p> <p><b>JSON</b></p> <pre>"seller_id": "12345", "seller_type": "INTERMEDIARY", "domain": "intermediary.com", "name": "Intermediary Media LLC"</pre>
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Publisher Site authorizes seller 12345 on AdExchange to *directly* sell its inventory but AdExchange recognizes the account 12345 as an intermediary (Intermediary Media LLC). Hence, INTERMEDIARY entry is mislabelled as DIRECT ads.txt.



### 3. Correct Reseller Relationship

<p><b>publisher.com/ads.txt</b></p> <p><b>TXT</b></p> <p>adexchange.com, 12345, <b>RESELLER</b></p>	<p><b>adexchange.com/sellers.json</b></p> <p><b>JSON</b></p> <pre>"seller_id": "12345", "seller_type": "INTERMEDIARY", "domain": "intermediary.com", "name": "Intermediary Media LLC"</pre>
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Publisher Site authorizes seller 12345 on AdExchange to *resell* its inventory and AdExchange recognizes the account 12345 as belonging to Intermediary Media LLC with *intermediary* type relationship.



### 4. Misrepresented Reseller Relationship

<p><b>publisher.com/ads.txt</b></p> <p><b>TXT</b></p> <p>adexchange.com, 12345, <b>RESELLER</b></p>	<p><b>adexchange.com/sellers.json</b></p> <p><b>JSON</b></p> <pre>"seller_id": "12345", "seller_type": "PUBLISHER", "domain": "publisher.com", "name": "Publisher Times"</pre>
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Publisher Site authorizes seller 12345 on AdExchange to *resell* its inventory but AdExchange recognizes 12345 as a *publisher type* account instead of *intermediary type*. Hence, PUBLISHER entry is mislabelled as RESELLER in ads.txt.



### 5. Duplicate Entries

<p><b>publisher.com/ads.txt</b></p> <p><b>TXT</b></p> <p>adexchange.com, 12345, <b>DIRECT</b>  adexchange.com, 12345, <b>DIRECT</b>  adexchange.com, 12345, <b>DIRECT</b></p>	<p><b>adexchange.com/sellers.json</b></p> <p><b>JSON</b></p> <pre>"seller_id": "12345", "seller_type": "PUBLISHER", "domain": "publisher.com", "name": "Publisher Times"</pre>
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Publisher Site has *multiple exactly same entries* corresponding to a single entry in AdExchange's sellers.json. This is not outright problematic, but such *duplicates* can make hundreds of lines long and thereby *increasing verification time for advertisers*.



### 6. Fabricated Seller IDs

<p><b>publisher.com/ads.txt</b></p> <p><b>TXT</b></p> <p>adexchange.com, 12345, <b>RESELLER</b></p>	<p><b>adexchange.com/sellers.json</b></p> <p><b>JSON</b></p> <p>Failed <i>seller_id</i> matching: No such <i>seller_id</i> found.</p>
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Publisher Site authorizes seller 12345 on AdExchange to *resell* its inventory but AdExchange *does not represent* any account associated with Id 12345.



### 7. Non-existent sellers.json

<p><b>publisher.com/ads.txt</b></p> <p><b>TXT</b></p> <p>adexchange.com, 12345, <b>DIRECT</b></p>	<p><b>adexchange.com/sellers.json</b></p> <p><b>JSON</b></p> <p>ACCESS DENIED for sellers.json OR seller.json NOT available/maintained</p>
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Publisher Site authorizes AdExchange to directly sell its inventory. But, AdExchange's sellers.json is *unavailable*. Cases when sellers.json is *not accessible publicly* or is *not published* by the AdExchange, advertisers *cannot validate* the seller.



### 8. Duplicated Seller IDs with Conflicting Relationships

<p><b>publisher.com/ads.txt</b></p> <p><b>TXT</b></p> <p>adexchange.com, 12345, <b>DIRECT</b>  adexchange.com, 12345, <b>RESELLER</b></p>	<p><b>adexchange.com/sellers.json</b></p> <p><b>JSON</b></p> <pre>"seller_id": "12345", "seller_type": "INTERMEDIARY", "domain": "intermediary.com", "name": "Intermediary Media LLC"</pre>
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Publisher Site authorizes the *same seller account* with AdExchange to *directly* sell as well as *resell* its inventory. However, AdExchange recognizes the account as *intermediary* and hence allows only reselling. Hence, ads.txt should have only RESELLER entry



### 9. Google's Exchange/Open Bidding (EB/OB) entries

<p><b>publisher.com/ads.txt</b></p> <p><b>TXT</b></p> <p>adexchange.com, 12345, <b>DIRECT</b></p>	<p><b>adexchange.com/sellers.json</b></p> <p><b>JSON</b></p> <pre>"seller_id": "12345", "seller_type": "INTERMEDIARY", "domain": "google.com", "name": "Publisher Times (via EB)"</pre>
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Publisher Site authorizes Pubmatic's 12345 account as its *direct* seller. Here, AdExchange submits its highest bid to compete with other buyers for Publisher Time's inventory in Google's EB via unified action. But listing domain as google.com seems an incorrect representation and not quite direct.



### 10. Multiple Entries for a given Ad Exchange

<p><b>publisher.com/ads.txt</b></p> <p><b>TXT</b></p> <p>adexchange.com, 123, <b>DIRECT</b>  adexchange.com, 234, <b>RESELLER</b>  adexchange.com, 345, <b>RESELLER</b>  ...</p>	<p><b>adexchange.com/sellers.json</b></p> <p><b>JSON</b></p> <p>123, PUBLISHER, publisher.com  234, INTERMEDIARY, intermediary.com  345, BOTH, both.com</p>
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ads.txt may have *more than one entry per ad exchange* if exchange manages different types of inventories (e.g. display ads vs. video ads) and integrations (header tag vs. ad tag), etc. with separate publisher IDs. However, ads.txt doesn't provide transparency to validate if one or more entries are genuine or faked by publisher.