

# How Smart helps publishers to be compliant with new IAB Initiatives for Sellers Transparency

The Ads.txt, Seller.json and SupplyChain Object specifications aim to increase transparency at the SSP-level.

They allow the buy-side visibility into the relationships between all transactional players in the programmatic chain. SupplyChain Object lets buyers see which sellers and resellers are involved for each bid request.

## What is it ?

**Ads.txt**  
2017

A text file on each publisher domain.

Shares publicly the authorized sellers of a web inventory, and their directness. Allow buyers to verify if the seller is authorized to sell inventory from publisher's website.

Allows buyers to verify if the seller is authorized to sell inventory from publisher's website/app/channel.

**App-ads.txt**  
2019

A text file on each developer website.

Shares publicly the authorized sellers of an app inventory, and their directness.

**CTV/OTT ads.txt**  
2021

A text file on an inventory partner domain.

Shares publicly the authorized sellers of a CTV/OTT channel, and their directness.

**Sellers.json**  
2019

A public .json file on the exchange website.

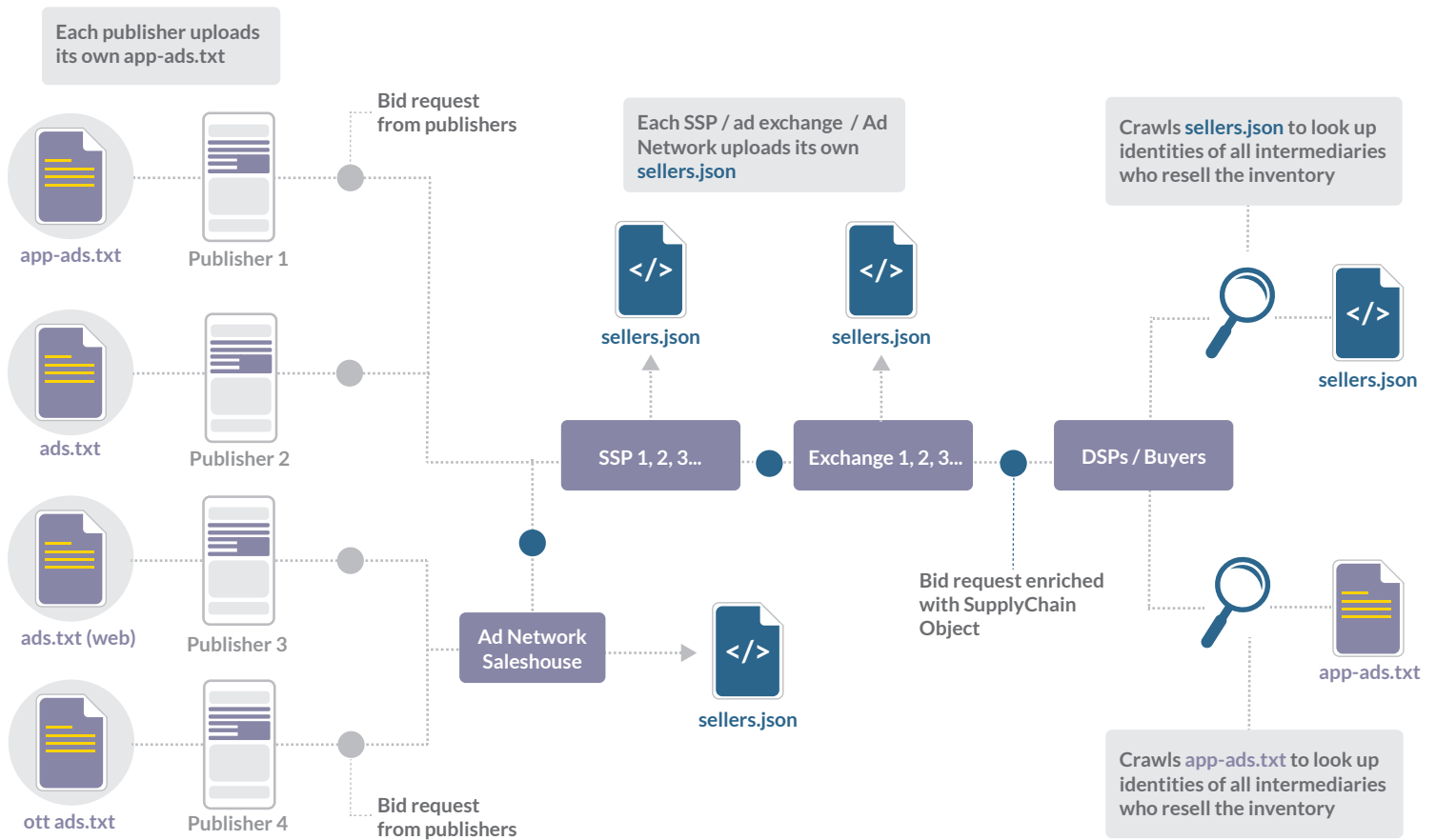
Shares publicly all sellers providing inventory to the exchange, and the directness of their business model.

**SupplyChain Object**  
2019

An object in the bid request.

Traces all intermediaries involved in issuing a given bid request.

## How does it work?



We are supporting all market initiatives dedicated to creating an ecosystem that is both transparent and safe.



We fully support the IAB in its efforts to improve quality through the sellers.json and OpenRTB SupplyChain Object initiatives.

You have access to **better control** and **optimized monetization** for your inventory.

# What do sellers need to do?

## Direct Publishers

## Indirect Publishers

### Step 1

No Action

For non header bidding traffic

For header bidding traffic

Host a **Sellers.json** file at the root of their corporate domain that lists all the publishers for whom you are selling inventory. For traceability purposes, all intermediaries that participate in the flow of money from the buying platform back to the publisher have to be identified.

### Step 2

No Action

**Append the SupplyChain Object in ad calls.** Smart reads the upstream chain, updates the chain of nodes with its own node, and passes it in all bid requests for indirect publishers that have standard integrations with Smart or rely on Smart as a mediation partner for in-app.

**Update your prebid.js wrapper with:**

- The latest version of the Smart adapter so Smart can retrieve your SupplyChain Object.
- The SupplyChain Object module.

### Step 3

Implement or update their **Ads.txt** and **App-ads.txt** files that list all the sellers authorized to sell their inventory and allow them to be compliant with the standard.

**Ensure you are listed in both Ads.txt and App-ads.txt files.** Otherwise, it could block transactions with buyers. You have to be fully registered with the right role (direct/reseller) in the Ads.txt and App-ads.txt files of their publishers.