



Transparency and the Evolution of OpenRTB – Addressing Counterfeit Inventory

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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

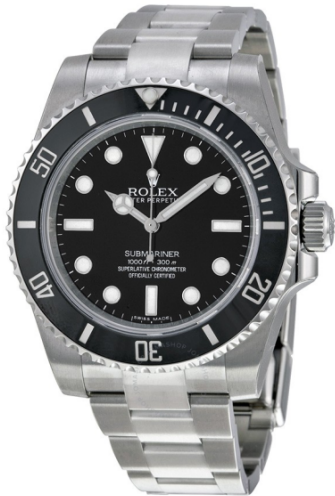
Key extraction scenarios

- Counterfeit inventory
- Traffic selling/trading
- Made for ads sites

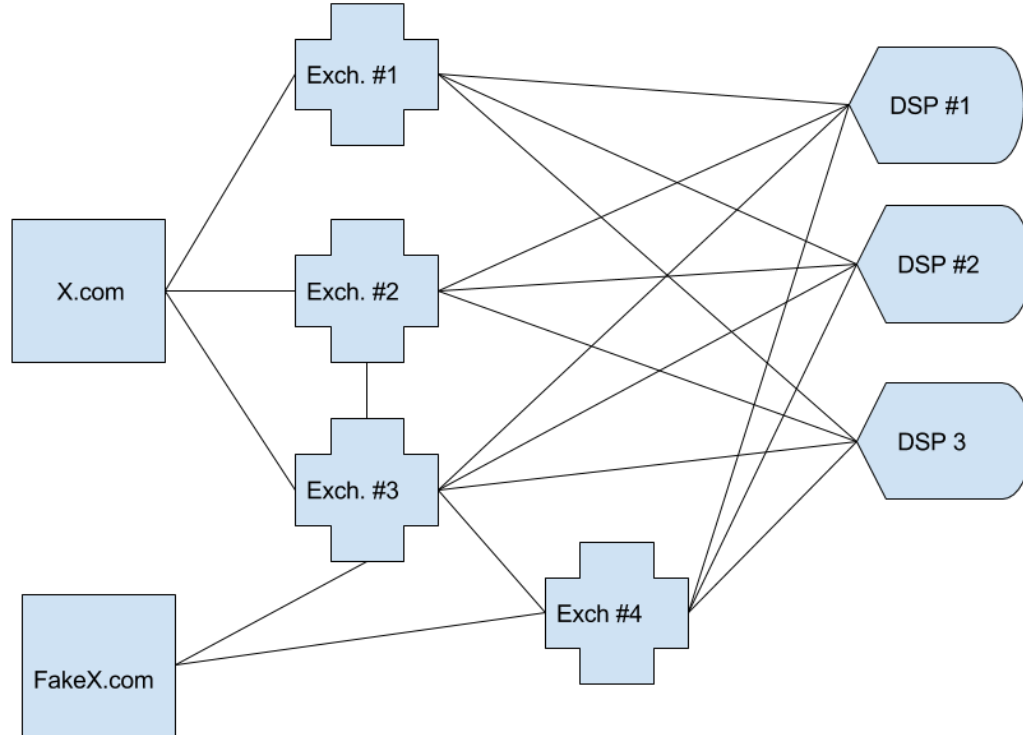
Counterfeit Inventory

Misrepresented inventory & traffic blending

- Prevalent, yet hard to solve due to transparency issues
- Get curious and look at your data and supply paths!



Programmatic Supply Chains

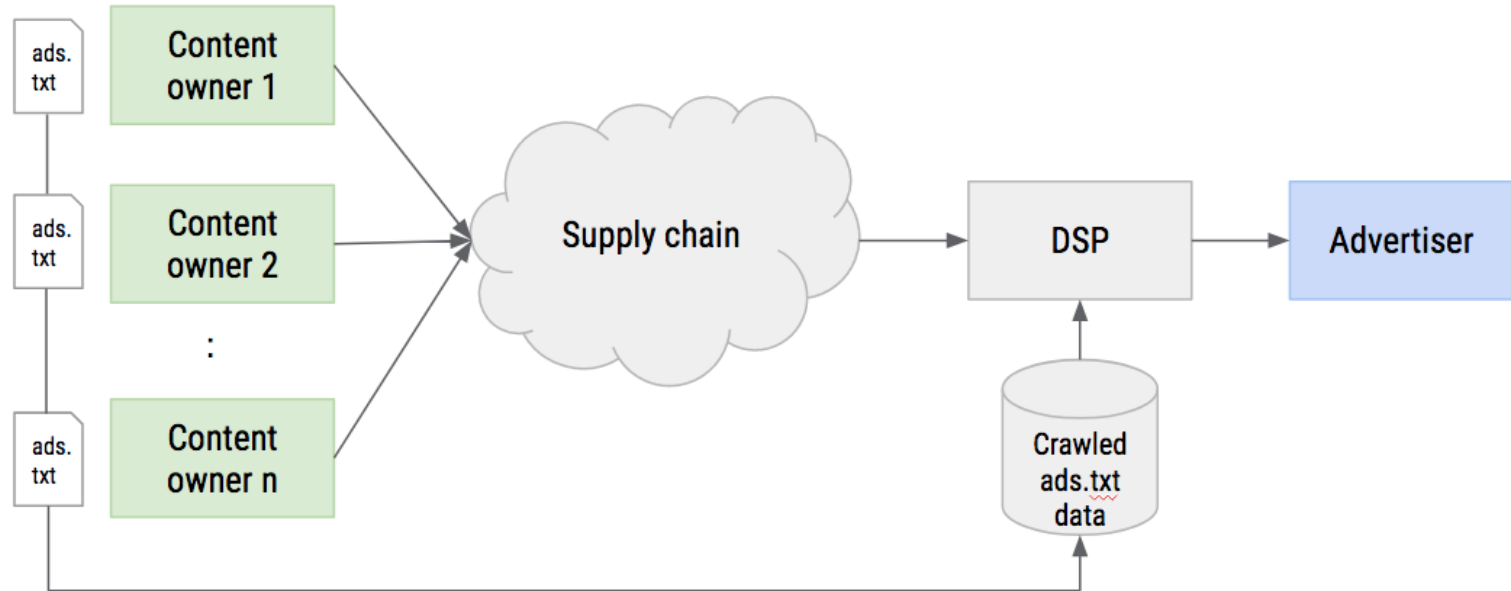


OPENRTB ADS.TXT Standard

- Authorized Digital Sellers
- ads.txt file hosted at the publisher's website, like robots.txt
- One line per authorized seller with up to four fields:
 - Domain name of the advertising system
 - Publisher's account ID
 - Type of account/relationship (DIRECT or RESELLER)
 - Certification authority ID (currently TAG ID)

```
# Example ads.txt file
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



Ads.txt enables inventory segmentation

	Participating pubs ¹	Non-participating pubs ²
Authorized inventory	#authorized	#not_implemented
Non-authorized (potentially counterfeit) inventory	#unauthorized	

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

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

Important Notes

- Authorized **does not** imply completely free of invalid traffic
 - If publisher is receiving or buying invalid traffic ads.txt will not address this
 - “Normal” IVT¹ detection still required to protect from “non-counterfeit IVT”
- Non-authorized does not necessarily equal invalid traffic
 - Can for example be inventory re-sold without publisher’s knowledge
 - Recommendation: if you see seemingly valid non-authorized inventory engage with the publisher to resolve it

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.

Ads.txt Limitation

Work with the OpenRTB working group to solve the following areas for a future ads.txt version 2:

- Mobile apps
- Video and content syndication
- Subdomains
- Formats
- Blind/anonymous inventory
- Digitally signed ad requests

Got ideas for how to solve these? Please submit ideas to the working group!

Acknowledgements



Get Involved

Read the spec! Get curious!

- iabtechlab.com/ads-txt/ to access spec, integration docs, and more info
- General Questions: openrtb@iabtechlab.com