

OpenRTB Supply Chain Object and Sellers.json

Overview

The [IAB Tech Lab](#) has introduced two new technical specifications aimed at increasing trust of the supply chain, specifically on the supply-side of real-time bidding and programmatic buying. The first, Sellers.json, enables buyers to manually verify the entities who are either direct sellers of or intermediaries on a given advertising system. The second, the OpenRTB Supply Chain object, allows advertisers buyer systems to parse all parties involved in selling a given bid request. The OpenRTB Working Group finalized the specifications for industry adoption on July 31 2019.

Ads.txt (Authorized Digital Sellers) has been extremely successful in allowing publisher content distributors and app publishers to define who is authorized to sell a given set of impressions (publisher's advertising inventory) via a bid request. Ads.txt does not, however, make any attempt at revealing the identities of the publisher account IDs within their advertising platform(s): Publisher's SSP (Supply-Side Platform).

Where can I find technical documentation?

IAB Official Documentation

- [IAB Sellers.JSON Specifications](#)
- [IAB OpenRTB Supply Chain Object Specifications](#)
- [IAB Sellers.JSON FAQ and Implementation Guidelines](#)

PubMatic Internal Documentation

OpenRTB Integrations:

- [PubMatic OpenRTB 2.3 Extensions](#)
- [PubMatic OpenRTB 2.4+ Supported Parameters](#)

Tag Integrations:

- [sChain Overview](#)
- [sChain Configuration Info](#)

Prebid Integrations:

- [Prebid Configuration Info on GitHub](#)

Reference Materials

- [PubMatic Training Deck - Sellers.json and Supply Chain Object](#)

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