

App-ads.txt and Ads.txt

Overview

ads.txt is a mechanism for publishers to list their authorized digital sellers in order to fight against fraud and misrepresented domains. Developed by the IAB Tech Lab, it's a simple, flexible, and secure way for content owners and distributors to declare who is authorized to sell their inventory, improving transparency for programmatic buyers.

App-ads.txt extends ads.txt functionality to meet the requirements for applications distributed through mobile app stores, connected television app stores, or other application distribution channels.

Learn more about ads.txt and app-ads.txt:

- [Ads.txt Implementation Guide](#)
- [App-Ads.txt FAQ and Guide for PubMatic Publishers](#)
- [App-ads.txt \(ads.txt for apps\) Overview](#)
- [App-ads.txt Dashboard](#)