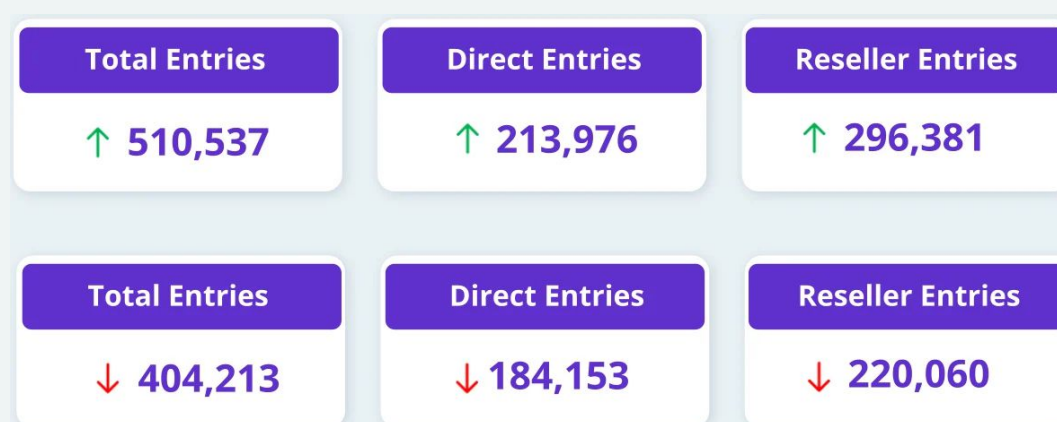


# Sellers Report - February 2026

## Ads.txt Summary

### Overall

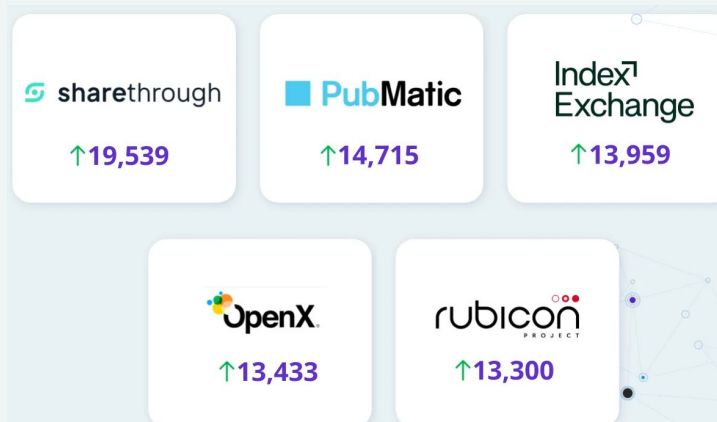
In February 2026, the addition of **510,537** new ads.txt lines and the removal of **404,213** existing lines resulted in a net change of approximately **106k+** lines, showing an increase from January with an even stronger positive shift this month. This net growth has increased significantly compared to levels seen over the past few months, largely driven by rising activity among low-traffic publishers and a higher volume of reseller line additions.



### SSP Overall

The changes in the ads.txt lines show notable improvements compared to previous months. Here are some top SSPs that have gained a good number of new connections.

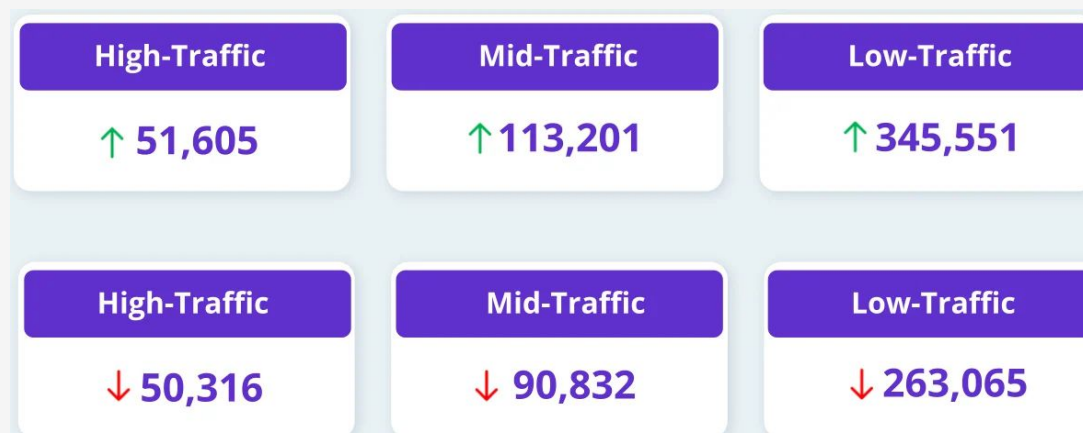
- Sharethrough emerged as the strongest contributor this month, reflecting accelerated onboarding among low- and mid-traffic publishers continued to gain traction. PubMatic and Index Exchange followed closely, supported by sustained publisher adoption and established demand-side engagement across traffic tiers.
- OpenX and Rubicon also posted solid gains, indicating steady expansion of authorized supply through ongoing publisher additions. Overall, this month's rankings reflect continued momentum from SSPs strengthening their presence across mid- and low-traffic inventory, while maintaining stability among high-traffic publishers.



# Publishers:

## Overall Ads.txt line changes

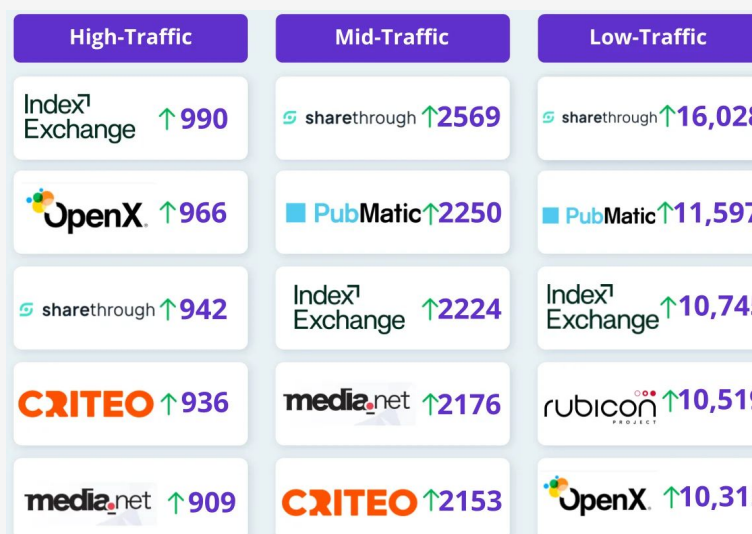
The provided snapshot illustrates the distribution of line changes among different groups of publishers. The 'Low-Traffic' publisher category recorded the highest positive net change in ads.txt lines, with an increase of approximately 82.4k+ lines, continuing the upward trend from the previous month.



## Growth Leaders in the Publisher Landscape

We have noticed a good number of net change increases in the past few weeks. Below are the top SSPs that contributed most to this increase in the number of lines.

- Sharethrough led gains in both mid- and low-traffic categories, reflecting deeper penetration among smaller and mid-sized publishers, while maintaining a visible presence within high-traffic inventory. Index Exchange also delivered consistent growth across all traffic levels, reinforcing its broad marketplace reach.
- At the same time, PubMatic recorded pronounced gains in mid- and low-traffic segments, pointing to continued publisher onboarding beyond top-tier inventory. OpenX also delivered strong increases, particularly across low-traffic and high-traffic publishers, indicating steady expansion at both ends of the traffic spectrum. Overall, this month's growth distribution highlights sustained momentum, with SSPs deepening authorized supply across traffic tiers while maintaining stability among high-traffic publishers.

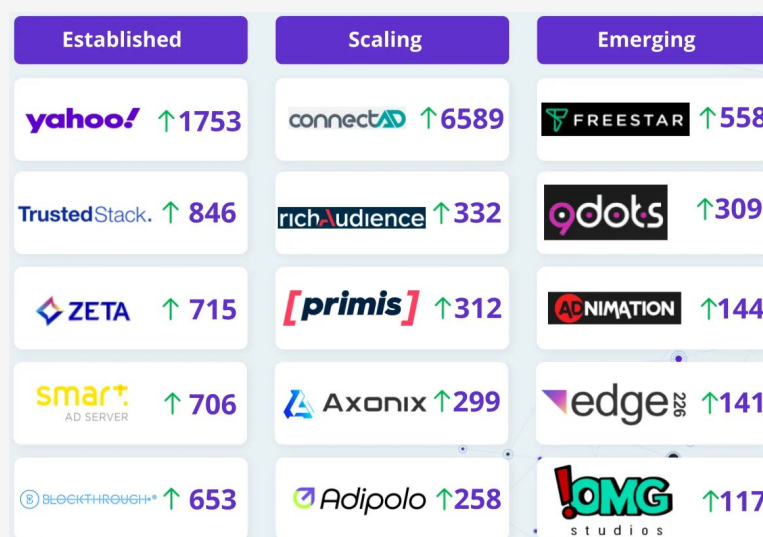


# Direct Connections Analysis

## Big Winners:

Analyzing the changes in direct connections among the connected publishers in the past months, the following SSPs appear as top direct domain gainers across each category that we segregated SSPs based on their rank/coverage.

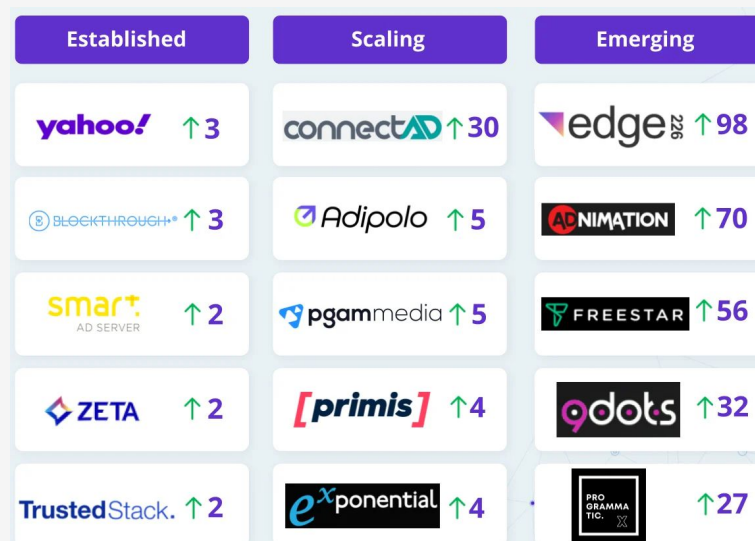
- Within the Scaling tier, ConnectAd led growth in direct connections, supported by its focus on programmatic monetization for display and video inventory. Other SSPs in this segment also recorded steady gains, reflecting consistent expansion.
- In the Established category, Yahoo and TrustedStack posted notable increases, driven by gradual additions across existing publisher networks.
- Growth in the Emerging tier was driven by Freestar and 9dots, as continued onboarding of smaller and growing publishers led to regular increases in direct connections.



## Leaderboard Dynamics:

We've assigned ranks to each SSP based on their direct coverage among the top 50,000 publishers. Below, we highlight the significant jumps in ranks for top SSPs observed in the past couple of weeks.

- The SSP landscape continued to advance this month, with the Emerging tier leading growth, driven by Edge, Adnimation, and Freestar as smaller publishers increased ads.txt adoption. The Established tier remained stable with gains from Yahoo and TrustedStack, while the Scaling tier continued to expand steadily, led by ConnectAd and Primis across mid-tier publishers.

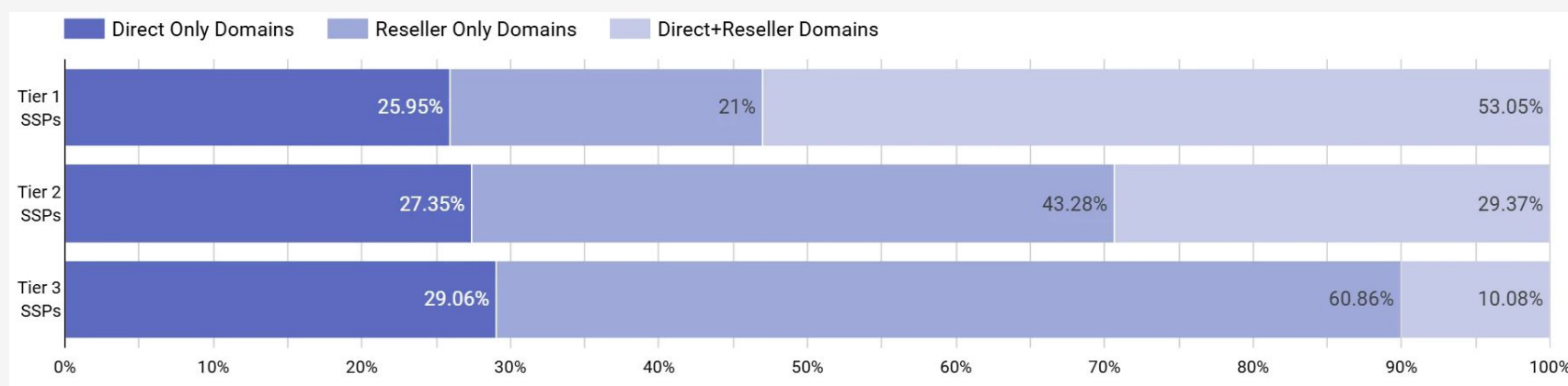


## Auction Duplication: A Critical Issue in the AdTech Industry

- ‘Established’ SSPs are expected to have a lower share of Direct Only Domains and a higher share of Direct + Reseller Domains in comparison to other groups. This is attributed because Scaling and Emerging SSPs rely on Established to serve as a demand partner.
- However, during this process, established SSPs may inadvertently be listed as a reseller on domains where they are already directly connected, leading to auction duplication and classification as Direct + Reseller Domains.
- For SSPs, especially established, managing intermediaries in choosing non-duplicate domains is challenging. Additionally, it becomes an added responsibility for SSPs to address both auction duplication and carbon emissions. Choosing the right intermediary is crucial for reaching unique domains where their ads.txt lines are not yet present.

At DataBeat, we offer assistance in identifying and managing ineffective intermediaries, reducing duplicate domains, and improving your green index score while not compromising on your net revenue. Leveraging our Competitive Intelligence (CI) Tool, we enable you to identify & address these challenges effectively.

Breakdown of domain connections to SSPs by relationship types (Direct Only, Reseller Only, Direct + Reseller)



Direct Only: Domains exclusively connected through direct relationships.  
 Reseller Only: Domains exclusively connected through reseller relationships.  
 Direct + Reseller: Domains with both direct and reseller connections

Proportion of unique and duplicate domains, and average number of intermediaries influence on duplicates.

SSP Tier	Unique Domain %	Duplicated Domain	Average Intermediary Count
Tier 1	54%	46%	1.28
Tier 2	61%	39%	1.20
Tier 3	66%	34%	1.19

Unique Domains: Domains exclusively connected to an SSP through a single connection.  
 Duplicated Domains: Domains connected to an SSP through multiple intermediaries or integrations, resulting in duplications.

## Need More Insights:

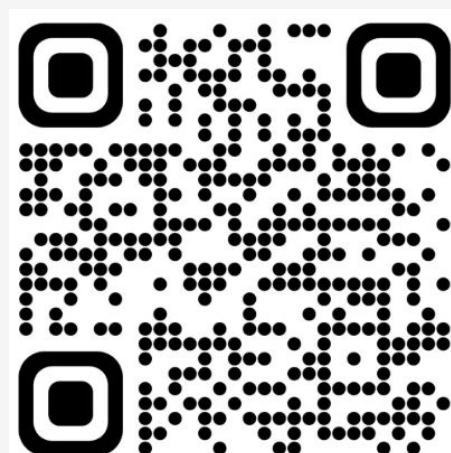
For additional insights into this report and the CI Dashboard, which serves as the foundation for the seller's report, don't hesitate to contact us at [hello@databeat.io](mailto:hello@databeat.io).

## Sellers Report DataBeat's Methodology:

- Analyzing ads.txt files from the top 50k US publishers
- Tracking changes in publishers and SSPs across various categories over the past two weeks
- Publishers are categorized into three groups based on their ranks, determined by traffic volume:
  - High-Traffic: 1 to 500
  - Mid-traffic: 501 to 2000
  - Low-Traffic: 2001 to 50000
- Similarly, SSPs are ranked based on the number of direct connections and are classified into three groups:
  - Established: 1 to 50
  - Scaling: 51 to 150
  - Emerging: 151 to 500
- Ads.txt lines, Domain gains, and Ranking dynamics as key metrics

## Need More Insights?

Check out our CI Tool: <https://bit.ly/49ItUQZ>



Email us at [hello@databeat.io](mailto:hello@databeat.io)

[www.databeat.io](http://www.databeat.io)