Sellers Report - July 2026

Ads.txt Summary

Overall

The market added 478.5k new ads.txt lines and removed 413.7k, producing a net of **+64.8k**. Both direct and reseller entries grew, with resellers accounting for 56.9% of gross additions, the third consecutive month of reseller-led growth.

- Reseller additions outpacing direct ones means buyers still aren't getting the cleaner, shorter supply paths that SPO initiatives demand. Until publishers shift more onboarding to direct, auction duplication will keep climbing, adding cost for buyers and carbon overhead for everyone.
- The direct segment netted +20.3k, holding steady from last month. Publishers are being selective, adding direct partners only where they see real yield impact. That makes this one of the more competitive onboarding windows for SSPs that can prove incremental revenue, not just reach.

Total Entries	Direct Entries	Reseller Entries
↑ 478,450	↑ 206,352	↑ 272,098

Total Entries	Direct Entries	Reseller Entries
↓ 413,666	↓ 186,089	↓ 227,577

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 lines.

- PubMatic led at +3.8k, backed by 13% YoY Q1 revenue growth, CTV up 18%, and the June 2026 Creator Marketplace launch, the first programmatic CTV auction for independent creator publishers.
- TripleLift ranked third after launching TL Direct in June 2026, a self-serve deal platform across web, mobile, and CTV with 5k+ publisher relationships.

- PubMatic ↑ 3,809
- rubicon PROJECT ↑ 3,631
- triplelift ↑ 3,526
- AppNexus ↑ 3,492
- smart AD SERVER ↑ 3,481

The top five this month, PubMatic, Rubicon, TripleLift, AppNexus, Smart Ad Server, are all large omnichannel exchanges, not format specialists. When buyers consolidate supply paths, publishers gravitate toward SSPs that offer broad demand access and transparent supply chains. SSPs without that infrastructure story are losing ground in the onboarding race, even when their formats are differentiated.

Publishers:

Overall Ads.txt line changes

Mid-Traffic publishers drove the strongest net growth this month at +25.6k, followed by High-Traffic at +20.3k and Low-Traffic at +18.9k. This is the first month in the series where the long tail did not lead net growth, both premium and mid-tier publishers are now adding supply faster than the long tail, signaling a structural shift in where meaningful activity is happening.

High-Traffic	Mid-Traffic	Low-Traffic
↑ 65,992	↑ 120,324	↑ 292,134

High-Traffic	Mid-Traffic	Low-Traffic
↓ 45,684	↓ 94,759	↓ 273,223

Growth Leaders in the Publisher Landscape

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

- PubMatic is the only SSP appearing in all three tier top fives this month. TripleLift appears in High- and Mid-Traffic but not Low-Traffic, where Rubicon, Smart Ad Server, AppNexus, and Index Exchange dominate instead. PubMatic's cross-tier breadth reflects two different value propositions: at the premium end, buyers request it by name as part of SPO strategies; at the Low-Traffic, publishers add it for header bidding infrastructure and demand scale. Google's presence in both High- and Mid-Traffic top fives shows its ad stack remains a default choice for mid-to-premium monetization despite broader platform tensions.

High-Traffic	Mid-Traffic	Low-Traffic
PubMatic ↑715	PubMatic ↑1,035	rubicon project ↑2,115
Google ↑631	triplelift ↑978	smart AD SERVER ↑2,098
triplelift ↑611	sharethrough ↑965	PubMatic ↑2,059
AppNexus ↑605	rubicon project ↑955	AppNexus ↑2,038
CRITEO ↑591	Google ↑930	Index Exchange ↑1,939

Mid-Traffic publishers leading net growth, ahead of both premium and Low-Traffic segments, suggests the 501–2,000 rank band is in an active expansion phase, adding new SSP relationships rather than consolidating existing ones. When the mid-tier moves this decisively, it usually reflects growing buyer demand for inventory that sits between premium-priced direct deals and long-tail volume plays, a sweet spot that SSPs with strong contextual and curated deal capabilities are best positioned to capture.

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.

- Ozone led the Established tier, driven by its US expansion into premium publishers. Publishers adding Ozone get access to a shared first-party data layer across those titles, the kind of cookieless audience signal buyers are willing to pay a premium for.
- Wunderkind led Scaling via its exclusive PubMatic deal for programmatic CTV Pause Ads, cookieless inventory triggered by viewer behavior, not audience data. Publishers listing it directly unlock high-CPM formats buyers can't reliably source through the open exchange. In Emerging, Nitro, Arkadium, and Brave continued the format-specialist trend.

Established		Scaling		Emerging	
OZONE	↑398	Wunderkind	↑255	nitro by Overwolf	↑211
RISE	↑217	GENIEE	↑245	Arkadium	↑143
SEEDTAG	↑169	pgammedia	↑244	BRAVE	↑114
33across	↑14	ampliffy	↑107	RTB DEMAND.COM	↑94
Opera	↑0	publiffy	↑98	AppLovin	↑88

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.

- Wunderkind climbed +12 in Scaling and Evolution jumped +55 in Emerging, both consistent with their direct-connection gains this month. Ozone's +3 in Established is small in number but meaningful in context, gaining rank at the top tier while entering a new market at the same time is a strong signal of real momentum.

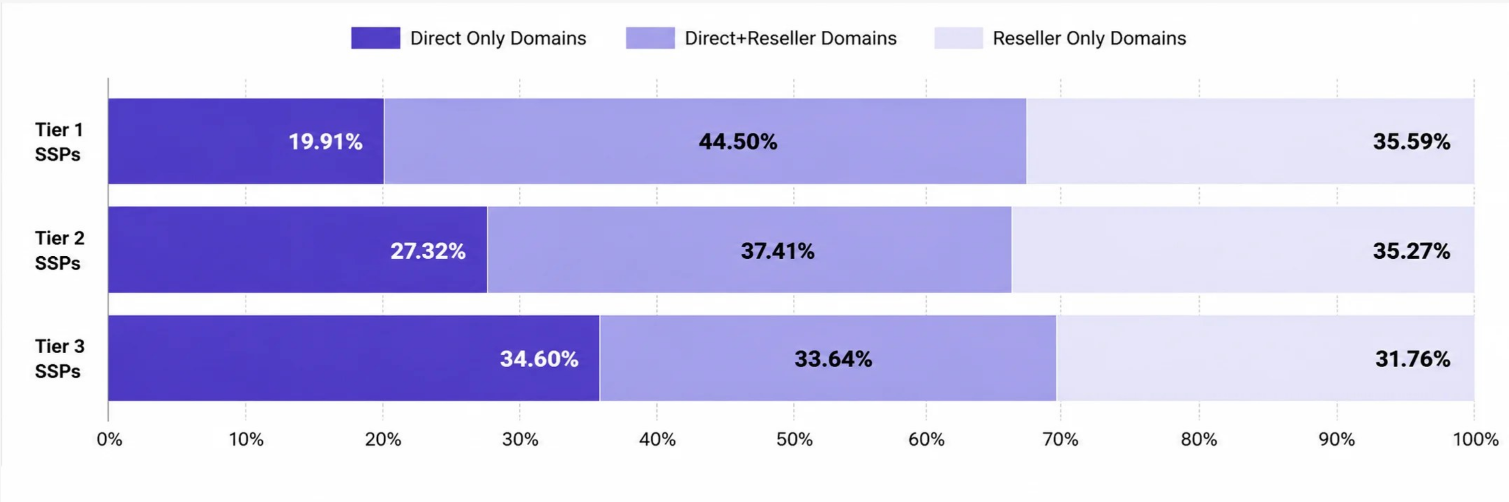
Established		Scaling		Emerging	
OZONE	↑3	Wunderkind	↑12	EVOLUTION	↑55
CRITEO	↑2	publiffy	↑9	Arkadium	↑42
sharethrough	↑1	NEXT MILLENNIUM	↑4	VrVN	↑31
triplelift	↑1	Spot.IM	↑4	edge226	↑29
yahoo!	↑1	Adipolo	↑4	Exit Bee	↑27

Ozone and Wunderkind leading their tiers tells the same story from two angles: publishers are choosing direct partners that bring something buyers can't get through the open exchange, premium first-party audience data in Ozone's case, behavioral CTV formats in Wunderkind's. SSPs winning direct connections in 2026 are solving specific buyer problems, not just offering more reach.

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.



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

SSP Tier	Unique Domain %	Duplicated Domain	Average Intermediary Count
Tier 1	54%	46%	1.32
Tier 2	62%	38%	1.20
Tier 3	66%	34%	1.18

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.

The more established an SSP gets, the harder it becomes to keep its supply chain clean. With 46% of Tier 1 domains duplicated, nearly half of every auction an Established SSP enters is competing against itself, wasting buyer budget, inflating bid density, and eroding the trust that premium supply is supposed to carry.

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.

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

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