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Sellers Report - June 2026

Ads.txt Summary

Overall

The market added 486k new ads.txt lines and removed 425.6k, producing a net of **+60.4k**. Both direct and reseller entries grew, with resellers accounting for 57.4% of gross additions.

- Resellers driving 57.4% of gross additions signals that SSPs are still onboarding publishers through intermediary paths rather than establishing direct relationships, a pattern that directly inflates auction duplication risk for Established SSPs already carrying a 46% duplicated-domain rate.
- The direct segment netted +21.3k, showing publishers are not just maintaining existing direct relationships but actively forming new ones. For SSPs focused on direct coverage, this is the most open onboarding window since February.

Total Entries	Direct Entries	Reseller Entries
↑ 486,098	↑ 206,596	↑ 279,502

Total Entries	Direct Entries	Reseller Entries
↓ 425,620	↓ 185,299	↓ 240,321

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.

- Onetag led all SSPs at +13.8k lines, nearly 4x last month's top SSP gain. This follows Onetag's acquisition of creative tech platform Aryel and 34% net revenue growth in 2025, making it the most active SSP in publisher onboarding. Its AI-driven curation model gives publishers pre-scored deal packages that work without third-party cookies.
- Seedtag and Risecodes ranked fourth and fifth with near-identical gains. Both are contextual specialists, and their presence in the top five confirms that publishers are actively adding cookieless-ready partners, not waiting for cookie deprecation to act.

onetag	smart AD SERVER	media.net
↑13,809	↑11,577	↑ 8,684

RISE	SEEDTAG
↑ 7,129	↑ 7,009

Onetag's dominance this month is not just a volume story, its **Aryel** acquisition and AI curation platform position it as the SSP most equipped for a post-cookie environment. The concentration of contextual SSPs (**Onetag**, **Seedtag**, **Risecodes**) in the top five tells publishers that buyers are already routing budgets through privacy-safe supply paths, and SSPs without a curation or contextual story are losing ground.

Publishers:

Overall Ads.txt line changes

Low-Traffic publishers drove +48.6k net lines 80.4% of total net, while High-Traffic returned to positive at +4k after last month's contraction. The long tail is still building infrastructure for the first time, while premium publishers are selectively adding back partners they had previously pruned.

High-Traffic	Mid-Traffic	Low-Traffic
↑ 57,211	↑ 104,313	↑ 324,574

High-Traffic	Mid-Traffic	Low-Traffic
↓ 53,207	↓ 96,436	↓ 275,977

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.

- Onetag leads both Mid- and Low-Traffic growth, while High-Traffic is led by Media.net, Sharethrough, and Rubicon, SSPs. This split matters: premium publishers are choosing demand-focused and native SSPs, while smaller publishers are gravitating toward AI-curation platforms. These are two distinct monetization strategies playing out in the same report.

High-Traffic	Mid-Traffic	Low-Traffic
media.net ↑410	onetag ↑1,452	onetag ↑12,038
sharethrough ↑401	smart AD SERVER ↑1,260	smart AD SERVER ↑9,964
rubicon PROJECT ↑376	media.net ↑1,086	media.net ↑7,188
smart AD SERVER ↑353	RISE ↑718	RISE ↑6,280
Index Exchange ↑339	SEEDTAG ↑652	SEEDTAG ↑6,211

The High-Traffic recovery after last month's -864 suggests the SPO pruning cycle has paused temporarily, not reversed. Low-traffic volume growth is structurally different, driven by first-time programmatic adopters on creator platforms, not by the same publisher behavior. Treating both trends as the same story would misread the market: premium supply is consolidating while the long tail is still expanding.

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.

- Risecodes and Beachfront co-led the Established tier, separated by just 17 domains. Their gains reflect growing publisher preference for direct partnerships with video- and CTV-focused SSPs as buyers seek cleaner supply paths.
- Geniee posted the strongest growth across all tiers with +5.8k direct connections, highlighting accelerating programmatic adoption across APAC. Footballco led Emerging, driven by the strength of sports and entertainment verticals.

Established		Scaling		Emerging	
RISE	↑5,774	GENIEE	↑5,817	Footballco	↑266
BEACHFRONT	↑5,757	Spot.IM	↑321	adpushup by GENIEE	↑79
SEEDTAG	↑5,605	Opera	↑103	BIDSTREAMMEDIA	↑77
INMOBI	↑5,376	USA TODAY	↑54	SNACK MEDIA	↑43
sonobi	↑5,178	TRITON	↑29	adsmovil	↑40

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.

- Footballco jumped +136 positions, the largest rank move in the series, while Geniee climbed +86 in Scaling, consistent with its domain-connection lead. Risecodes' +17 in Established is the highest Established rank jump yet, confirming that CTV-first SSPs are gaining coverage position faster than traditional display-focused incumbents at every tier.

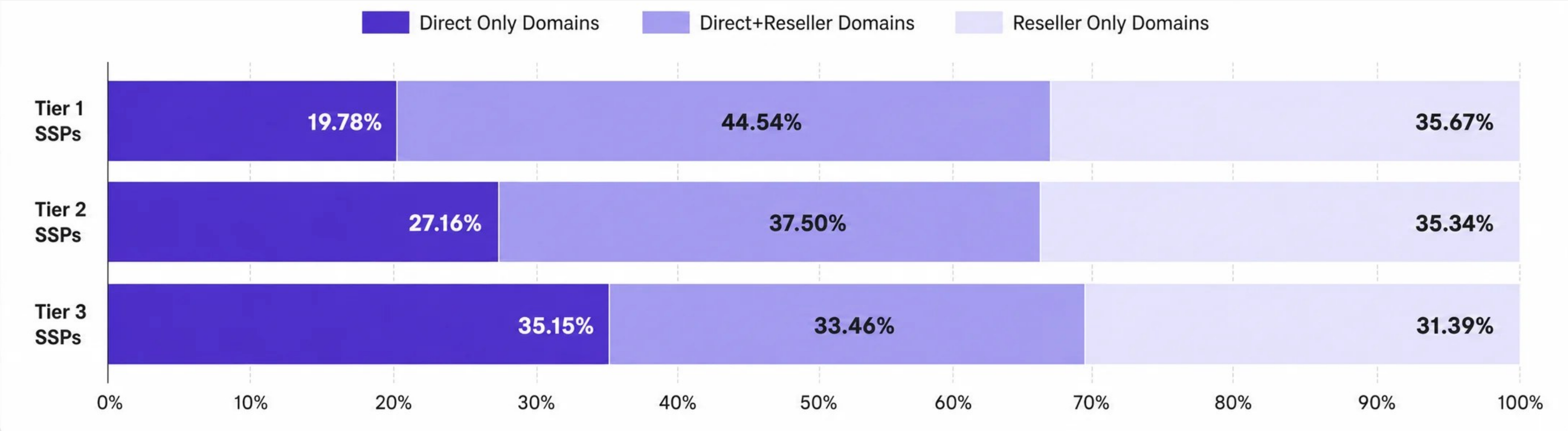
Established		Scaling		Emerging	
RISE	↑17	GENIEE	↑86	Footballco	↑136
sonobi	↑11	Spot.IM	↑6	clickio	↑32
SEEDTAG	↑5	Kueez	↑4	BIDSTREAMMEDIA	↑28
INMOBI	↑4	gumgum	↑4	ADSYIELD	↑21
BEACHFRONT	↑3	Opera	↑3	adsmovil	↑21

The consistent rise of CTV, contextual, and APAC-focused SSPs across Big Winners and Leaderboard Dynamics points to three structural shifts happening simultaneously: buyers prioritizing direct CTV supply paths, publishers in cookieless environments seeking format-specialist SSPs, and APAC programmatic infrastructure maturing fast. SSPs without a footprint in at least one of these areas are likely losing rank positions even when their absolute domain counts hold steady.

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%	1.31
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.

High duplication rates across Established SSPs persist, with Tier 1's Reseller Only share rising to 35.67% while Direct Only fell to 19.78%, the lowest across all tiers. Reseller paths continue adding limited incremental reach, and selective path consolidation remains the most effective way to reduce auction overhead without impacting revenue scale.

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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