

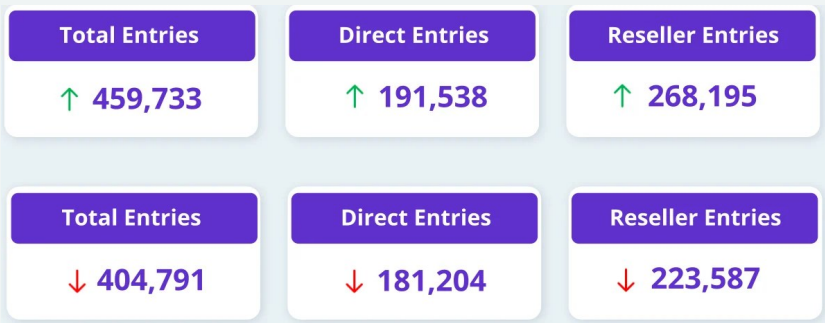
Sellers Report - September 2026

Ads.txt Summary

Overall

The market added **459.7k** new ads.txt lines and removed **404.8k**, for a net change of **+54.9k**, a sharp reversal from last month's near-zero net. This is not the same kind of growth seen earlier in the year. Resellers drove the bulk of it at **+44.6k** net, while direct grew a modest **+10.3k**. Publishers are expanding supply, but mostly through intermediary paths rather than direct relationships.

- Reseller net of **+44.6k**, more than four times the direct net, marks a clear shift from last month's discipline, when publishers cut reseller paths while protecting direct ones. The optimization phase has paused, at least for now, and publishers are back to adding coverage through resellers rather than trimming it.
- Direct net of **+10.3k** is healthy but modest next to the reseller surge. Publishers appear willing to add new supply broadly this month, but they are still more selective about which SSPs earn a direct slot than they are about which ones get added through a reseller path.



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.

- Nativo led all SSPs at **+9.8k** lines, its strongest month yet. Its ad platform is built on continuous location and household-level signals rather than third-party cookies, and its existing DSP integrations give publishers a supply path that plugs into buyer demand without needing separate cookie-based targeting infrastructure.
- Risecodes ranked second at **+6.9k**, driven by its AI/ML-powered Smart Auction Management solution, while Media.net, Sharethrough, and InMobi rounded out the top five with broad-based gains across traffic tiers.

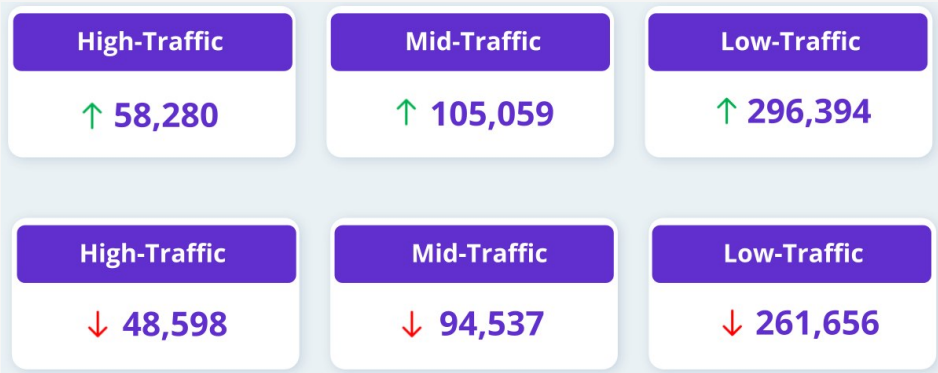


A single month of reseller-led growth does not undo months of supply chain discipline, but shows that discipline is not permanent. Publishers are responding to shifting buyer demand, with buyers appearing to seek more reach this month. **Nativo** and **Risecodes** are capturing that demand through differentiated targeting and auction technology, while Nativo's position is further supported by Life360 scaling its advertising platform and Nativo's publisher network contributing to record ad growth.

Publishers:

Overall Ads.txt line changes

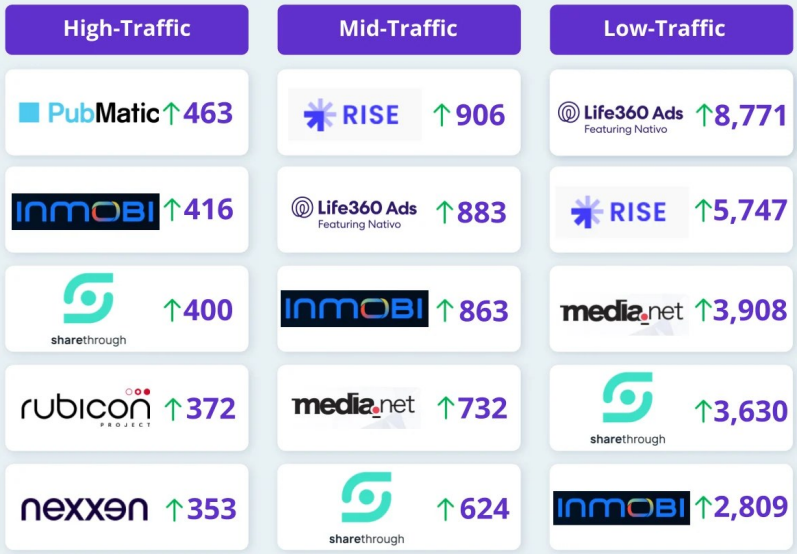
All three publisher tiers turned positive this month. Low-Traffic led at **+34.7k**, followed by Mid-Traffic at **+10.5k** and High-Traffic at **+9.7k**. Last month's cleanup, which hit High-Traffic hardest, has fully reversed. Every tier is now adding more than it removes.



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.

- Nativo and Risecodes both appear in the Mid- and Low-Traffic top fives, with Nativo alone contributing **+8.8k** to Low-Traffic growth, more than any other SSP in any tier this month. InMobi and Sharethrough are the two SSPs holding a top-five spot across all three tiers, the only ones with that reach. What actually sets High-Traffic apart is PubMatic and Nexxen's presence, both absent from the Mid- and Low-Traffic tables, reflecting premium publishers' continued preference for established exchange infrastructure over newer entrants.



All three tiers moving positive at once suggests this month's growth is not a premium-only story or a long-tail-only story, it is broad based. That said, the tiers are not moving for the same reason. Low-Traffic's growth is being driven almost entirely by one SSP's expansion, while High- and Mid-Traffic gains are spread more evenly across established players. A market recovering on the strength of one SSP looks different from a market recovering across the board, and this month is closer to the former than the latter.

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.

- RichAudience led Established at **+126**, likely helped by its NLP-based contextual targeting, which works without third-party cookies. Nativo followed at **+84**, drawing on its location and household signal data as a cookieless alternative for buyers.
- BRAVE led Scaling at **+509** by a margin, backed by recent server and identity infrastructure upgrades built for direct publisher scale. Global Sun Media topped Emerging at **+169**, though the size of the jump has no clear public explanation and is best read as a strong onboarding month rather than a specific strategic shift.

Established	Scaling	Emerging
↑126	↑509	↑169
↑84	↑485	↑155
↑61	↑290	↑120
↑33	↑185	↑114
↑24	↑119	↑104

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.

- BRAVE climbed in Scaling, with its rank gain tracking closely with direct-connection growth and its focus on expanding publisher integrations. Global Sun Media posted the largest rank gain in Emerging, consistent with its publisher-focused model and broad monetization platform. Established stayed stable, reinforcing how difficult it is for newer SSPs to displace established platforms at the top of the publisher base.

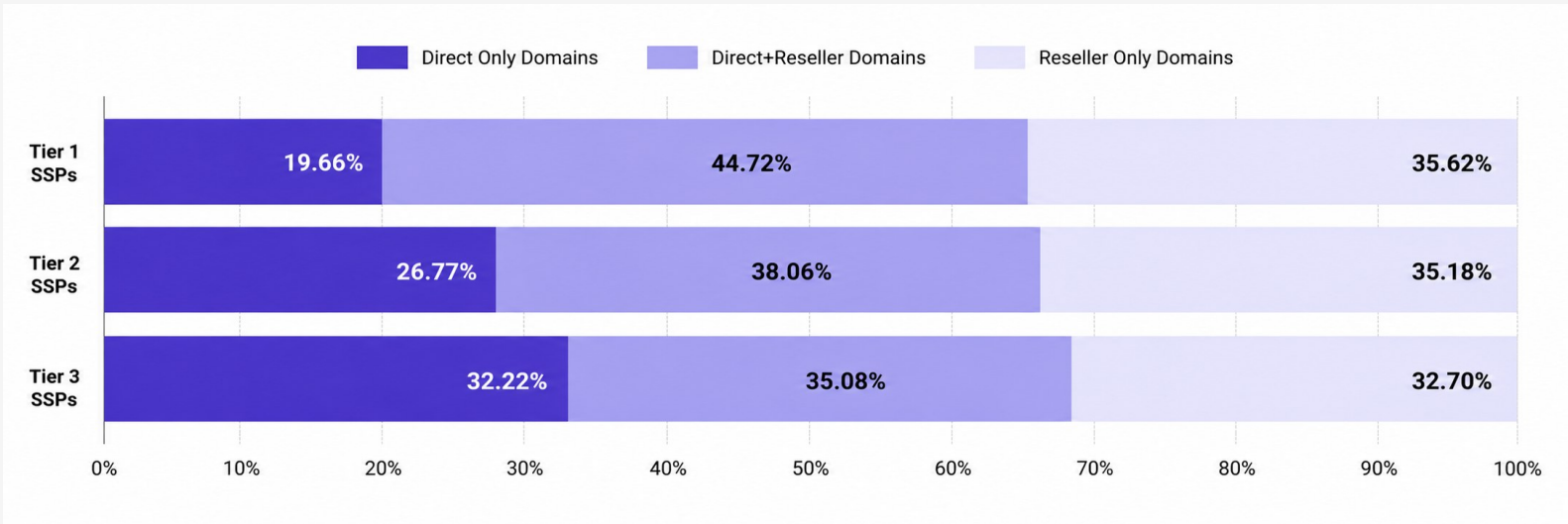
Established	Scaling	Emerging
↑3	↑19	↑87
↑3	↑15	↑80
↑2	↑7	↑67
↑2	↑7	↑36
↑1	↑4	↑30

The SSPs gaining direct connections this month share a common thread: cookieless-ready targeting through contextual signals, location data, or scalable infrastructure. BRAVE's rank and domain gains show this investment translating into real coverage, while other movers remain signals worth watching where no clear cause is evident.

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%	1.33
Tier 2	61%	39%	1.20
Tier 3	64%	36%	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.

Tier 1 duplication held steady at 46%, but Tier 2 ticked up to 39% from 38%, a small move worth watching. As Scaling-tier SSPs add direct publisher relationships at pace, some of that growth naturally lands on domains where a reseller path already exists, which is how duplication accumulates even during a month of otherwise healthy growth. Direct connection growth and clean supply paths are not the same thing, and this month is a reminder to track both together.

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.

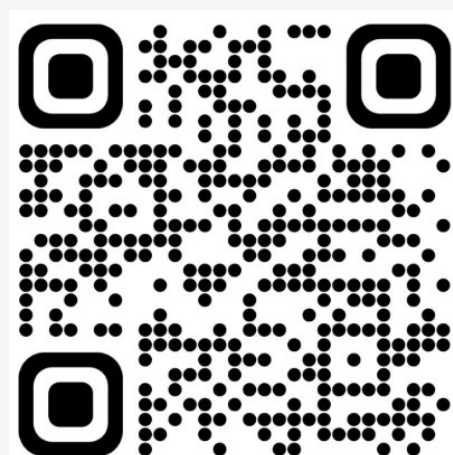
Sellers Report DataBeat's Methodology:

- Analyzing ads.txt files from the top 50k US publishers
- Tracking changes in publishers and SSPs across various categories over the past month
- 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

Ads.txt Validator

Validate ad inventory with precision, ensure ads.txt compliance, and reduce manual effort with an interactive dashboard, email summaries, and Slack alerts.

Explore the tool → [Ads.txt Validator](#)



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