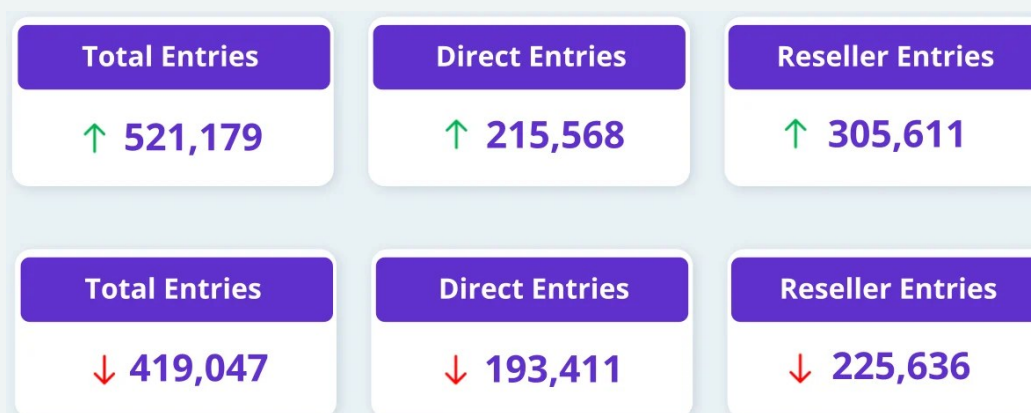


Sellers Report - April 2026

Ads.txt Summary

Overall

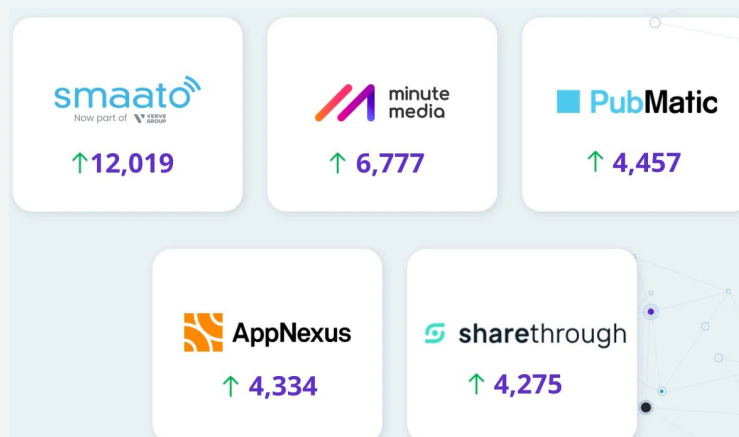
In April 2026, the addition of **521,179** new ads.txt lines and the removal of **419,047** existing lines resulted in a net increase of around **102k+** lines, indicating a strong rise in activity this month. Both direct and reseller entries saw significant growth, reflecting increased publisher updates and continued expansion of ads.txt lines across publisher inventories.



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.

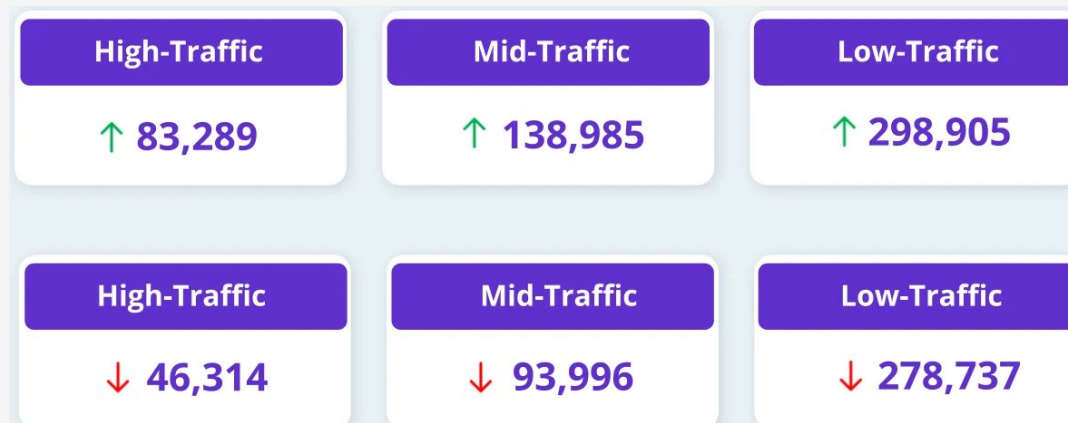
- Smaato emerged as the strongest contributor this month, likely driven by its mobile-focused monetization and in-app demand integrations. Minute Media followed with notable gains, supported by expansion across its publisher network. PubMatic also recorded solid growth, reflecting continued adoption and strong demand connectivity.
- AppNexus and Sharethrough also posted steady increases, indicating ongoing expansion through established demand partnerships and native strengths. Overall, this month’s rankings reflect continued momentum from SSPs strengthening their presence across publisher segments.



Publishers:

Overall Ads.txt line changes

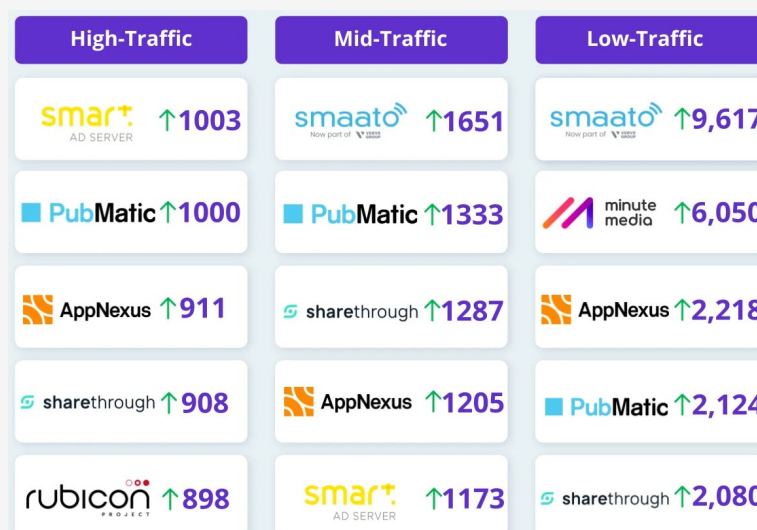
This month's activity was largely concentrated within the Mid-Traffic publisher segment, which recorded the highest net movement of around 44k+ lines. High-Traffic publishers also saw notable changes, while Low-Traffic publishers showed comparatively lower movement. Overall, the updates indicate continued additions and adjustments in ads.txt lines across publisher segments.



Growth Leaders in the Publisher Landscape

We have noticed a good number of net change 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.

- Smart AdServer led growth across High-Traffic publishers this month, supported by its strong ad serving capabilities and direct publisher integrations. PubMatic and AppNexus also recorded notable gains in this tier, reflecting stable demand partnerships and continued presence across premium inventory.
- In the Low-Traffic category, Smaato emerged as the clear leader, driven by its mobile-first monetization and in-app demand strength. Minute Media and AppNexus followed with solid increases, while Mid-Traffic growth was led by Smaato and PubMatic, supported by consistent publisher onboarding and demand connectivity. Overall, this month's growth pattern highlights strong expansion across Low- and Mid-Traffic publishers, with steady gains in High-Traffic segments.


















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.
















- In the Established tier, Smaato posted the strongest increase, driven by its mobile-first monetization strengths and in-app demand network. Minute Media and Seedtag also delivered notable additions across existing publisher networks.
- Within the Scaling tier, STN Video led growth, supported by its strong video monetization capabilities and publisher partnerships. Rich Audience and Raptive also recorded steady gains, reflecting gradual expansion across display and content-driven inventory.
- Growth in the Emerging tier was led by Bidstream Media and ProgrammaticX, as continued onboarding among smaller publishers resulted in consistent increases in direct connections.

Established	Scaling	Emerging
 ↑5816	 ↑793	 ↑165
 ↑5659	 ↑735	 ↑95
 ↑486	 ↑112	 ↑86
 ↑452	 ↑165	 ↑73
 ↑362	 ↑96	 ↑57

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 remained active this month, with the Emerging tier leading growth, driven by Bidstream Media, ProgrammaticX, and AdKaora as smaller publishers continued increasing ads.txt entries. The Established tier recorded gains from Minute Media and Smaato, while the Scaling tier saw gradual expansion, led by STN Video and Tappx across developing publisher segments.

Established	Scaling	Emerging
 ↑15	 ↑21	 ↑110
 ↑7	 ↑4	 ↑37
 ↑4	 ↑4	 ↑32
 ↑3	 ↑4	 ↑27
 ↑2	 ↑4	 ↑19

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	55%	45%	1.28
Tier 2	63%	37%	1.20
Tier 3	67%	33%	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:

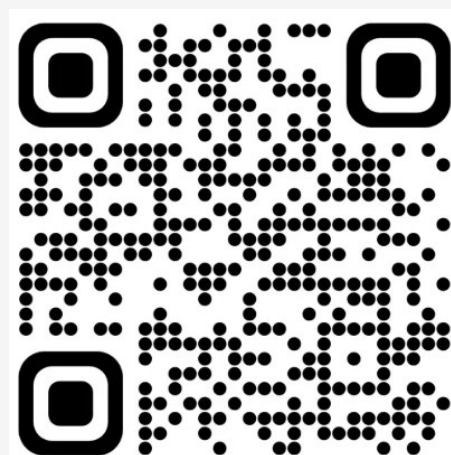
For additional insights into this report and the CI Dashboard, which serves as the foundation for the seller's report, don't hesitate to contact us at hello@databeat.io.

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>



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