

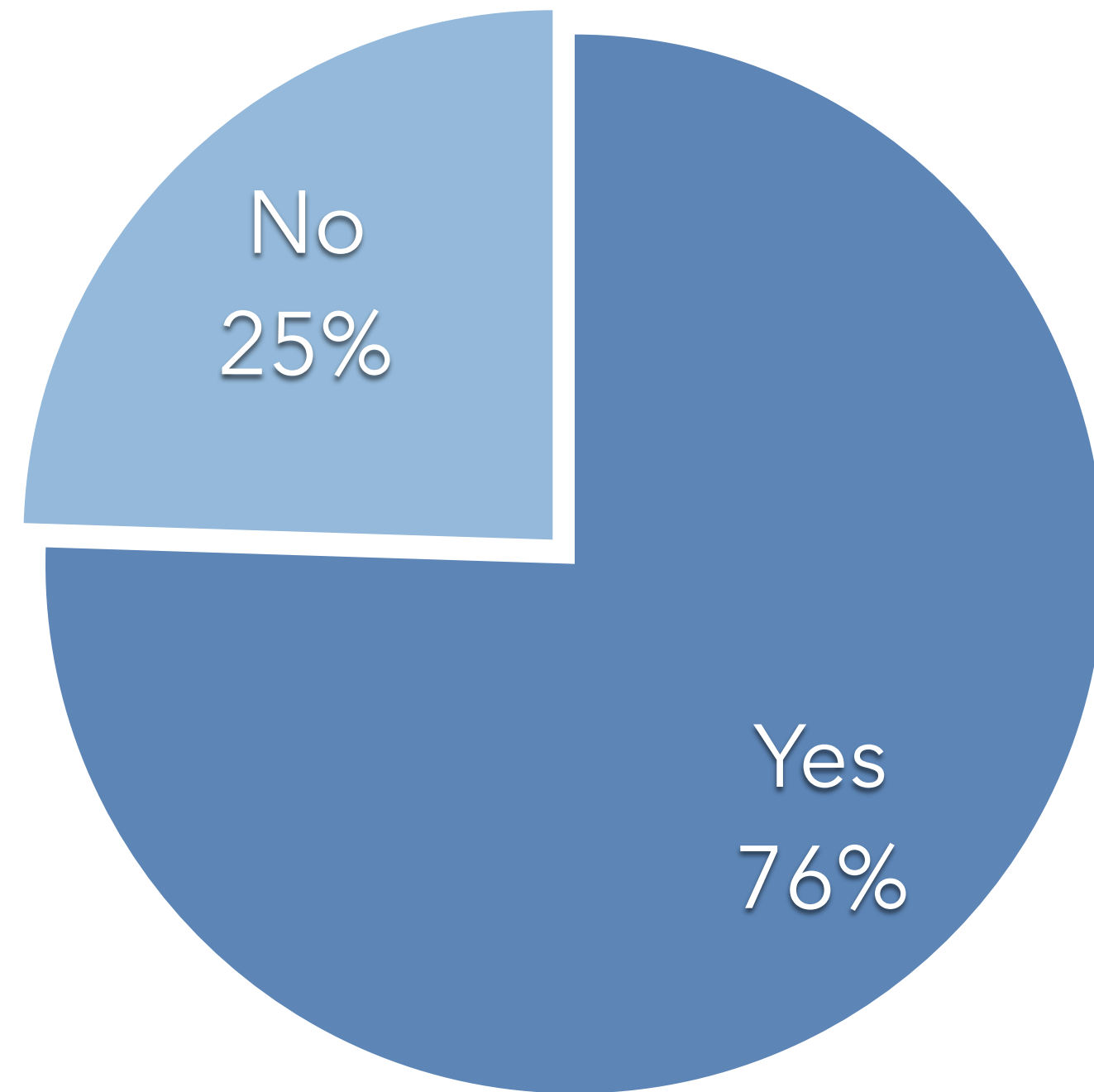
Ad Tech Insights - November Report

Header Bidding Industry Index

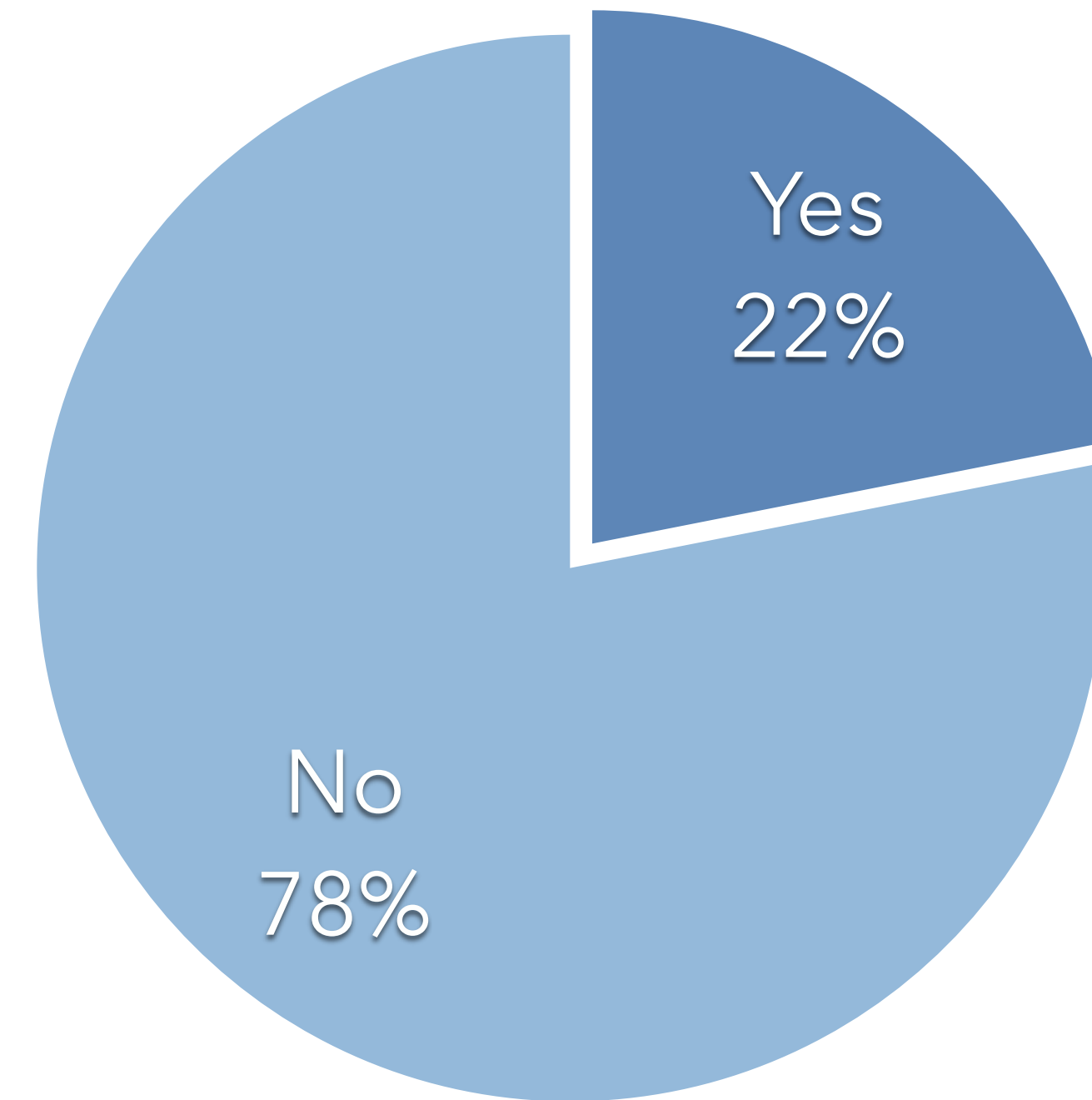
Methodology

- We took the Top 5,000 US sites from [alexa.com](https://www.alexa.com) on August 2017 and removed any that didn't show ads
- The top remaining 1,000 sites formed the HBIX
- We then look for 700+ manually-found expressions to indicate if/how these sites were doing header bidding
- This HBIX list was updated Nov 2018 with the same methodology
- For more insight into our methodology, visit <https://adzerk.com/methodology>

Header bidding adoption in July

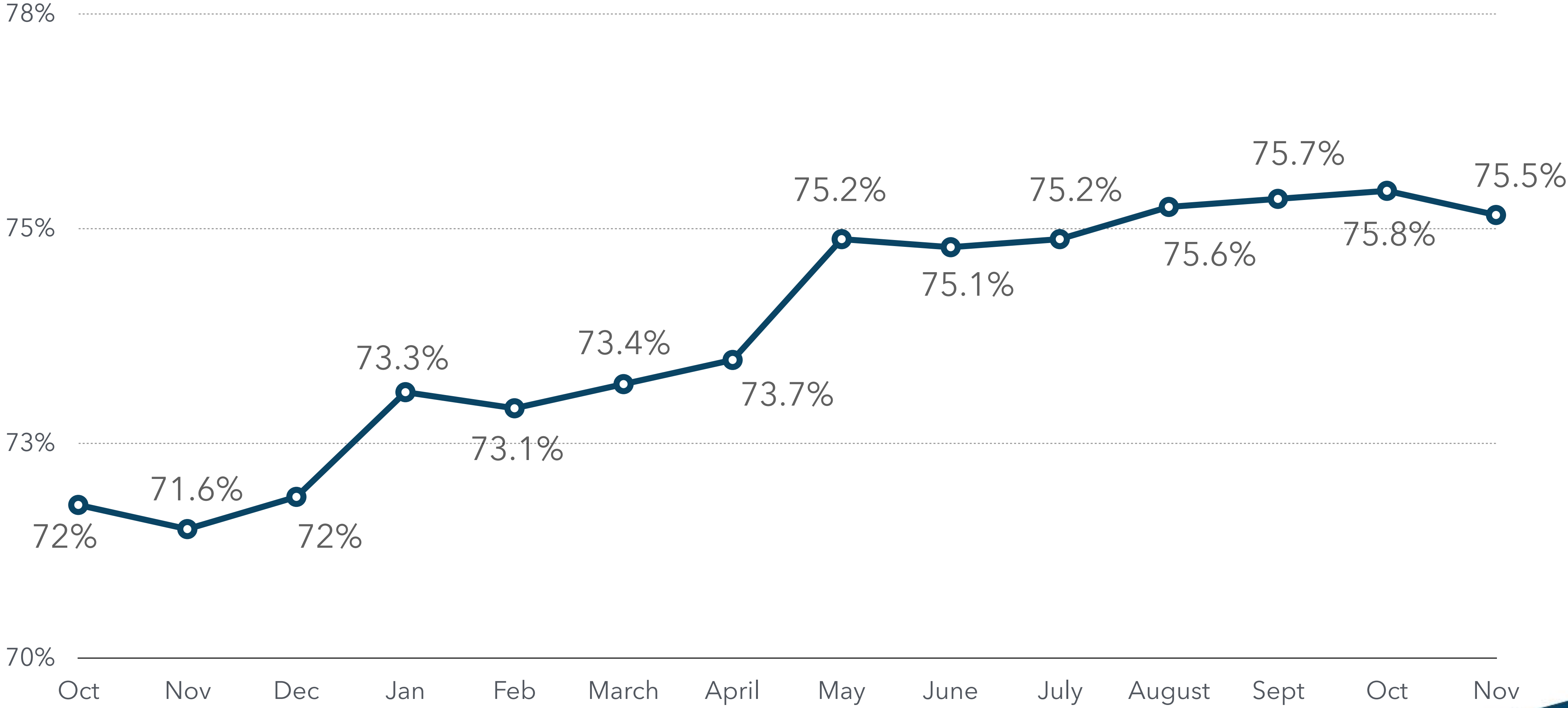


Sites in HBIX (Top 1,000 sites that do programmatic advertising)

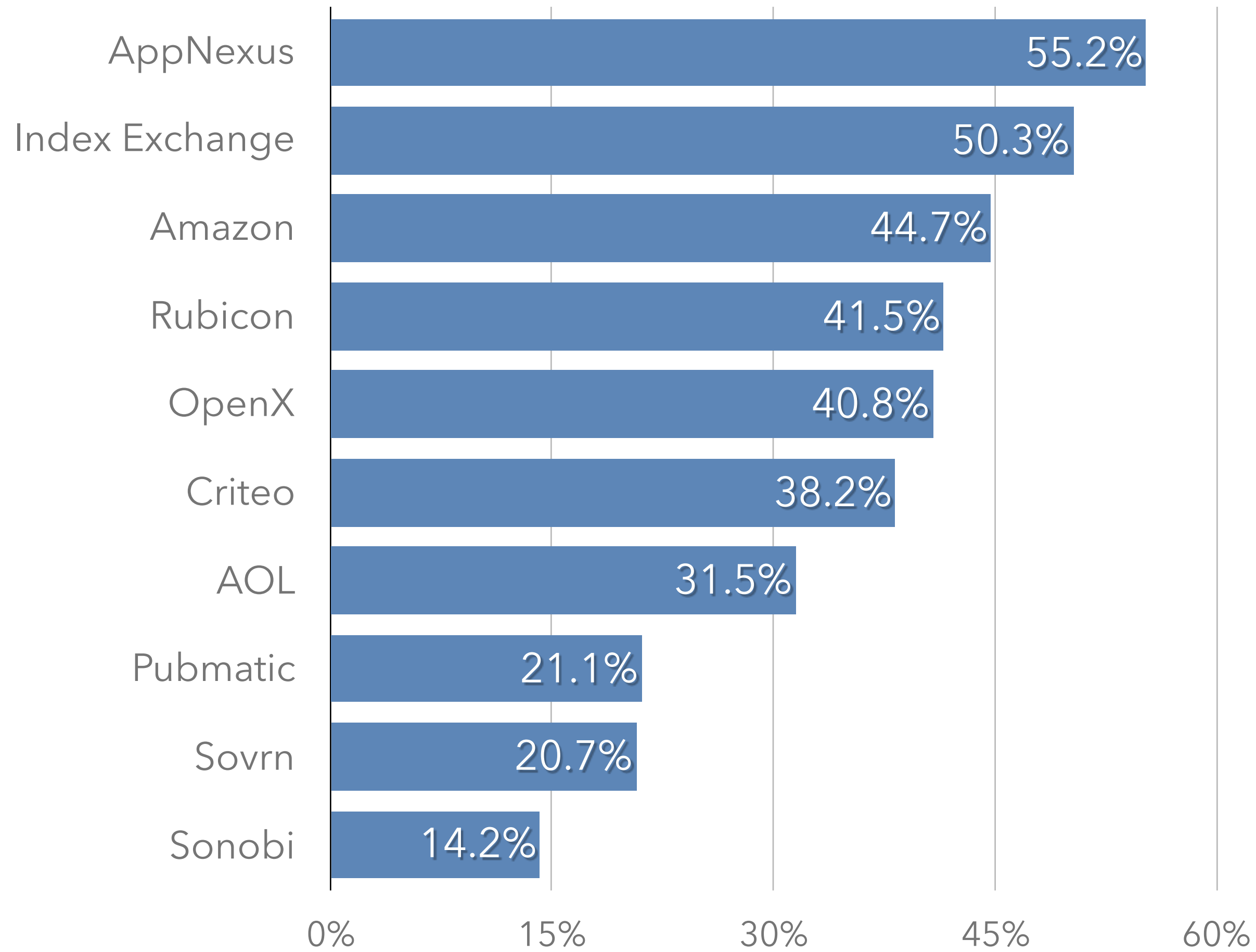


Alexa's Top 3,000 Sites

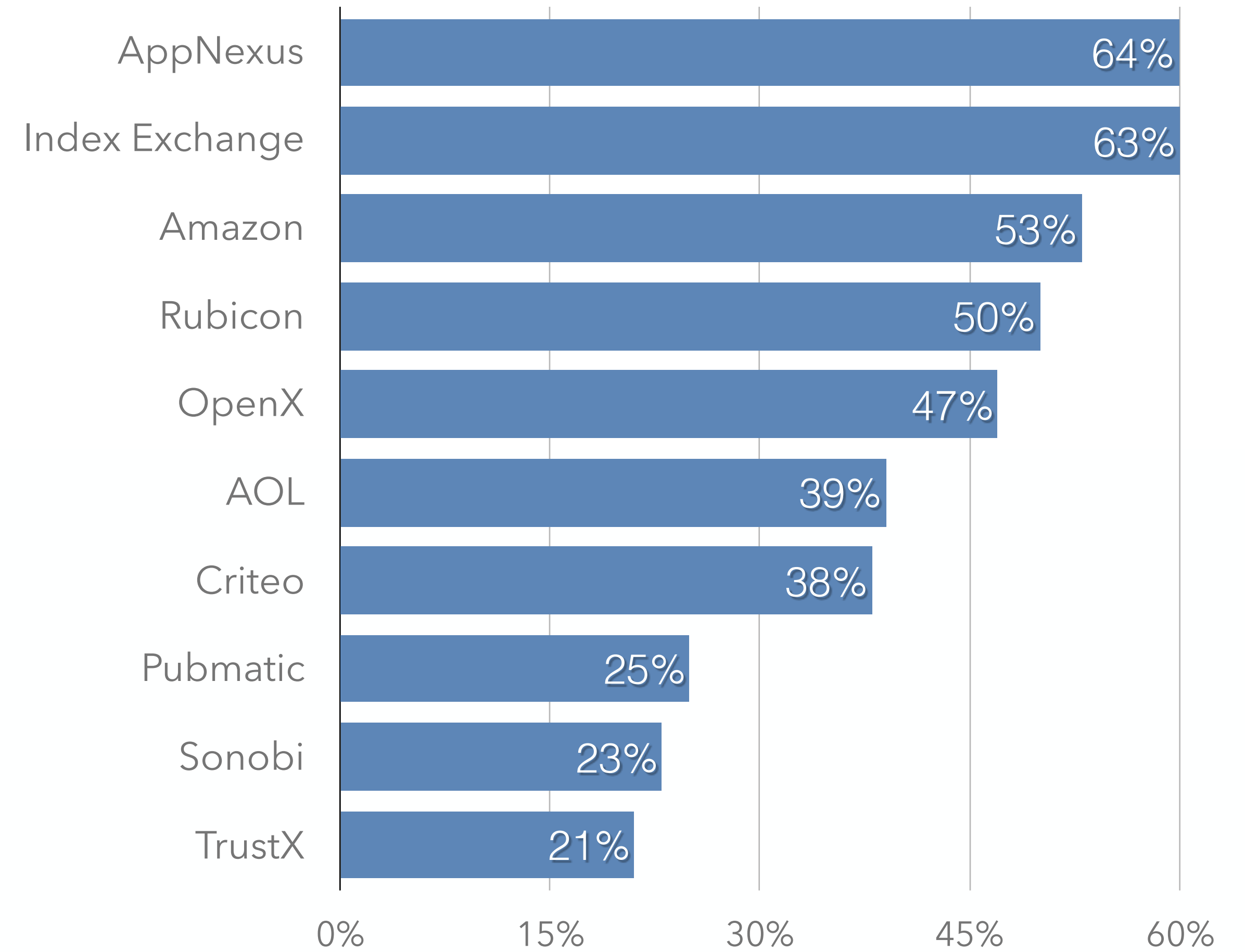
Header bidding adoption over time



Top 10 Demand Partners - All Sites



Top 10 Demand Partners - Top 100 Sites



Top 30 Demand Partners

Vendor	Oct	Nov	% Change
AppNexus	554	552	-0.36%
Index Exchange	525	503	-4.19%
Amazon	448	447	-0.22%
Rubicon	418	415	-0.72%
OpenX	425	408	-4.00%
Criteo	365	382	4.66%
AOL	362	315	-12.98%
Pubmatic	187	211	12.83%
Sovrn	221	207	-6.33%
Sonobi	147	142	-3.40%
Conversant	106	100	-5.66%
TripleLift	86	86	0.00%
PulsePoint	87	82	-5.75%
Facebook	79	76	-3.80%
TrustX	75	74	-1.33%

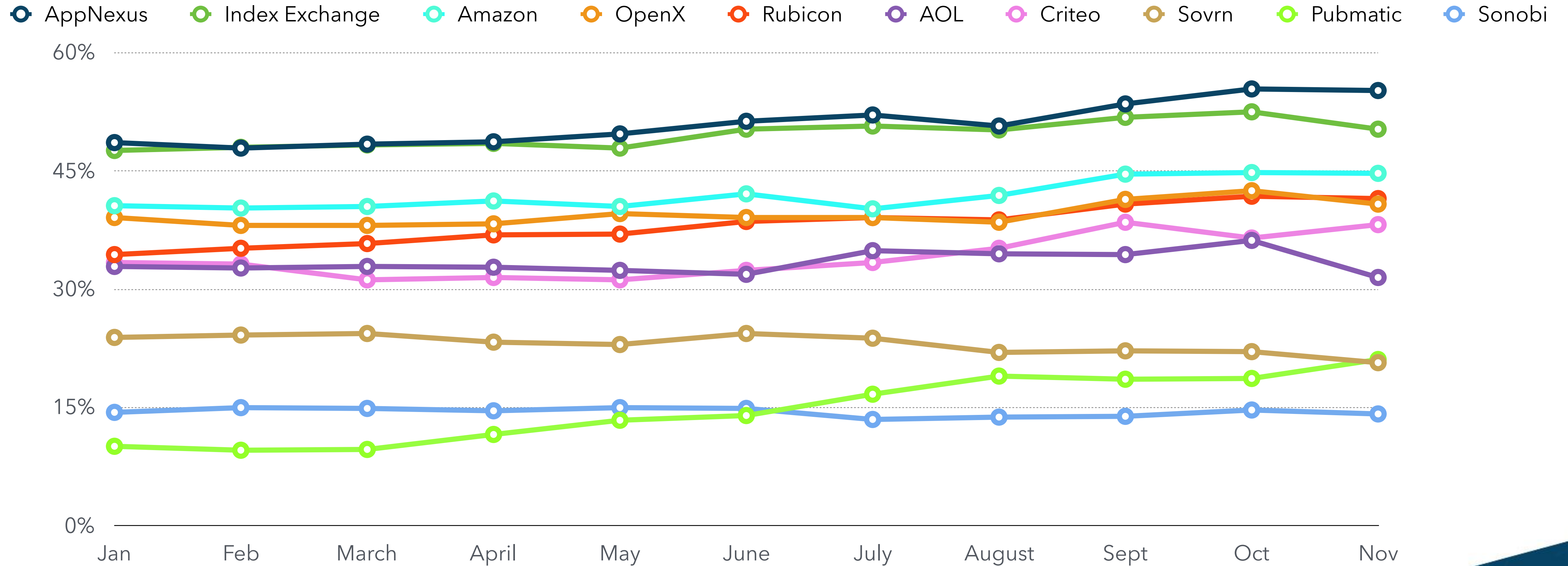
Vendor	Oct	Nov	% Change
GumGum	52	67	28.85%
RhythmOne	81	62	-23.46%
Kargo	70	59	-15.71%
Sharethrough	49	51	4.08%
DistrictM	43	48	11.63%
33Across	20	41	105.00%
FreeWheel	21	35	66.67%
BRealTime	22	26	18.18%
SpotX	13	26	100.00%
Undertone	12	25	108.33%
Improve Digital	19	22	15.79%
Sortable	18	21	16.67%
JustPremium	15	20	33.33%
YieldBot	24	18	-25.00%
Media.net	7	17	142.86%

Next 30 Demand Partners

Vendor	Oct	Nov	% Change
LockerDome	10	16	60%
SmartAdServer	7	16	129%
Rockyou	7	15	114%
UnderDog Media	12	14	17%
SmartRTB	6	14	133%
Optimera	13	12	-8%
Mantis	5	12	140%
Colossus	10	11	10%
Beachfront Media	8	11	38%
Nexage (AOL)	16	9	-44%
AdYouLike	13	9	-31%
Komoon	8	9	13%
YieldNexus	0	8	N/A
RTK	10	6	-40%
AdBridg	8	6	-25%

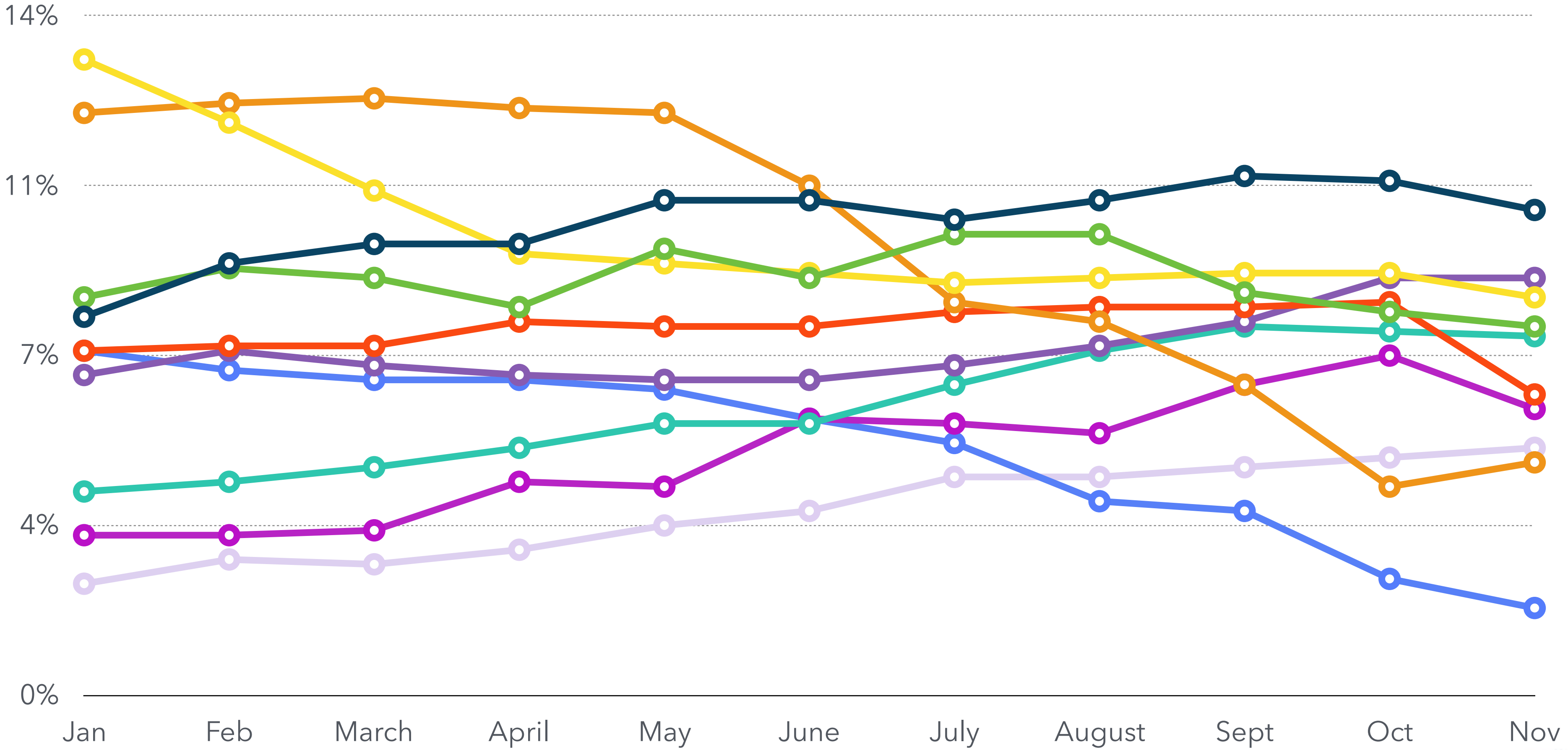
Vendor	Oct	Nov	% Change
YieldMo	4	5	25%
Bidfluence	3	5	67%
Adform	3	4	33%
Vuble	1	4	300%
Sekindo	4	3	-25%
Gamma	1	3	200%
Kumma	1	3	200%
Innity	1	3	200%
Teads.tv	0	3	#N/A
Bridgewell	0	2	#N/A
Nano Interactive	4	2	-50%
Unruly	1	2	100%
Clickforce	1	2	100%
PropSipax	1	2	100%
Somo Audience	0	1	#N/A

Top 10 Bidders Over Time



Next 10 Bidders Over Time

● Conversant
● Facebook
● PulsePoint
● DistrictM
● RhythmOne
● TripleLift
● TrustX
● Kargo
● YieldBot
● Sharethrough



Top 30 Client-Side Wrappers

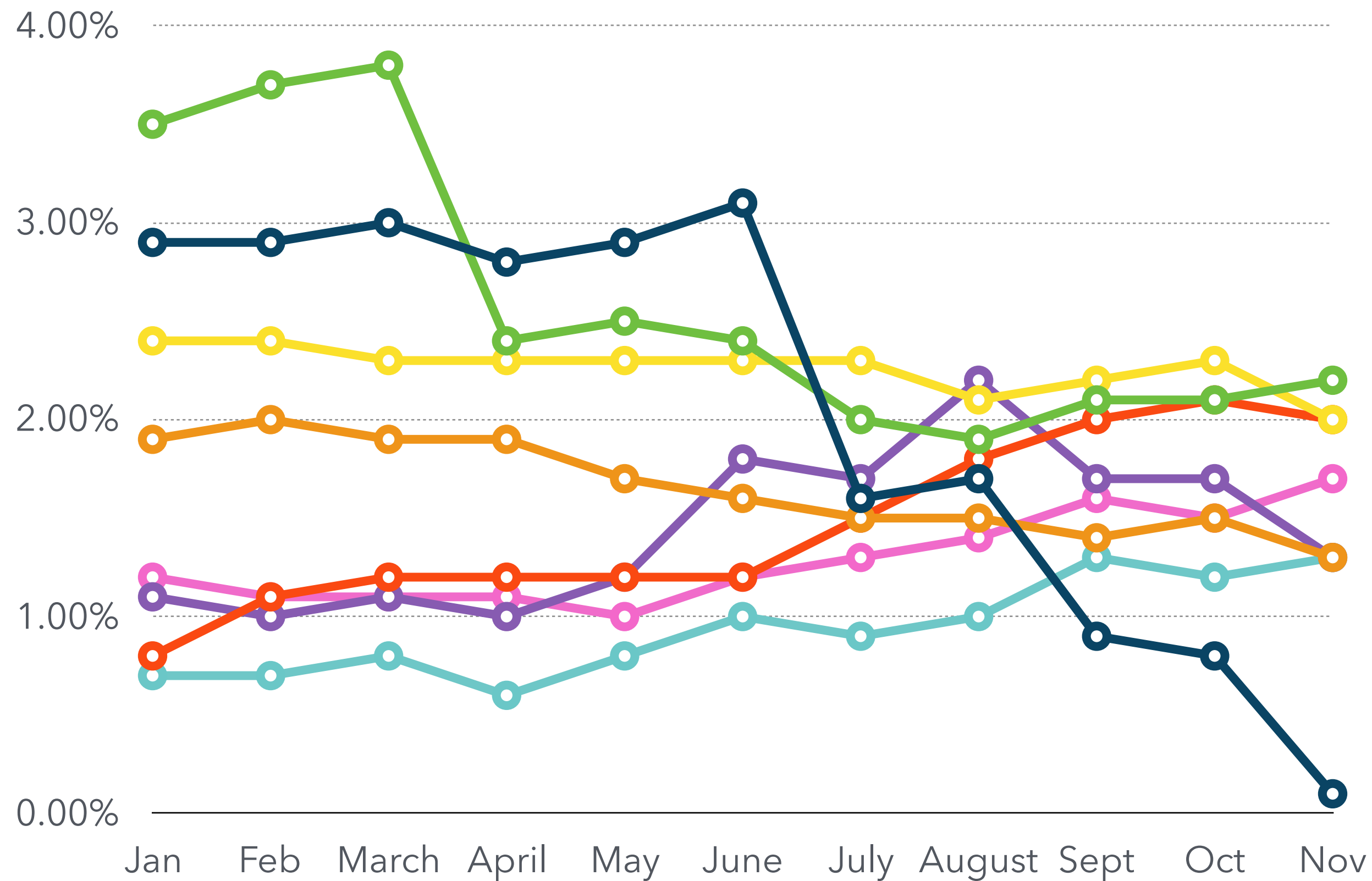
Vendor	Oct	Nov	% Change
Index Exchange	238	241	1%
In-House (Prebid)	235	218	-7%
Prebid Enterprise (AppNexus)	21	22	5%
Curse Digital Media	23	20	-13%
Venatus Media	21	20	-5%
Freestar	15	17	13%
Pubmatic	10	15	50%
Proper Media	17	13	-24%
Sortable	15	13	-13%
UnderDog	12	13	8%
RTK	11	10	-9%
Ezoic	4	8	100%
Playwire Media	7	7	0%
AdThrive/CafeMedia	6	7	17%
AdBridg	8	6	-25%

Vendor	Oct	Nov	% Change
BRealTime	7	6	-14%
Ziff Davis Tech	5	6	20%
HashTag Labs	6	5	-17%
Rubicon	5	5	0%
Addkt	3	5	67%
DistrictM	6	4	-33%
Sovrn	4	4	0%
MonetizeMore	5	3	-40%
In-House (Pubfood)	4	3	-25%
Technorati Media	2	3	50%
Publir	1	3	200%
The Bishop Way	1	3	200%
Zedo	3	2	-33%
Grateful.io	2	2	0%
Mediavine	1	2	100%

Note: this excludes network tags that employ header bidding without the publisher even knowing

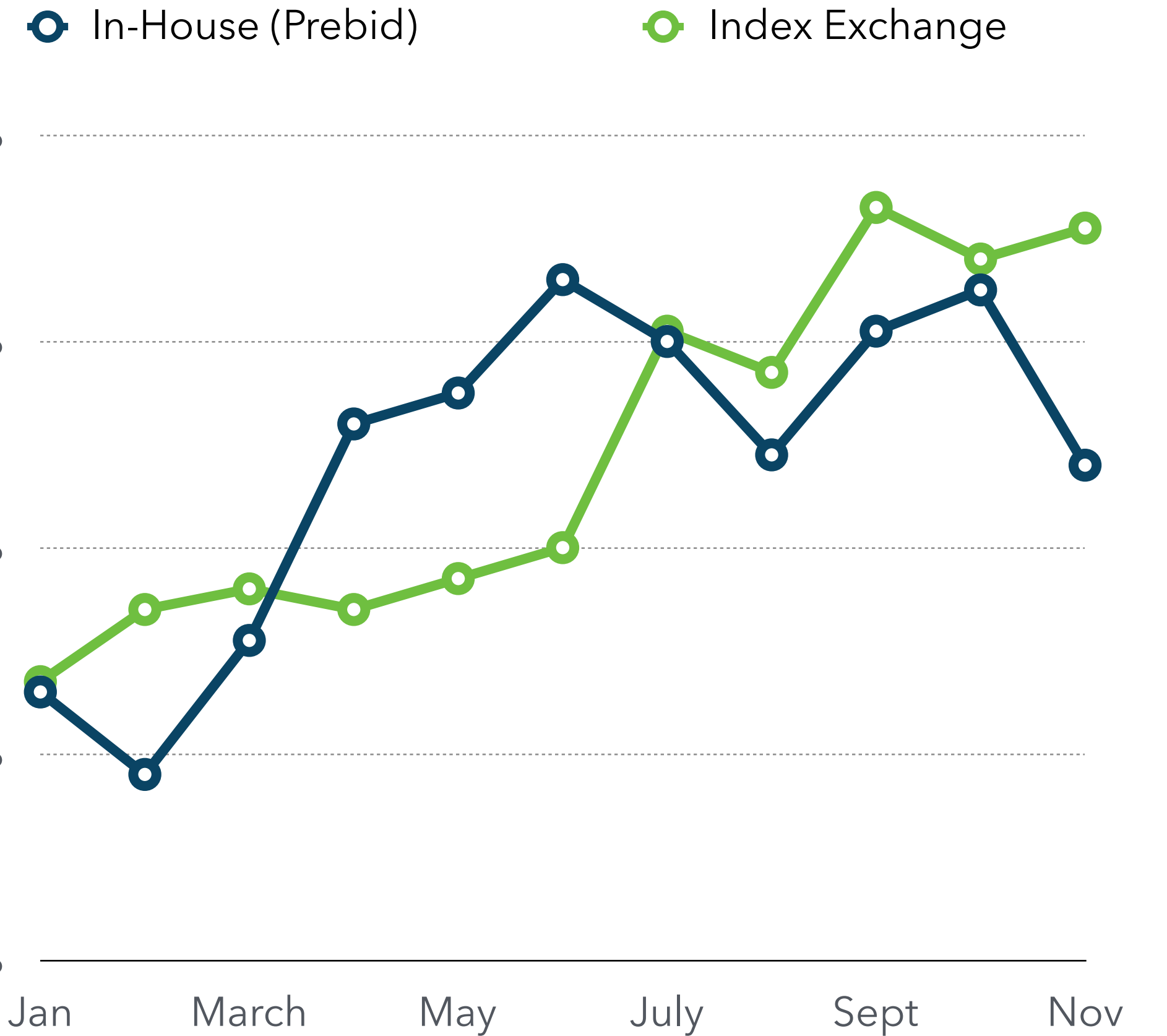
Top 10 Wrappers Over Time

- In-House (Custom Code)
- Sortable
- Freestar
- Prebid Enterprise (AppNexus)
- Venatus Media
- UnderDog
- Curse Digital Media
- Proper Media



#3 - #10

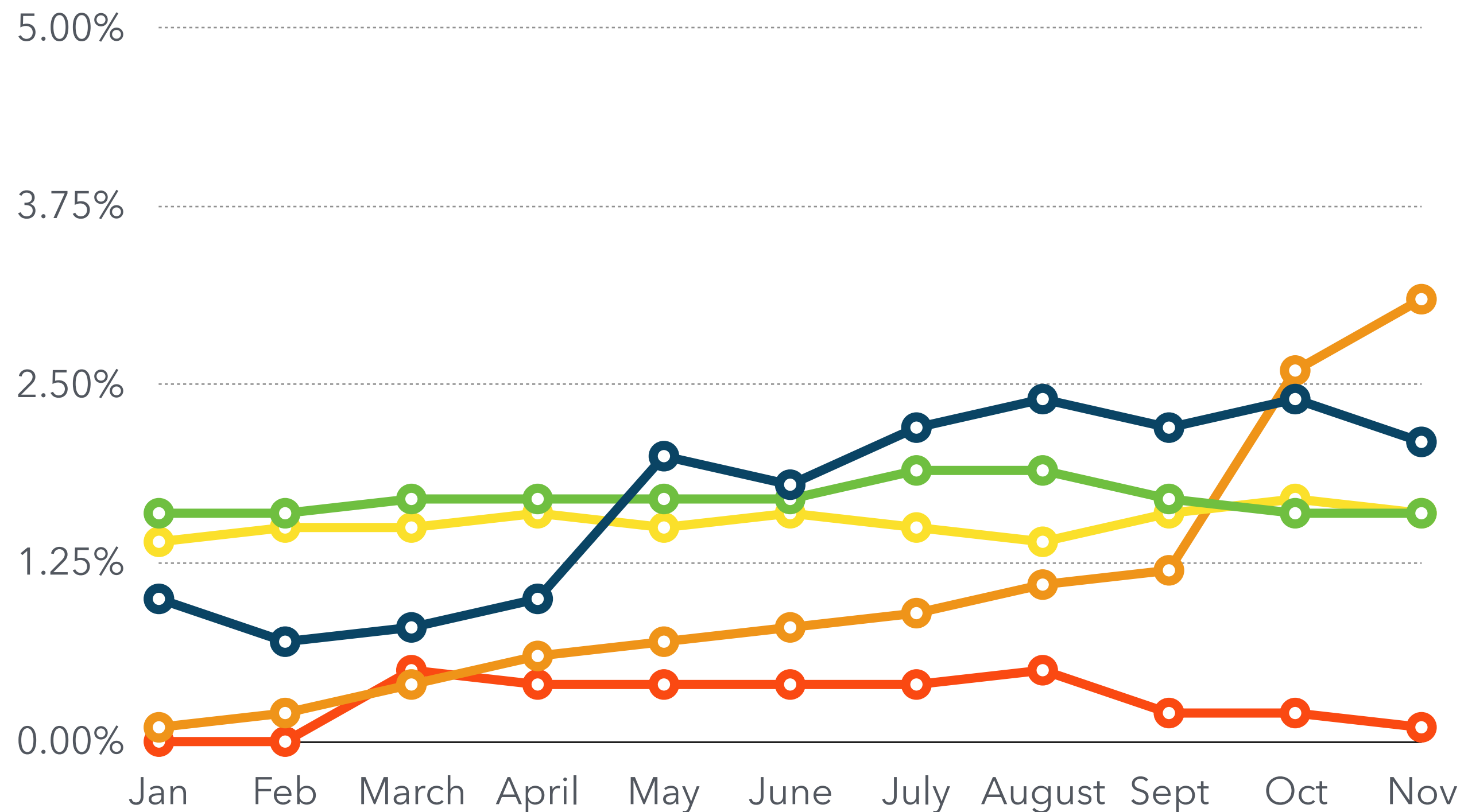
#1 - #2



Top S2S Endpoints Over Time

● Prebid Server
● Purch
● Media.net
● ServerBid

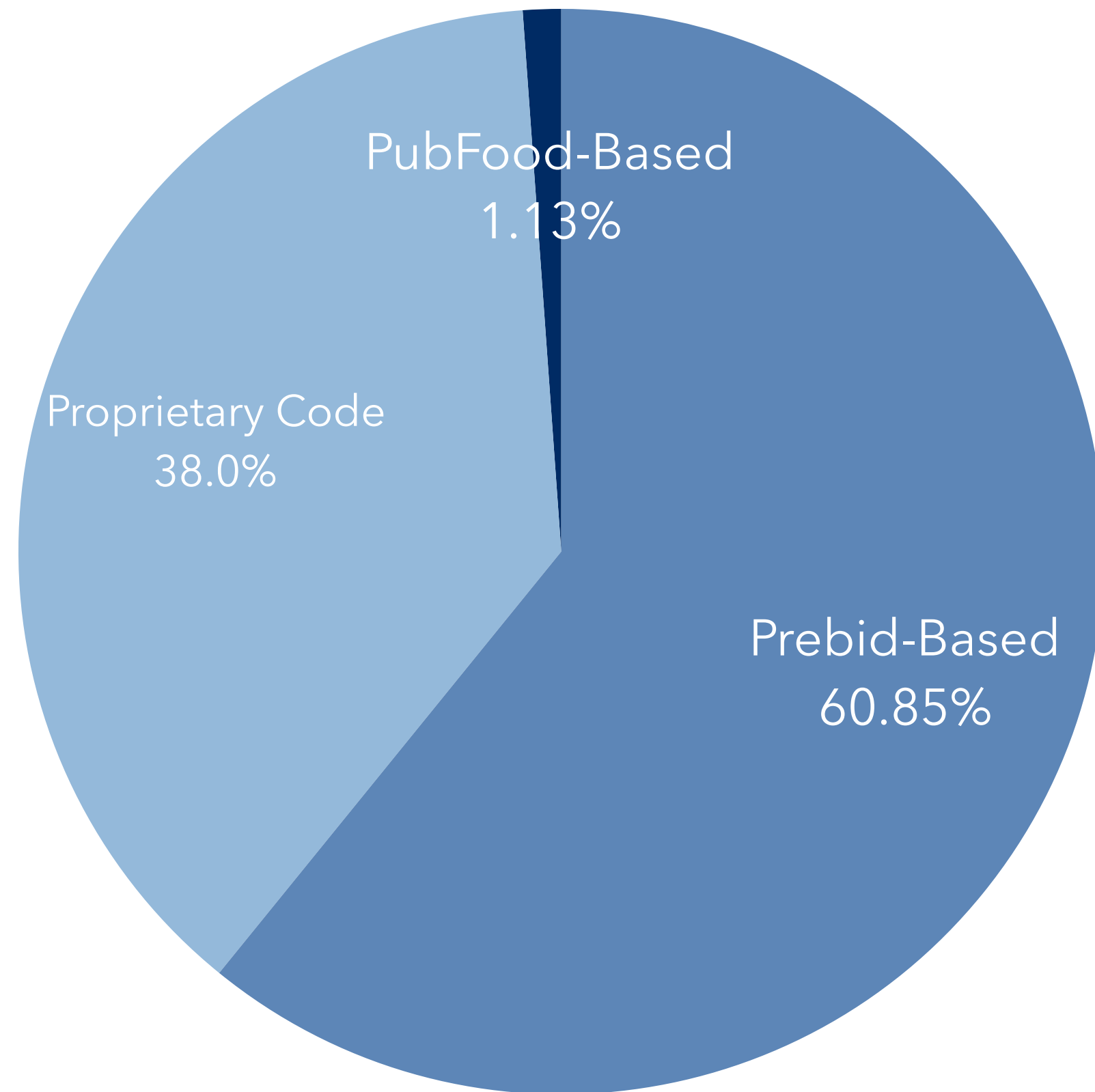
● Index S2S



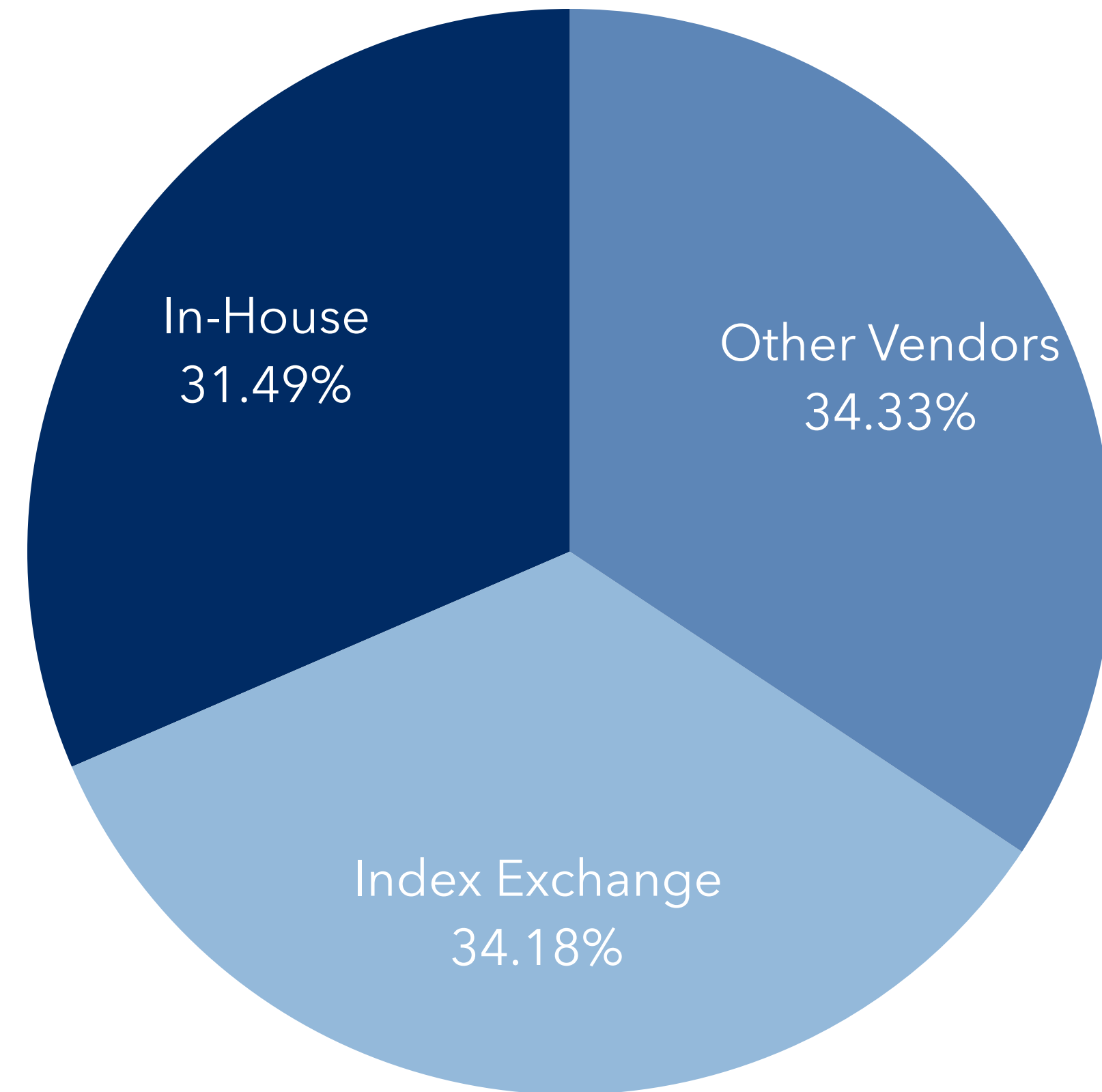
Vendor	Oct	Nov	% Change
ServerBid	26	31	19%
Prebid Server	24	21	-13%
Media.net	17	16	-6%
Purch	16	16	0%
Index S2S	2	1	-50%

Note: Amazon TAM is excluded due to difficulty in correctly identifying the difference between a standard call and a S2S call

Wrapper breakdowns



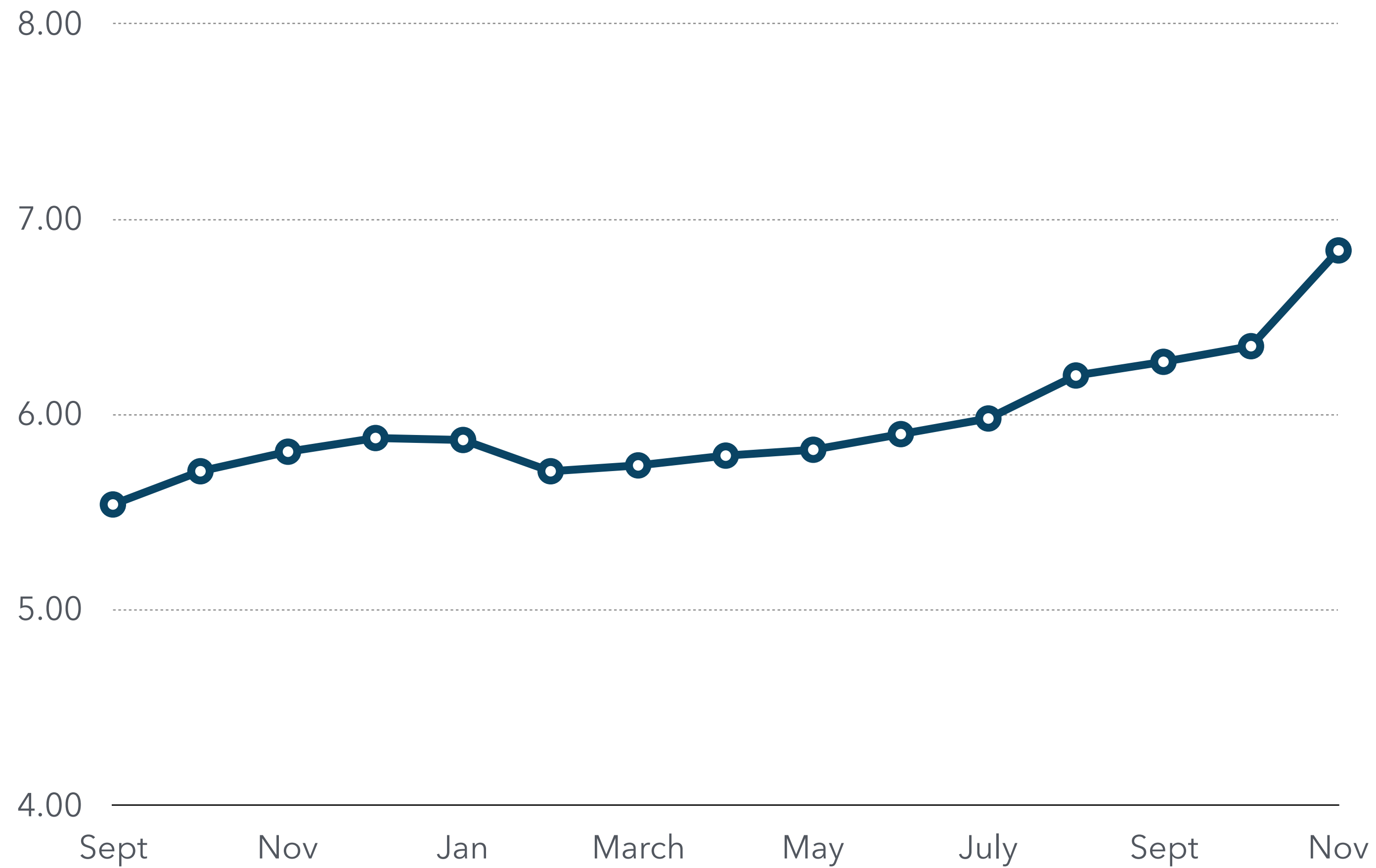
Code types used



Solution type

n=705, the total number of client-side wrappers seen

Avg # of Bidders



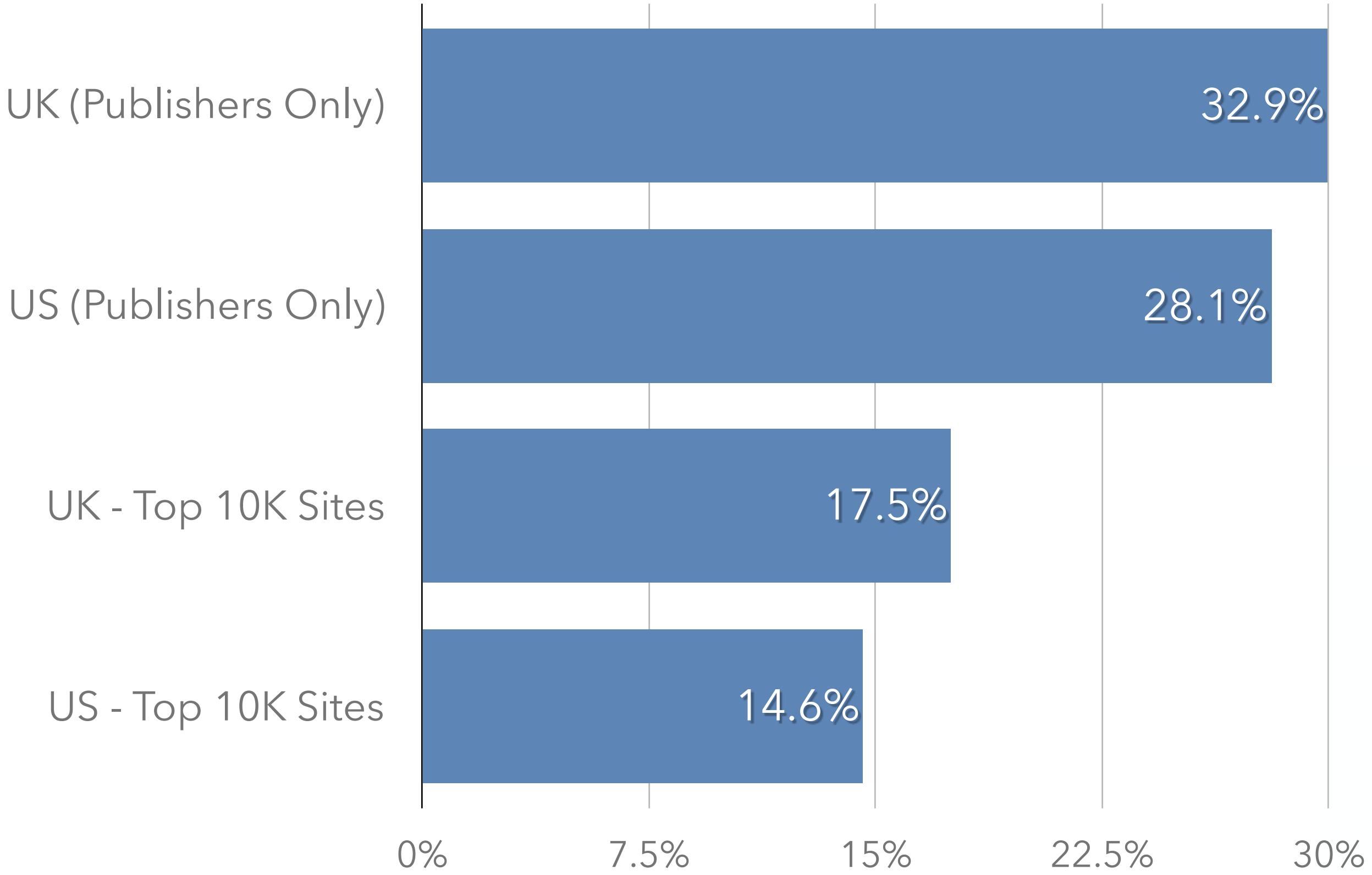
Vendor	Avg Bidders
3rd-Party Vendor (excluding Index)	8.01
Total Avg	6.84
In-House	6.67
Index Exchange	5.52
No Wrapper	1.43

Consent Management Platforms (CMP)

Methodology

- This looks at the Top 10K US and Top 10K UK site lists according to Alexa's Top Sites API (updated every two months, last: Nov 2018)
- For the 'publisher' filter, we look just at sites that do programmatic advertising, which we identified by analyzing what sites were pinging AdSense or an ad exchange, using an IAB CMP, or hosting an ads.txt file
- To identify CMP usage, we manually built a list of URL endpoints that signify the publisher is using a CMP and which one. This list includes over 500 expressions, including the [IAB URL](#) formatting, open-source code from AppNexus and Axel Springer, WordPress plug-ins, and miscellaneous other vendors
- We then use a proprietary tool every month to see what sites are hitting what endpoints. We double-check the results to identify new expressions/CMPs, irregularities, and anything missing from the previous report
- This report looks just at 3rd-party CMP usage, whether that's an IAB-registered CMP, a consent tool not registered with the IAB, a WP Plug-in, an in-house CMP that uses open-source code from Axel Springer or AppNexus, or an in-house CMP that uses the IAB 'vendorlist' file. It excludes sites that have written their own cookie notification code

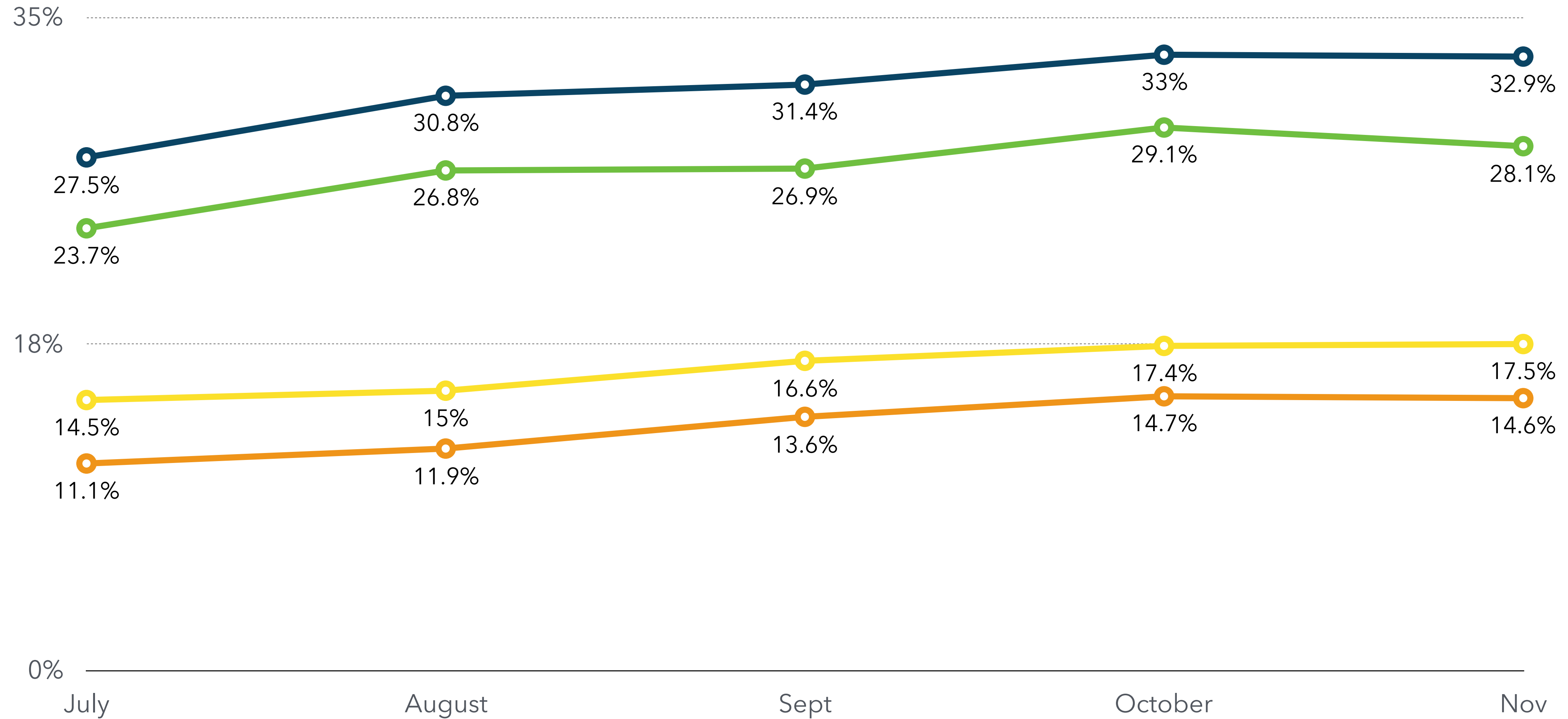
CMP Adoption by Geo



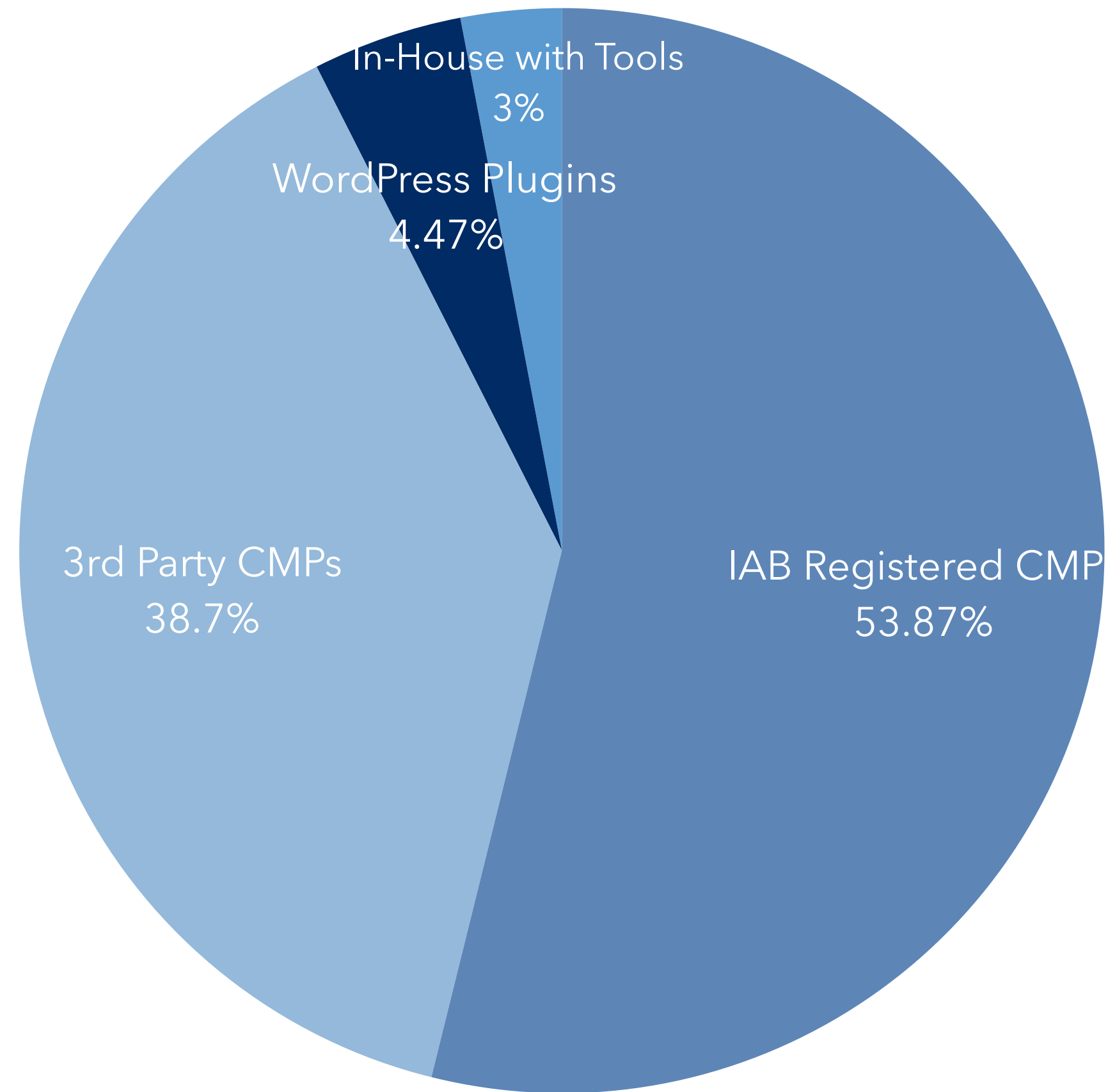
Vendor	July	August	Sept	Oct	Nov	% Change
UK (Pubs Only)	27.5%	30.8%	31.4%	33%	33%	-0.3%
US (Pubs Only)	23.7%	26.8%	26.9%	29.1%	28.1%	-3.4%
UK All	14.5%	15%	16.6%	17.4%	17.5%	0.57%
US All	11.1%	11.9%	13.6%	14.7%	14.6%	-0.68%

“Publishers only” filters the 10K list to just sites that show programmatic ads

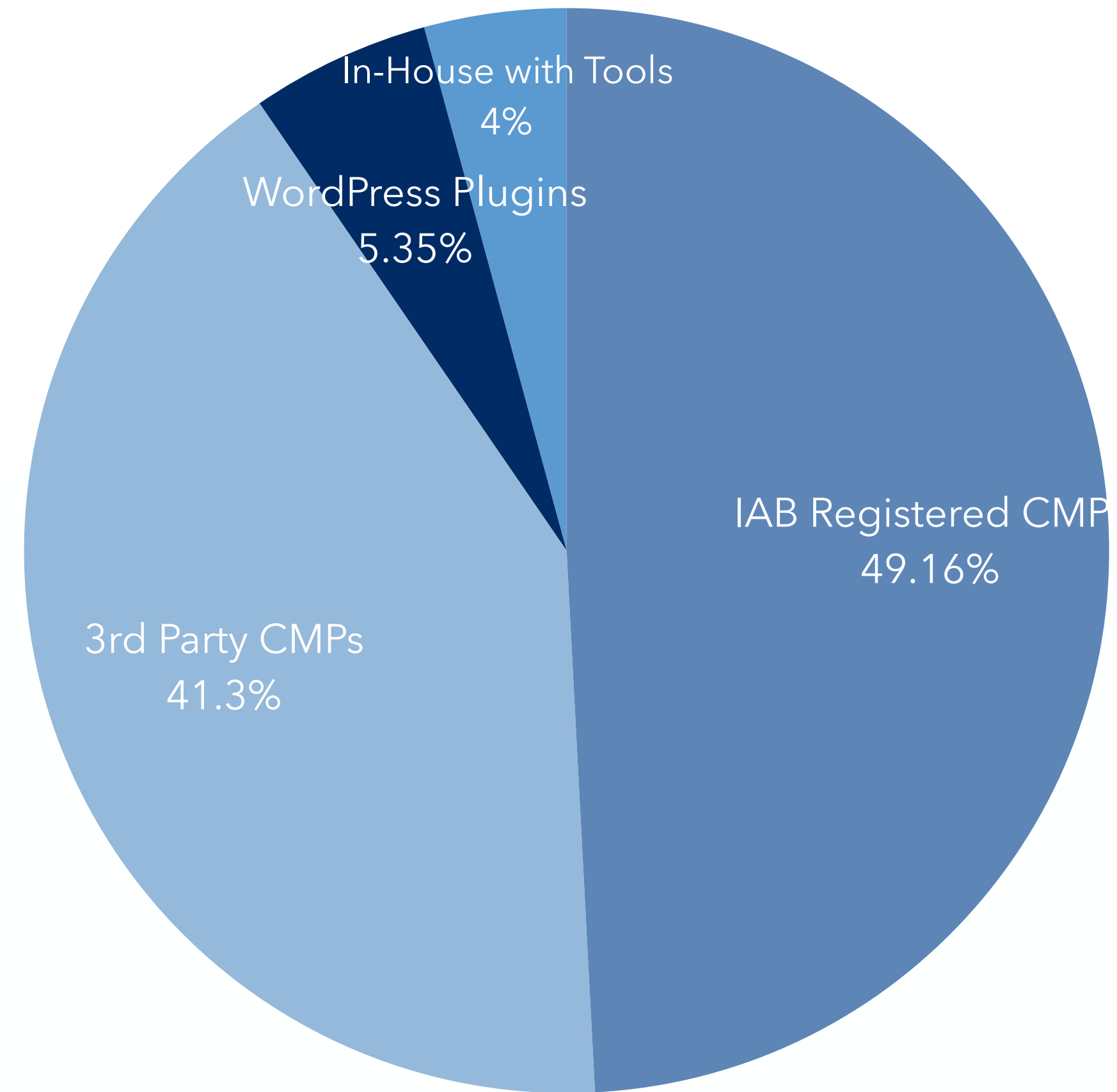
CMP adoption over time



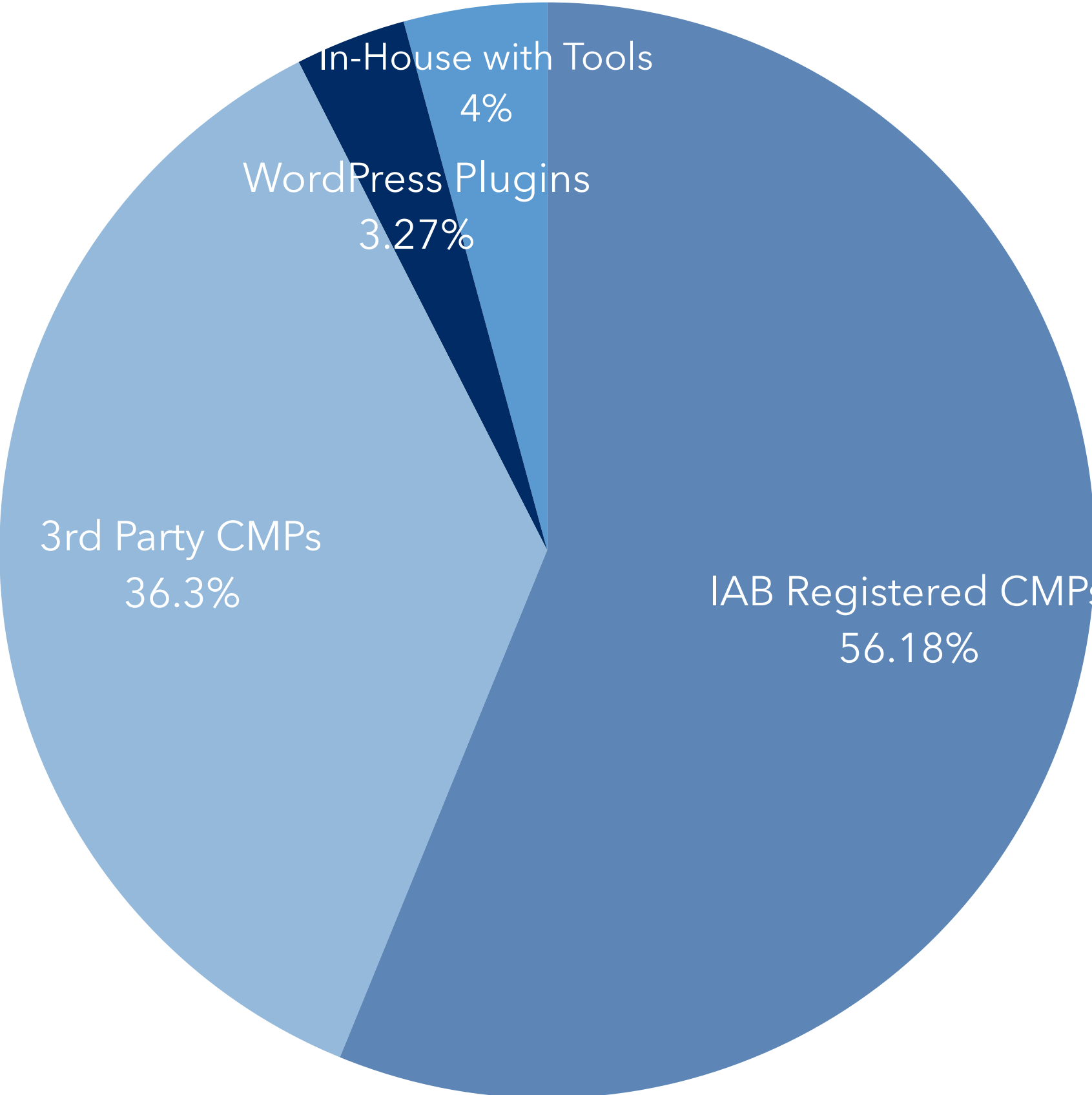
Consent Tool by Type - US



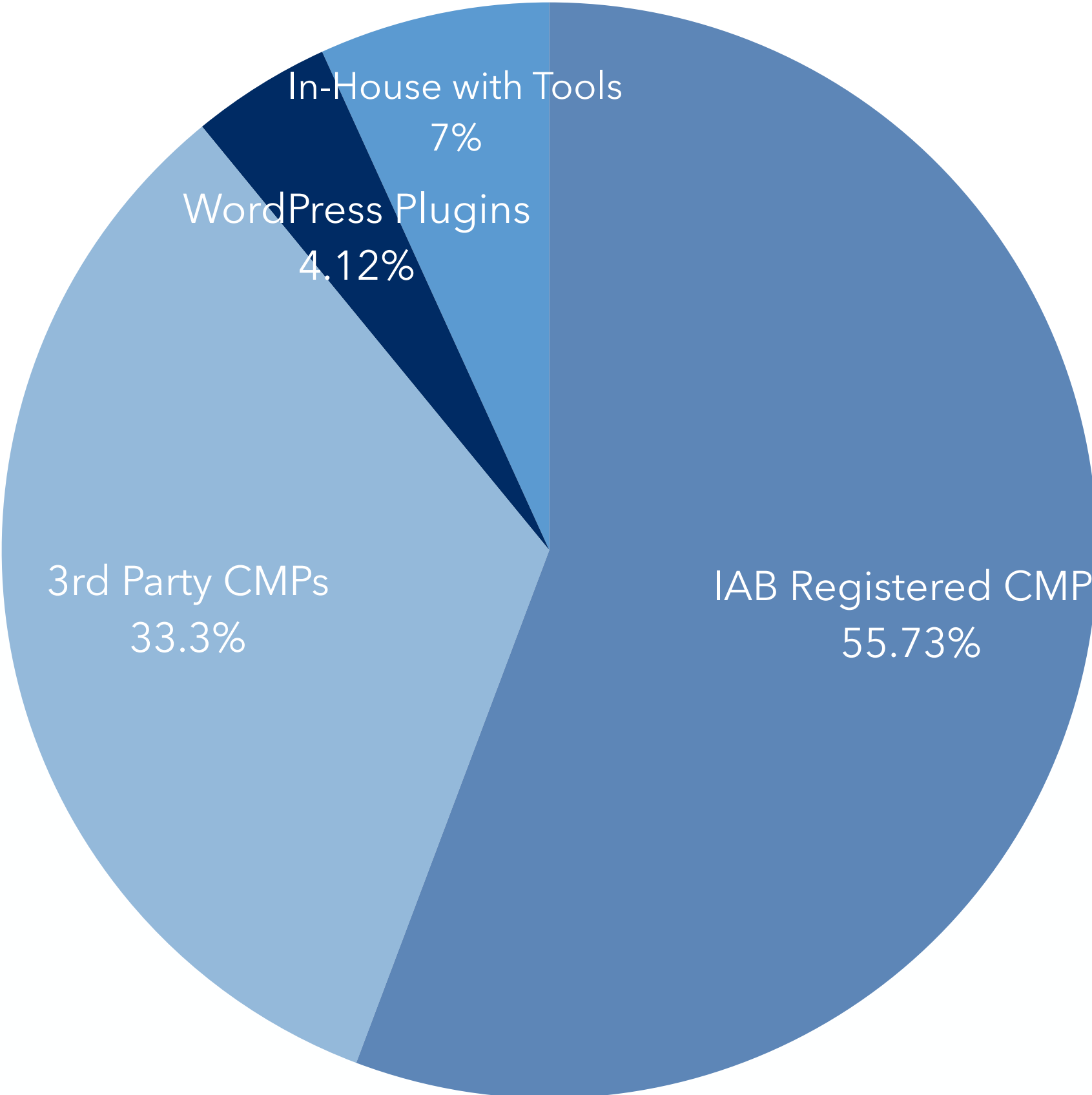
Consent Tool by Type - UK



Consent Tool by Type - US Publishers



Consent Tool by Type - UK Publishers



Top 30 CMPs - US

Vendor	Oct	Nov	Change
Cookie Consent by Insites	333	334	0%
Quantcast	165	166	1%
OneTrust	126	149	18%
Evidon	135	142	5%
TrustArc	131	128	-2%
Cookiebot	67	66	-1%
Curse Digital Media	43	40	-7%
Adthrive/CafeMedia	41	38	-7%
Venatus Media	36	31	-14%
UK CC by Catapult	27	26	-4%
In-House with Vendorlist	34	25	-26%
Oath	26	21	-19%
Tealium Consent Manager	23	18	-22%
Sortable	17	17	0%
Cookie Notice by dFactory	20	16	-20%

Vendor	Oct	Nov	Change
Purch	12	16	33%
Google Funding Choices	24	15	-38%
Snigel Web	16	15	-6%
Iubenda	16	15	-6%
Webtoffee	13	14	8%
CivicUK	13	13	0%
Playwire Media	7	13	86%
GG Software	16	12	-25%
Admiral	13	12	-8%
Ezoic	10	12	20%
Conversant	12	11	-8%
In-House with AppNexus	11	11	0%
RTK	8	10	25%
In-House with Axel Springer	3	9	200%
Network N	8	8	0%

Remaining CMPs - US

Vendor	Oct	Nov	% Change
MonetizeMore	7	8	14%
Didomi	7	8	14%
AppNexus CMP	7	7	0%
ZerID	7	7	0%
Cookie Notice by Pebblebed	7	6	-14%
Mediavine	7	6	-14%
Sovrn	7	5	-29%
StreamAMP	5	5	0%
Cookie Script	4	5	25%
Cookie Info by Daniel Paul	4	4	0%
Prisa	3	4	33%
Cookiebar by Missing Code	3	3	0%
BlueConic	3	3	0%
Smart Adserver	3	3	0%
Dorkabod	3	2	-33%

Vendor	Oct	Nov	% Change
ShareThis	3	2	-33%
EU Cookie Law by Alex Moss	2	2	0%
Google Cookie Choices	2	2	0%
TagCommander	2	2	0%
Sourcepoint	2	2	0%
System1	1	2	100%
WF Cookie Consent by Wunderfarm	1	2	100%
LIQWID	2	1	-50%
Cookie Info Script Solution	2	1	-50%
CookieCuttr	1	1	0%
Dreamlab	1	1	0%
Wimagguc	1	1	0%
Ilmenite	1	1	0%
Shareaholic	0	1	#DIV/0!

Top 30 CMPs - UK

Vendor	Oct	Nov	Change
Cookie Consent by Insites	442	457	3%
Quantcast	208	218	5%
Evidon	144	143	-1%
OneTrust	120	131	9%
TrustArc	97	96	-1%
Cookiebot	64	65	2%
In-House with AppNexus	55	52	-5%
Sourcepoint	38	39	3%
Venatus Media	34	33	-3%
Curse Digital Media	33	33	0%
Oath	34	32	-6%
CivicUK	31	32	3%
UK CC by Catapult	33	31	-6%
Tealium Consent Manager	27	26	-4%
Cookie Notice by dFactory	23	21	-9%

Vendor	Oct	Nov	Change
Cookiebar by Missing Code	22	21	-5%
Webtoffee	16	21	31%
StreamAMP	15	17	13%
Purch	12	16	33%
Sovrn	18	15	-17%
Playwire Media	0	15	#DIV/0!
Google Funding Choices	20	14	-30%
Snigel Web	15	14	-7%
In-House with Vendorlist	0	14	#DIV/0!
Sortable	16	13	-19%
Cookie Script	15	13	-13%
TagCommander	13	11	-15%
GG Software	14	10	-29%
Google Cookie Choices	13	10	-23%
Iubenda	13	10	-23%

Remaining CMPs - UK

Vendor	Oct	Nov	% Change
Admiral	11	10	-9%
Conversant	10	10	0%
Didomi	9	9	0%
In-House with Axel Springer	6	9	50%
Clickio	9	8	-11%
Ezoic	9	8	-11%
Network N	8	8	0%
CookieCuttr	8	8	0%
Implied Consent	8	8	0%
Global Radio Services	8	7	-13%
Adthrive/CafeMedia	7	7	0%
NetInfo	6	7	17%
MonetizeMore	6	7	17%
Dorkabod	7	6	-14%
Cookie Info Script Solution	7	5	-29%

Vendor	Oct	Nov	% Change
ZeroID	5	5	0%
Cookie Notice by Pebblebed	5	4	-20%
Wimagguc	5	4	-20%
Agora	4	4	0%
EU Cookie Law by Alex Moss	2	4	100%
Dreamlab	4	3	-25%
Cookie Info by Daniel Paul	3	3	0%
WF Cookie Consent by Wunderfarm	2	3	50%
Mediavine	2	3	50%
Prisa	1	3	200%
Cookie Trust Working Group	2	2	0%
AppNexus CMP	2	2	0%
Smart Adserver	1	2	100%

AppNexus Open-Source CMP

325

of sites the code is in

13.2%

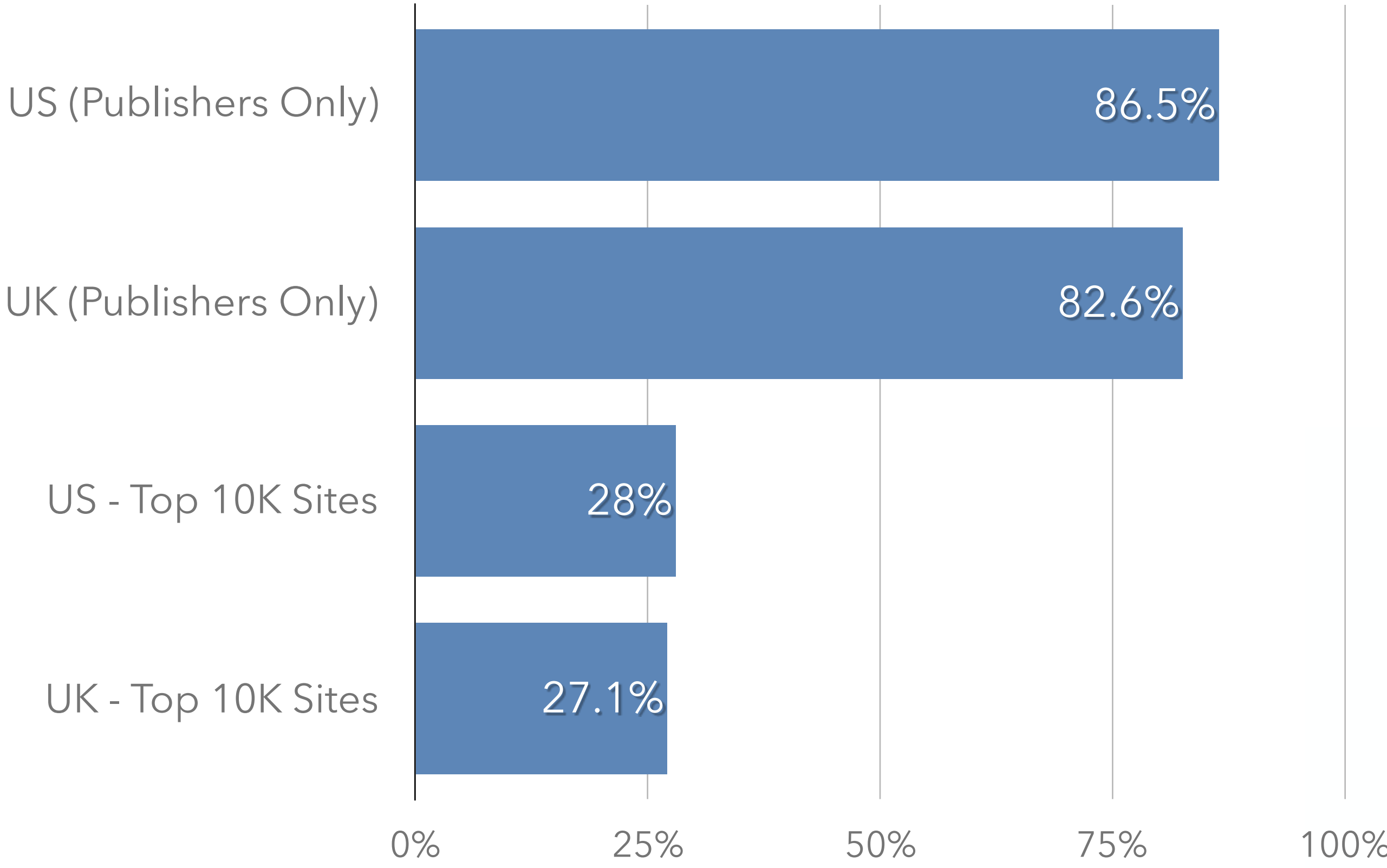
% of CMPs that use it

Ads.txt Tracker

Methodology

- This looks at the Top 10K US and Top 10K UK site lists according to Alexa's Top Sites API (updated every 2 months. Last: Nov '18)
- We use a scraper that looks for “`{{site}}/ads.txt`” files and pulls in the rows
- For the ‘publisher’ filter, we look just at sites that do programmatic advertising, which we identified by analyzing what sites were pinging AdSense or an ad exchange, using an IAB CMP, or hosting an ads.txt file

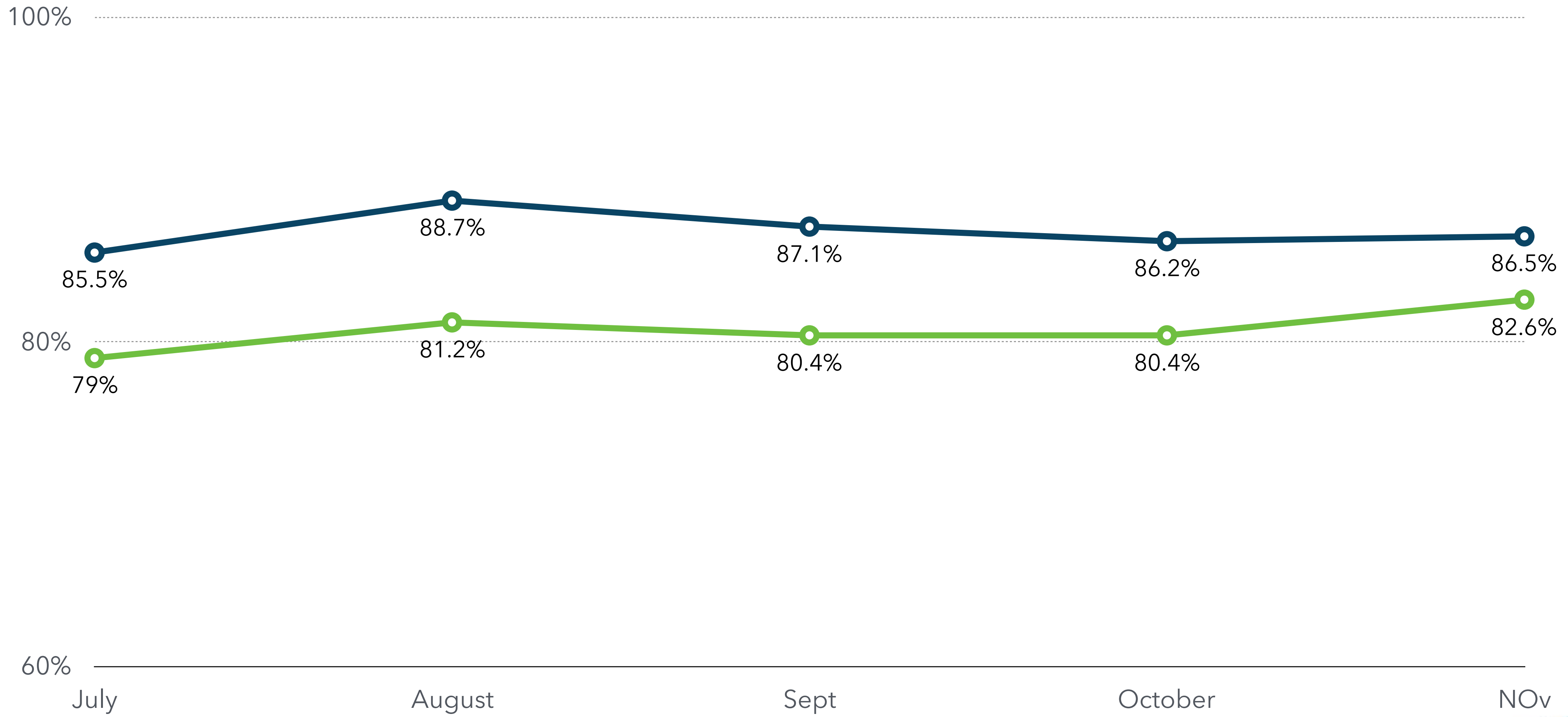
Ads.txt Adoption by Geo



Vendor	July	August	Sept	Oct	Nov	% Change
US (Pubs Only)	85.5%	88.7%	87.1%	86.2%	86.5%	0%
UK (Pubs Only)	79%	81.2%	80.4%	80.4%	82.6%	2.75%
US All	25.6%	26.5%	27.6%	28%	28%	0%
UK All	24.9%	25.6%	26.3%	26.8%	27.1%	1.12%

“Publishers only” filters the list to just sites that show programmatic ads

CMP adoption over time - Publishers



Top 30 Direct Sellers - US

Vendor	Oct	Nov	% Change	% of Files
Google	2584	2571	-0.50%	92%
AppNexus	1820	1824	0.22%	65%
Rubicon Project	1720	1715	-0.29%	61%
OpenX	1684	1704	1.19%	61%
Index Exchange	1654	1670	0.97%	60%
DistrictM	1406	1423	1.21%	51%
Oath/AOL	1384	1405	1.52%	50%
Sovrn	1332	1341	0.68%	48%
Amazon	1220	1261	3.36%	45%
Pubmatic	1052	1135	7.89%	41%
RhythmOne	1039	1099	5.77%	39%
bRealTime	932	919	-1.39%	33%
GumGum	766	807	5.35%	29%
Teads.tv	766	783	2.22%	28%
PulsePoint	750	721	-3.87%	26%

Vendor	Oct	Nov	% Change	% of Files
TripleLift	670	718	7.16%	26%
SpotXchange	657	716	8.98%	26%
33Across	614	705	14.82%	25%
Conversant	572	643	12.41%	23%
Sonobi	544	593	9.01%	21%
Criteo	526	587	11.60%	21%
Outbrain	539	577	7.05%	21%
Sharethrough	561	576	2.67%	21%
Telaria	520	560	7.69%	20%
Media.net	470	545	15.96%	19%
Taboola	511	508	-0.59%	18%
SpringServe	422	502	18.96%	18%
FreeWheel Media	438	491	12.10%	18%
Undertone	447	485	8.50%	17%
Cox Media	478	433	-9.41%	15%

Next 30 Direct Sellers - US

Vendor	Oct	Nov	% Change	% of Files
LKQD	417	432	3.60%	15%
Exponential	481	427	-11.23%	15%
Brightcom	424	427	0.71%	15%
Connatix	403	414	2.73%	15%
YieldMo	374	402	7.49%	14%
LiveIntent	370	385	4.05%	14%
Beachfront Media	336	383	13.99%	14%
Nativo	392	381	-2.81%	14%
TribalFusion	421	368	-12.59%	13%
Sekindo	391	368	-5.88%	13%
Kargo	293	306	4.44%	11%
Synacor	337	280	-16.91%	10%
AdYouLike	255	280	9.80%	10%
Improve Digital	230	265	15.22%	9%
Somo Audience	166	264	59.04%	9%

Vendor	Oct	Nov	% Change	% of Files
Smaato	247	260	5.26%	9%
Fyber	225	246	9.33%	9%
RevContent	210	239	13.81%	9%
Carambola	201	239	18.91%	9%
Smart Adserver	196	238	21.43%	8%
Unruly Media	196	237	20.92%	8%
Facebook	218	215	-1.38%	8%
SteamRail	189	213	12.70%	8%
LockerDome	148	209	41.22%	7%
LoopMe	163	204	25.15%	7%
TrustX	204	201	-1.47%	7%
AnyClip Media	209	174	-16.75%	6%
AerServ	148	154	4.05%	5%
Insticator	133	151	13.53%	5%
Adform	122	151	23.77%	5%

Top 30 Direct Sellers - UK

Vendor	Oct	Nov	% Change	% of Files
Google	2405	2435	1.25%	90%
AppNexus	1440	1446	0.42%	53%
Rubicon Project	1425	1420	-0.35%	52%
Index Exchange	1323	1351	2.12%	50%
OpenX	1319	1335	1.21%	49%
Sovrn	1058	1075	1.61%	40%
DistrictM	1014	1057	4.24%	39%
Pubmatic	941	990	5.21%	37%
Oath/AOL	961	981	2.08%	36%
Amazon	814	844	3.69%	31%
Teads.tv	781	777	-0.51%	29%
RhythmOne	683	727	6.44%	27%
bRealTime	674	679	0.74%	25%
PulsePoint	660	654	-0.91%	24%
GumGum	606	636	4.95%	23%

Vendor	Oct	Nov	% Change	% of Files
SpotXchange	506	557	10.08%	21%
33Across	513	555	8.19%	20%
Criteo	440	488	10.91%	18%
Taboola	452	460	1.77%	17%
Outbrain	438	456	4.11%	17%
TripleLift	435	453	4.14%	17%
Conversant	401	450	12.22%	17%
Telaria	412	435	5.58%	16%
AdYouLike	378	407	7.67%	15%
Sharethrough	399	394	-1.25%	15%
Sonobi	346	371	7.23%	14%
Brightcom	339	348	2.65%	13%
FreeWheel Media	309	347	12.30%	13%
Media.net	287	344	19.86%	13%
SpringServe	297	340	14.48%	13%

Next 30 Direct Sellers - UK

Vendor	Oct	Nov	% Change	% of Files
Undertone	321	336	4.67%	12%
Exponential	369	334	-9.49%	12%
LKQD	313	334	6.71%	12%
TribalFusion	347	315	-9.22%	12%
LoopMe	266	293	10.15%	11%
Beachfront Media	245	287	17.14%	11%
Cox Media	288	275	-4.51%	10%
Adform	232	271	16.81%	10%
Improve Digital	258	266	3.10%	10%
LiveIntent	215	263	22.33%	10%
Sekindo	253	255	0.79%	9%
Unruly Media	203	237	16.75%	9%
Kargo	248	230	-7.26%	8%
Smart Adserver	190	227	19.47%	8%
Connatix	221	221	0.00%	8%

Vendor	Oct	Nov	% Change	% of Files
Smaato	201	210	4.48%	8%
Somo Audience	153	208	35.95%	8%
Nativo	198	199	0.51%	7%
YieldMo	186	199	6.99%	7%
RevContent	176	192	9.09%	7%
Fyber	167	184	10.18%	7%
SteamRail	165	178	7.88%	7%
Facebook	160	171	6.88%	6%
AnyClip Media	170	166	-2.35%	6%
Synacor	189	163	-13.76%	6%
PixFuture	116	152	31.03%	6%
Switch Concepts	169	148	-12.43%	5%
Carambola	143	148	3.50%	5%
SmartClip	138	147	6.52%	5%
TrustX	123	139	13.01%	5%

Top 30 Resellers - US

Vendor	Oct	Nov	% Change	% of Files
AppNexus	2233	2254	0.94%	80%
OpenX	2136	2166	1.40%	77%
Google	2127	2132	0.24%	76%
Pubmatic	2013	2050	1.84%	73%
Rubicon Project	1959	2022	3.22%	72%
Index Exchange	1989	1991	0.10%	71%
Oath/AOL	1884	1923	2.07%	69%
SpotXchange	1849	1859	0.54%	66%
PulsePoint	1750	1742	-0.46%	62%
Telaria	1602	1627	1.56%	58%
FreeWheel Media	1495	1515	1.34%	54%
LKQD	1402	1436	2.43%	51%
Sovrn	1264	1310	3.64%	47%
DistrictM	1177	1288	9.43%	46%
Cox Media	1214	1283	5.68%	46%

Vendor	Oct	Nov	% Change	% of Files
GumGum	1171	1216	3.84%	43%
Fyber	1192	1205	1.09%	43%
Smart Adserver	1170	1196	2.22%	43%
RhythmOne	1077	1176	9.19%	42%
bRealTime	1011	1097	8.51%	39%
Improve Digital	1082	1087	0.46%	39%
Beachfront Media	915	943	3.06%	34%
Adform	871	872	0.11%	31%
Sonobi	711	870	22.36%	31%
33Across	804	862	7.21%	31%
SpringServe	809	849	4.94%	30%
Criteo	783	770	-1.66%	27%
Synacor	736	744	1.09%	27%
Amazon	707	703	-0.57%	25%
Taboola	691	663	-4.05%	24%

Next 30 Resellers - US

Vendor	Oct	Nov	% Change	% of Files
Outbrain	633	643	1.58%	23%
Smaato	554	602	8.66%	21%
YieldBot	426	551	29.34%	20%
Conversant	445	472	6.07%	17%
RevContent	418	448	7.18%	16%
BrightRoll	475	441	-7.16%	16%
C1Exchange	438	416	-5.02%	15%
Somo Audience	405	415	2.47%	15%
BidTellec	372	409	9.95%	15%
Teads.tv	379	408	7.65%	15%
Verta Media	399	400	0.25%	14%
TidalTV	415	376	-9.40%	13%
NativeAds	327	354	8.26%	13%
AdYouLike	325	352	8.31%	13%
UCFunnel	343	329	-4.08%	12%

Vendor	Oct	Nov	% Change	% of Files
Cedato	294	327	11.22%	12%
Vindico Suite	296	316	6.76%	11%
RockYou	342	303	-11.40%	11%
YieldLab	268	299	11.57%	11%
Optimatic	303	297	-1.98%	11%
Sharethrough	296	296	0.00%	11%
SmartClip	293	296	1.02%	11%
SteamRail	211	260	23.22%	9%
Video Intelligence	265	257	-3.02%	9%
Vuble	182	229	25.82%	8%
LoopMe	159	225	41.51%	8%
Media.net	188	203	7.98%	7%
MobFox	191	198	3.66%	7%
Yume	184	194	5.43%	7%
Veuhub	186	192	3.23%	7%

Top 30 Resellers - UK

Vendor	Oct	Nov	% Change	% of Files
AppNexus	2007	2040	1.64%	75%
Google	1954	1984	1.54%	73%
OpenX	1901	1938	1.95%	72%
Pubmatic	1790	1838	2.68%	68%
Rubicon Project	1783	1835	2.92%	68%
Index Exchange	1726	1770	2.55%	65%
Oath/AOL	1649	1690	2.49%	62%
PulsePoint	1640	1675	2.13%	62%
SpotXchange	1590	1616	1.64%	60%
FreeWheel Media	1357	1404	3.46%	52%
Telaria	1368	1397	2.12%	52%
Smart Adserver	1246	1300	4.33%	48%
Sovrn	1232	1263	2.52%	47%
LKQD	1174	1242	5.79%	46%
Improve Digital	1079	1104	2.32%	41%

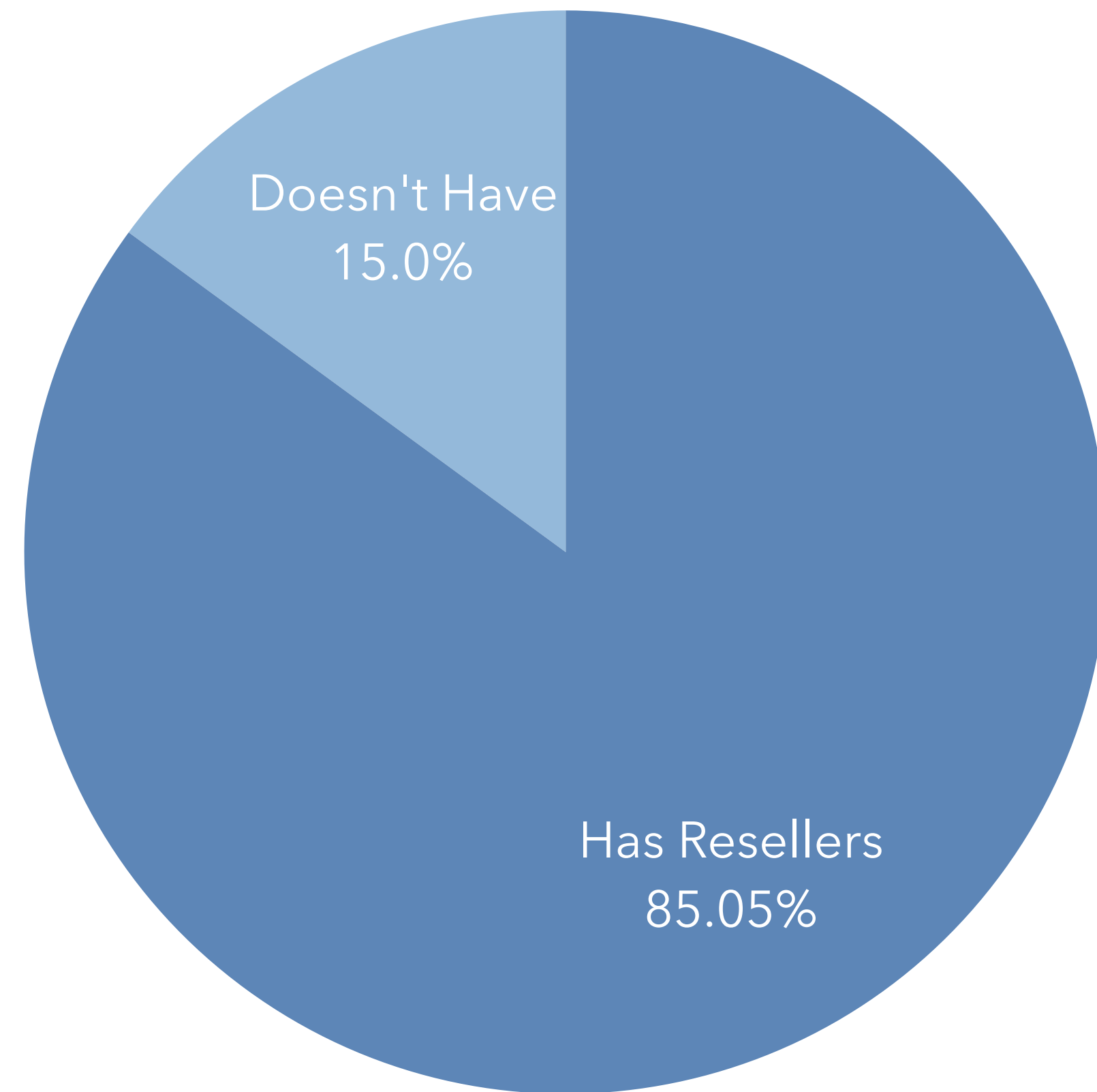
Vendor	Oct	Nov	% Change	% of Files
GumGum	1049	1085	3.43%	40%
Fyber	1054	1080	2.47%	40%
Adform	950	1013	6.63%	37%
DistrictM	917	1012	10.36%	37%
Cox Media	946	997	5.39%	37%
RhythmOne	887	954	7.55%	35%
bRealTime	886	952	7.45%	35%
Beachfront Media	787	831	5.59%	31%
Criteo	726	725	-0.14%	27%
33Across	695	724	4.17%	27%
SpringServe	638	671	5.17%	25%
Sonobi	560	660	17.86%	24%
Amazon	624	629	0.80%	23%
Taboola	638	628	-1.57%	23%
Synacor	556	543	-2.34%	20%

Next 30 Resellers - UK

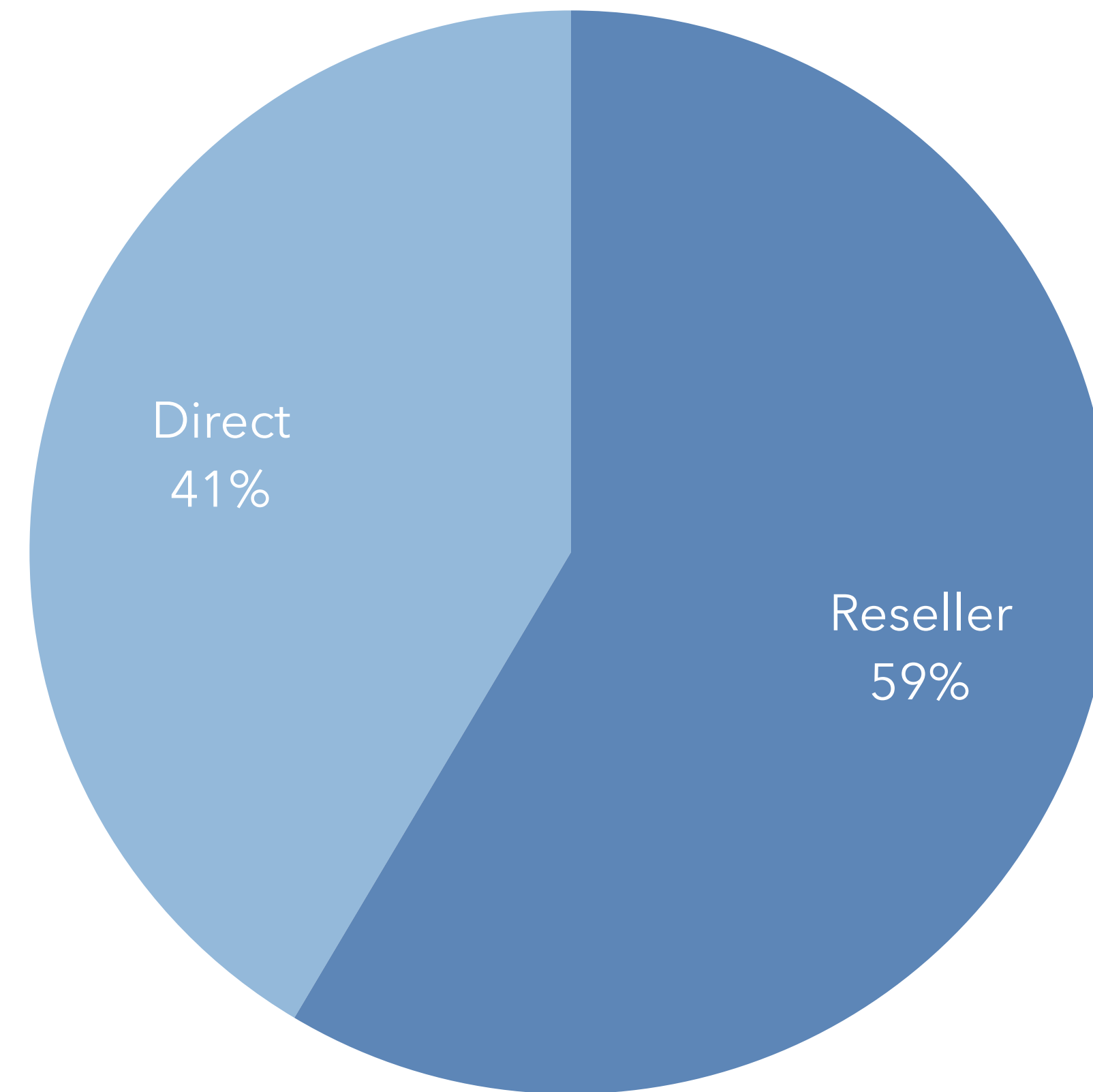
Vendor	Oct	Nov	% Change	% of Files
Outbrain	496	499	0.60%	18%
Smaato	476	493	3.57%	18%
Teads.tv	422	444	5.21%	16%
Conversant	417	424	1.68%	16%
YieldBot	300	369	23.00%	14%
BrightRoll	381	366	-3.94%	14%
Cedato	326	364	11.66%	13%
RevContent	348	363	4.31%	13%
BidTellec	336	355	5.65%	13%
TidalTV	374	347	-7.22%	13%
AdYouLike	314	336	7.01%	12%
C1Exchange	332	331	-0.30%	12%
NativeAds	308	321	4.22%	12%
Verta Media	309	315	1.94%	12%
Experian	322	310	-3.73%	11%

Vendor	Oct	Nov	% Change	% of Files
Somo Audience	313	304	-2.88%	11%
SmartClip	291	301	3.44%	11%
Optimatic	247	263	6.48%	10%
Sharethrough	234	232	-0.85%	9%
Quantcast	253	230	-9.09%	8%
SSPHWY	251	227	-9.56%	8%
SteamRail	176	227	28.98%	8%
Video Intelligence	232	222	-4.31%	8%
UCFunnel	222	219	-1.35%	8%
LoopMe	158	215	36.08%	8%
Yume	193	213	10.36%	8%
WideOrbit	202	209	3.47%	8%
YieldLab	187	205	9.63%	8%
MobFox	187	190	1.60%	7%
RockYou	186	180	-3.23%	7%

Direct vs Reseller



Total Ads.txt files with reseller



Breakdown of direct vs reseller rows

Avg Rows by Type

14.0

Avg # of Direct rows
per Ads.txt file

19.8

Avg # of Reseller rows
per Ads.txt file



CONTACT ADZERK

Adzerk is a suite of APIs that enable e-retailers, publishers, and networks to build and scale their own ad server. Our flexible platform makes it easy to add sponsored listings, native ads, and any custom ad format (such as sponsored maps, promoted events, stitched podcast ads, and more) to your site or app.

You can learn more at <https://adzerk.com>, or reach out to sales@adzerk.com