



# sovrn and Ads.txt

Sovrn is dedicated to creating a trusted and transparent marketplace for both publishers and buy-side partners, and we are excited by the rapid adoption of ads.txt. We see the initiative as a win-win for both sides – helping publishers maintain control of their inventory and helping buyers avoid illegitimate sellers that spoof domains and arbitrage supply.

Domain spoofing remains a critical threat to programmatic advertising. While we believe that ads.txt will not solve the problem completely, the presence of an ads.txt file builds trust and measurably improves the environment for advertisers to continue spending through programmatic platforms.

Sovrn's commitment to providing a safe and trusted environment for buying and selling inventory is at the center of everything we do. Our 25-step publisher review process for vetting supply is one of the most rigorous in the industry and is validated by our leadership position on Pixelate's Global Seller Trust Index. In addition, Sovrn was one of the first companies to receive all four of the IAB TAG Certifications after a comprehensive independent audit by BPA Worldwide.

Ads.txt is an extension of our anti-fraud and brand-safety efforts. We believe it is important for our entire portfolio of publishers, from large sites such as Merriam-Webster and Apartment Therapy, to more niche publishers such as teslarati.com and mynameisyeh.com.

We see it as our responsibility to help every publisher we work with understand the importance of having an updated ads.txt file on their site. If you have any questions about Ads.txt, reach out to [demand@sovrn.com](mailto:demand@sovrn.com)



SEAL OF  
COMPLIANCE