

# What is sellers.json?



**Sellers.json is often described as the SSP or ad exchange’s version of the ads.txt file. It’s a standalone file that identifies the seller ID, the publisher name, domain, and directness of the relationship.**



An SSP, Network or exchange’s version of the ads.txt file



Provides a publisher relationship mapping to DSPs



Required for supply chain object

## Understanding Sellers.json attributes

The IAB specifies several attributes that SSPs should include in their sellers.json files. Verizon Media Ad platform generally only provides information for seller\_id, seller\_type, name, and domain.

Attribute	Required/optional	Description
seller_id	Required	This attribute represents the publisher ID in our platforms. This figure should match the seller_id field in the publisher’s ads.txt file, and also appear in the publisher.id property of the bid request.
seller_type	required	Seller_type identifies the nature of our relationship with the publisher account. Our owned & operated and direct publisher inventory is referenced as “PUBLISHER”. Network integrations are listed as “INTERMEDIARY”. “BOTH” is also an option, but Verizon Media rarely uses this designation.

Attribute	Required/optional	Description
<b>Name</b>	optional	The publisher's name associated with the seller_id
<b>Domain</b>	optional	The publisher's domain associated with their seller_id account.
<b>Is_passthrough</b>	optional	Identifies whether or not the ad system is a passthrough seller or not. Verizon Media rarely uses this field.
<b>Is_confidential</b>	optional	Indicates whether or not the identity of the seller is confidential. Verizon Media rarely uses this field.
<b>Comment</b>	optional	This field provides additional information on the account. Verizon Media rarely uses this field.
<b>ext</b>	optional	Placeholder for advertising-system specific extensions. Verizon Media rarely uses this field.

## What is OpenRTB SupplyChain object?

SupplyChain object enables DSPs to view the entire supply chain for a particular bid request. It specifies the "nodes", or each specific company involved in each supply opportunity, and allows advertisers to identify each node based on information in the sellers.json file.

SupplyChain object identifies the following key attributes.

Attribute	Type	Description
<b>complete</b>	required	This attribute indicates whether or not a bid request contains all the nodes leading back to the source of the inventory. "1" is used when the complete supply chain can be identified, "0" when it can't.
<b>nodes</b>	required	"Nodes" identify a particular bid request's order in the chain (e.g., direct sellers list one node; resellers list multiple nodes).
<b>ver</b>	required	Used to specify the version of the supply chain in use.
<b>ext</b>	optional	Placeholder for advertising-system specific extensions to this object. Verizon Media rarely uses this field.

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# Verizon Media support for sellers.json and SupplyChain Object

Improving brand safety and transparency are part of Verizon Media's core values. We've been adding support for sellers.json and SupplyChain object across our supply platform.

Platform	Ads.txt Domain	Sellers.json File	SupplyChain Object
Verizon Media Video Exchange	advertising.com	<a href="https://advertising.com/sellers.json">advertising.com/sellers.json</a>	Supported
Verizon Media Exchange (formerly BRXD)	yahoo.com	<a href="https://yahoo.com/sellers.json">yahoo.com/sellers.json</a>	ETA November 2019
ONE Mobile	aol.com	<a href="https://aol.com/sellers.json">aol.com/sellers.json</a>	ETA November 2019

## How is Verizon Media implementing supply chain object parameters for the Video Exchange and where can intermediary partners expect to see them based on their set up?

The different call scenarios are listed below for our video supply chain object integration:



### S2S calls

We follow IAB specs for OpenRTB requests. Use the *schain* object in OpenRTB requests.



### Tag calls

We have added the new *scpid* parameter to the tag. It must also be added to the ad tag. Use the seller id value from the request on the publisher aggregator platform.



### Prebid calls

We have added a new parameter, *scpid* to the prebid configuration.

## How is Verizon Media implementing supply chain object on Verizon Media Exchange and ONE Mobile?

We are finalizing supply chain object support, and will provide this information in November.

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## How should we handle Google EBDA and other EB integrations for sellers.json?

According to the IAB spec, exchange bidding is handled with pass through scenario. The entity that directly pays the publisher should be labeled "publisher" on a sellers.json file. In this instance, since we are the exchange participant paying the exchange bidding provider we would list this relationship as "intermediary" on our file and "both" if we have other direct relationships with the publisher through the same ID.