OpenRTB Supply Chain Object 1.1: every company holding a bid request is listed

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Short answer: Supply Chain Object 1.1 is an OpenRTB update from IAB Tech Lab, announced on 19 November 2026, that discloses any entity with custody of a programmatic bid request, not only companies that pay or get paid. An entity that can initiate or route bid requests becomes a node in the chain. It matters because buying platforms will see longer paths and may need new rules for judging them.

TL;DR The short version

- Supply Chain Object 1.1, announced by IAB Tech Lab on 19 November 2026, discloses every entity with custody of a programmatic bid request, not only those that pay or get paid.
- Any entity that can initiate or route bid requests becomes a node in the chain.
- Buying platforms will see longer paths, so review the rules you use to judge supply chains.

Read online, listen to it, or change the text size: https://blogs.iictp.org/openrtb-supply-chain-object-1-1-explained

What is the OpenRTB Supply Chain Object?

OpenRTB is the protocol used to buy and sell ad impressions in real time. The Supply Chain Object records the path a bid request took, so a buyer can audit it against the publisher files ads.txt and sellers.json. IAB Tech Lab says it arrived as an extension to OpenRTB 2.5 in 2019 and became part of the full OpenRTB 2.6 specification in 2022.

How version 1.1 works

- Previously, only companies that received or made a payment had to list themselves.
- Now any entity with custody of the bid request is disclosed, specifically one that can initiate or route requests to another entity.
- The test given by IAB Tech Lab: if you have the ability to overwrite something already in the request, whether or not you do, you are a node.
- The change took about nine months with roughly 50 participants from across the programmatic supply chain.

What is new compared with payment-based chains

A payment-only chain can hide intermediaries that handle and could alter a request without touching money. Listing custody makes those hops visible. IAB Tech Lab notes that some buyers also use the object for supply path optimization, and that simple hop counting will give a worse picture once more nodes appear.

What is planned next

- This is the first of at least two releases covering non-payment entities.
- Updates to sellers.json and ads.txt, including the app version, are planned for early 2027, with more scenarios and listing rules.
- A public comment period is expected early next year.
- Methods for validating the new nodes are still being worked out.

Limitations and open questions

- Validation of non-payment nodes is not settled, so disclosure arrives before a full way to check it.
- The announcement gives no adoption date for platforms.
- Self-declaration depends on each intermediary implementing the rule.
- Longer chains are not evidence of worse inventory.

Sources were read on 27 November 2026. Products, rules and data change, so check the linked originals before you rely on any detail.

How to prepare

1. Ask your supply and demand partners when they will send version 1.1 chains.
2. Find logic that assumes every node is a payment entity, in bidders, reports and fraud filters.
3. Replace maximum hop rules with rules that distinguish payment from custody.
4. Upgrade old extension-field implementations to OpenRTB 2.6.
5. Keep a sample of chains before and after to explain changes in reach and win rate.
6. Respond in the public comment period on ads.txt and sellers.json.

What it means for media buyers and ad operations

Expect reporting to change before inventory does. Warn stakeholders that average path length may rise because disclosure improved. If your team uses automated path filters, test them against the new chains so you do not block legitimate supply. Pair this with the checks in our guide to invalid traffic reporting.

Frequently asked questions

- **What is Supply Chain Object 1.1?** An OpenRTB update that lists every entity with custody of a bid request.
- **Who must add a node?** Entities able to initiate or route bid requests, including those that could overwrite request data.
- **Do ads.txt and sellers.json change now?** Not yet. Updates are planned for early 2027.
- **Why does it matter for supply path optimization?** Paths will contain more nodes, so hop counts mean something different.

Related reading

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Sources and further reading

1. Hillary Slattery, IAB Tech Lab. Updating the Supply Chain Object. Finally. 19 November 2026. iabtechlab.com/updating-the-supply-chain-object-finally

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