

LLM Content Monetization Protocol (CoMP)

Why Publishers Need CoMP:

- If traffic is no longer the primary currency, the **value exchange shifts from clicks to contribution**
- That means value is created upstream, not just at the point of visit
- The challenge - and the opportunity - is **making that contribution visible and compensable**
- So the future exchange is less about traffic volume and more **about trust, influence, and measurable impact**

LLMs Upend the Foundations of Open Web Value Exchange of Crawls:Visits



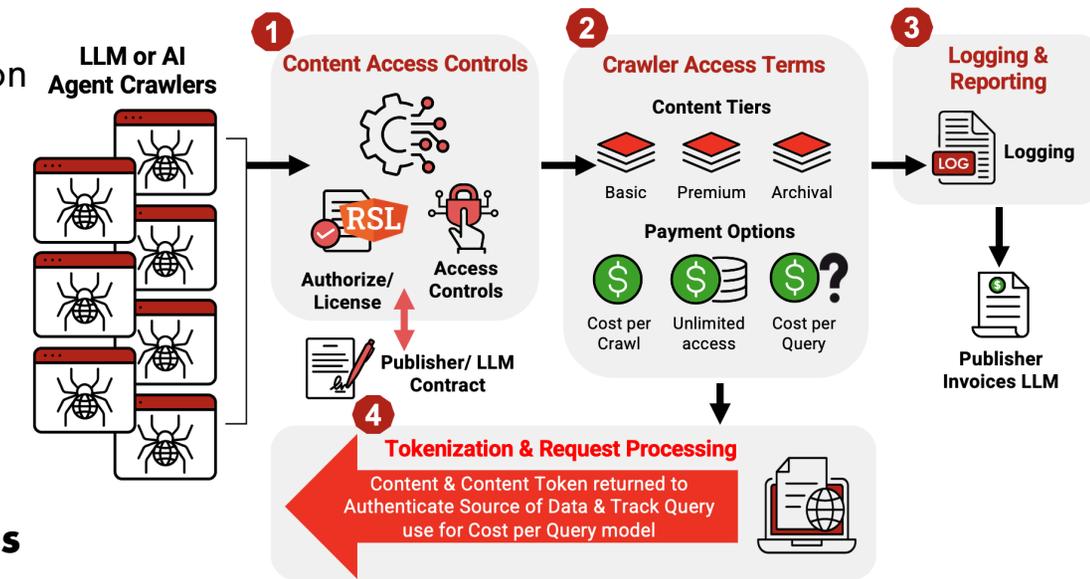
Why Brands Need CoMP:

- The LLM Ingest API enables AI operators to query a brand's content using natural language prompts as the API supports conversational interactions, **returning content or content paths to enhance brand visibility and customer engagement**
- Essential to optimize for AI and develop collaboration with LLMs and AI agents to understand the prompts **better and provide true and relevant content**
- More efficient model where the AI engine crawls content then AI agents are deployed for information leading to AI-driven results that **present brand content to users and show ads to earn revenue**

Helping Publishers Monetize LLM Content

As generative AI and LLMs reshape how content is discovered and consumed, **publisher traffic from search has dropped by 50% or more**, based on recent studies. Content is increasingly reused or summarized without clear permission, reporting, or attribution — **creating both business and operational risk** because there is:

- **No standardized way to communicate** usage rights or terms to LLMs
- **No transparency** into when or how content is accessed or used
- **No validation or provenance mechanisms** to confirm content authenticity



The CoMP initiative is developing open technical standards to enable responsible, transparent interaction between content producers and AI systems including:

- **Access and Licensing Protocols** – standardized methods for signaling content permissions and access policies
- **Terms & Conditions** – interoperable frameworks for declaring payment terms, usage conditions, logging and reporting
- **Tokenization & Validation** – mechanisms to verify content origin and ensure accurate source representation and usage for future economic models

CoMP is a Path to Enable Making Publisher Contribution Visible and Compensable

- Controls and authorizes license/access to content by **preventing unauthorized bots and scrapers from accessing content** using robots.txt declarations, Web Application Firewall (WAF) protections and RSL.
- Provides **LLM friendly discovery and trust** using mechanisms such as a Content Provenance, llms.txt file, and metadata files that allow AI systems to easily discover, interpret, and use publisher content.
- **Monetizes content through structured partnerships**, cost-per-crawl models, or on-demand LLM content APIs that price and grant access based on usage, recency, and demand.

AI Scraping Request & Licensing Direction



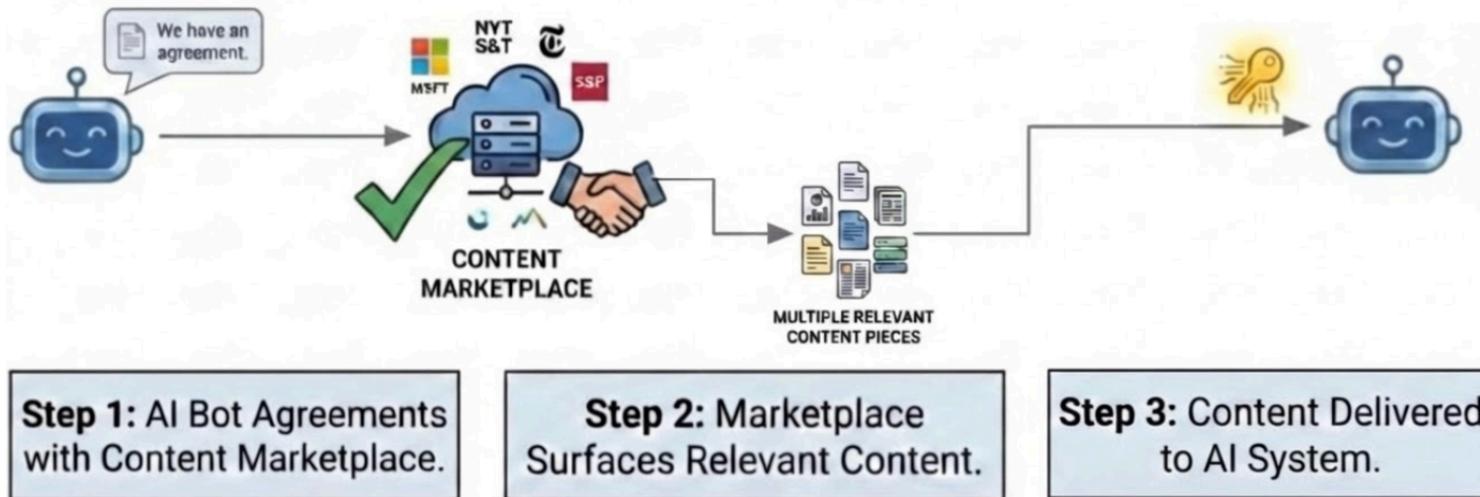
AI Content Scraping Process: Agreement & Token Issuance



Creating a Content Marketplace for LLMs

As adoption increases CoMP features like LLM-friendly discovery and tokenization will support development of Content Marketplace

- Simplifies agreements for LLMs and publishers with one intermediary
- Marketplace surfaces LLM friendly metadata that can determine value for user query
- Streamlined content delivery from Publishers to LLM on transaction completion



Dimension

- ★ Relevance
- ★ Discovery
- ★ Quality
- ★ Recency
- ★ Authorship
- ★ Privacy & Rights
- ★ Content Format
- ★ Low Latency

