

CoMP (Content Monetization Protocols) Initiative

As AI Systems and LLMs reshape how content is discovered and consumed, web publisher traffic from search is dropping by 50% or more, based on recent studies. Content is increasingly reused or summarized without clear permission, reporting, or citation — **creating business and operational risk for all content owners, especially web publishers, by upending the value exchange on the open web.**

Search 2:1 **OpenAI** 250:1 **Anthropic** 6000:1



Why Publishers and Content Owners Need CoMP:

- If traffic is no longer the primary currency on the web, 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 isn't about traffic volume only, but becomes about **all Content Owners being able to trust, influence and measure their impact**

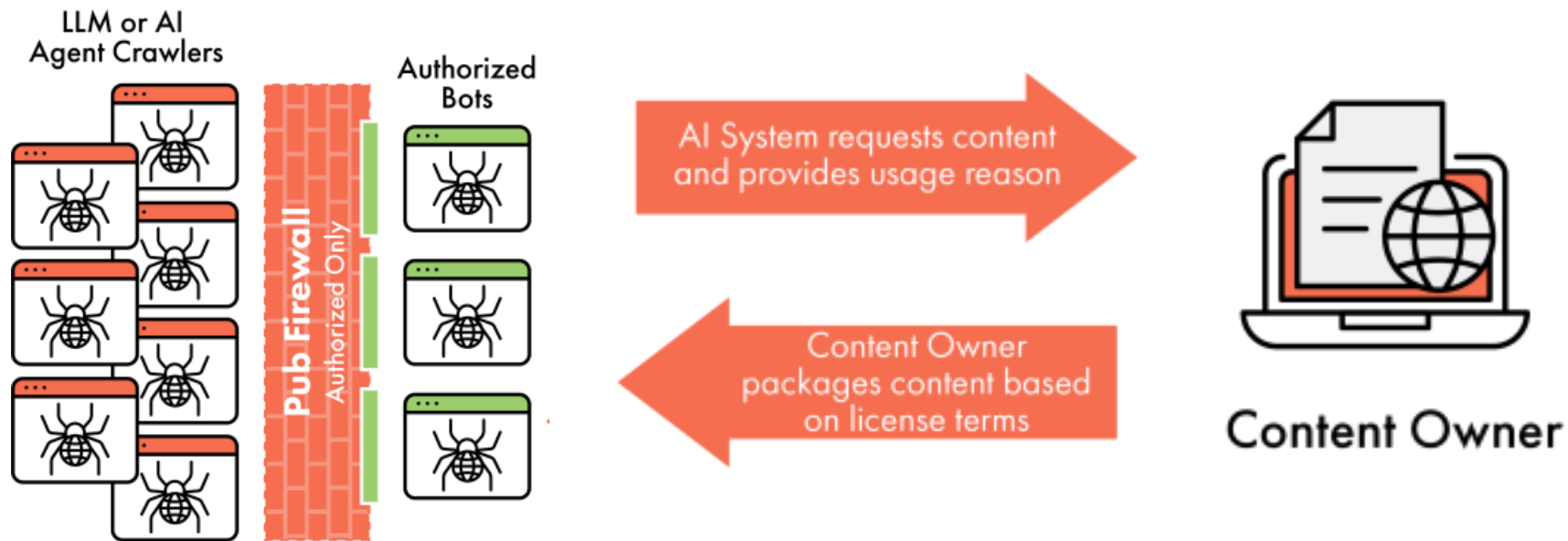
Why Brands Need CoMP:

- The CoMP API enables AI Systems 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 AI Systems, LLMs and Agents to understand the prompts **better and provide true and relevant content**
- More efficient model where the AI System 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 Content Owners Monetize

CoMP is only part of the solution for Content Owner monetization in the age of AI Systems.

Other partners must come to the table for content owners to take control of the value exchange of the open web. That means a blocking strategy that works for their situation. With CoMP we enable responsible, transparent interaction between Content Owners and AI Systems by creating a mechanism for AI Systems to tell Content Owners what content they would like and how they plan to use that content.



What CoMP is NOT:

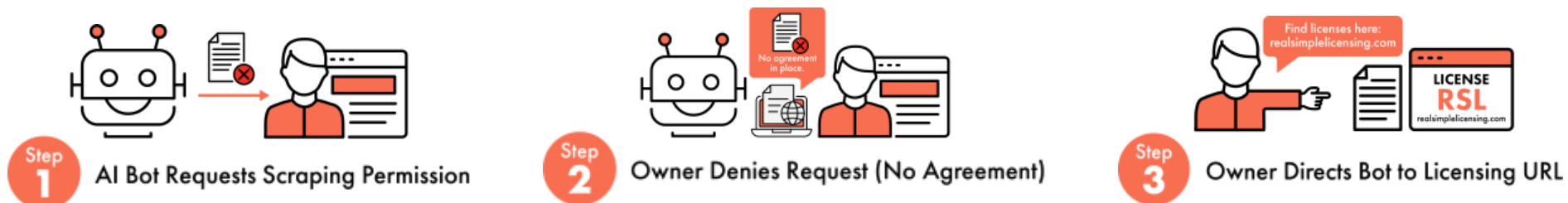
- Blocking system for bots, but we strongly recommend that Content Owners have a robust blocking strategy in place
- Licensing system or marketplace
- Definition of the economic models for value exchange between the AI System and Content Owner

What CoMP IS:

- APIs for communicating between AI System and Content Owner if the Bot has a license to access the Content it wants and how it plans to use it
- Definitions of the types of request the licensed AI System can make of the Content Owner
- Content Packaging Guidance for efficient transactions using machine-readable formats

CoMP is a Path to Enable Making Content's Contribution Visible and Compensable

First, the Bot comes and asks permission to scrape the content. When there is no agreement, the content owner denies the request, and the Bot is directed to a Licensing URI.



Once an agreement is in place the bot will send an access request and information on how the content will be used. This will be accepted by the Content Owner, and the content will be delivered to the AI System



With CoMP adopted, marketplaces will develop. These marketplaces will surface relevant content based on a number of agreed on dimensions, including Relevance, Recency, and Latency. This content is then delivered to the Bot to format for the end user.

