

THE CRANE CONSULTANCY

BUSINESS INTELLIGENCE, PACED BY PROFIT

CRANE INDEX™ RESEARCH

Media and Entertainment: The AI Visibility Report

Three machine reads of 172 of Britain's most important websites, measured 2026-08-06. Can AI find you, can an agent act on you, does AI know who you are.

122	42	1	50
SITES READABLE	MEDIAN CRANE INDEX™	SITES AT 70+	UNMEASURABLE

Nobody in this cohort is ready. That is the opportunity.

Of the 172 sites approached, 50 could not be measured at all: 26 refused an automated reader outright, 13 gave one no response, and 11 serve pages that are empty until scripts run. Of the 122 sites a machine could read, 1 reached 70 or better on the composite Crane Index™; the rest fell short. The three reads tell one story: access is broadly survivable (Agent median 63), meaning is patchy (AI Search median 48), and identity is the collapse (Representation median 15, with 121 of 122 sites below 55).

The strongest single separator between the top of the field and the bottom is not budget, brand or size: it is valid Organization structured data and a coherently resolvable identity. In this cohort, every one of the ten strongest sites on the search read carries it; not one of the bottom ten does. The remediation is a markup and governance exercise, not a rebuild, which is why the league table overleaf should be read as unclaimed territory.

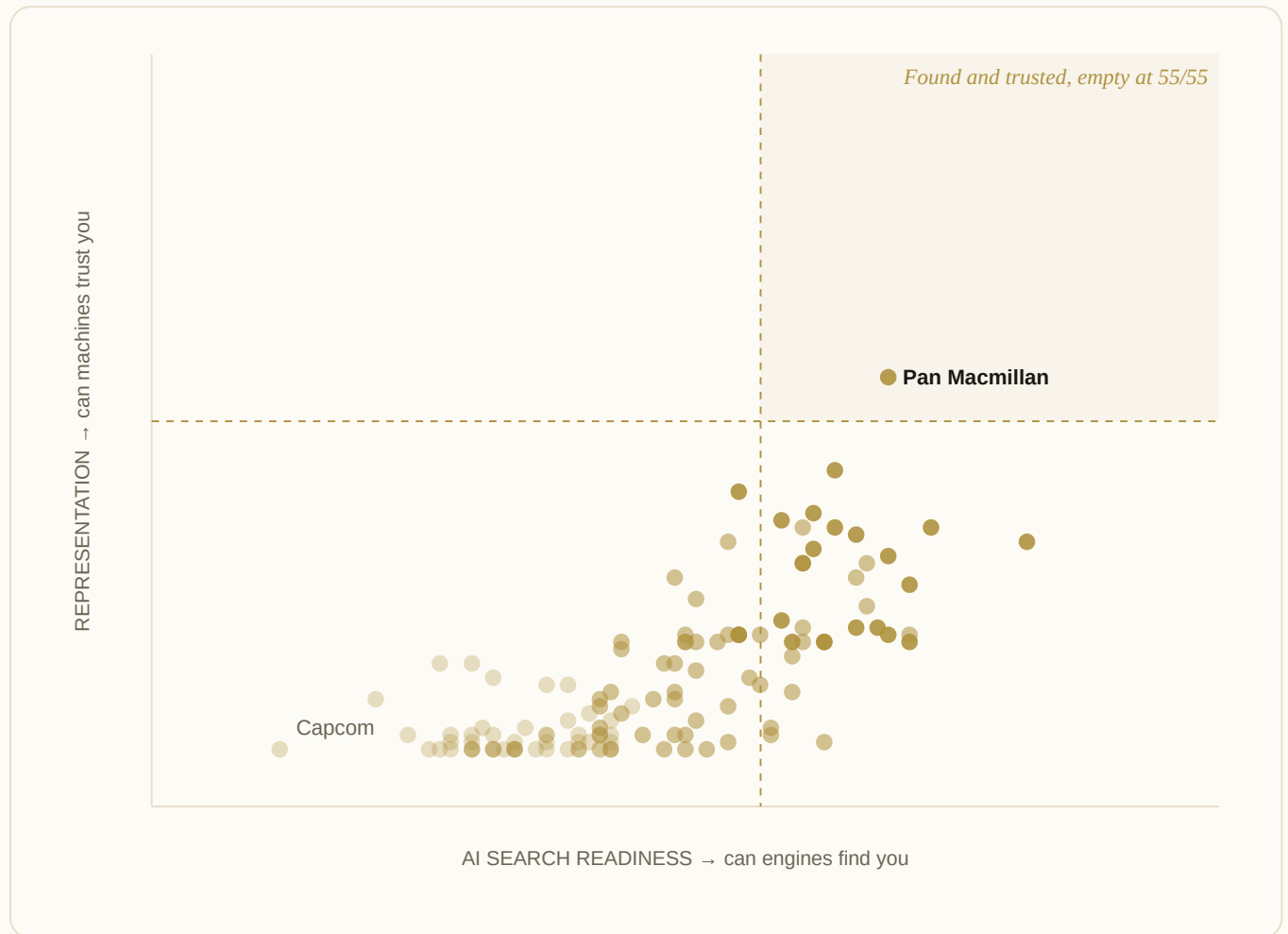
The three reads

AI Search Readiness. Median 48, range 12 to 82. Whether the engines that read live sites (AI Overviews, Perplexity, ChatGPT with search) can resolve the company and extract what it sells, to whom.

Agent Readiness. Median 63, range 30 to 89. Whether an automated agent is admitted at the edge and finds anything machine-operable when it arrives.

Brand Representation. Median 15, range 8 to 60. Whether a machine can confirm from the site itself which real-world organisation it is.

The picture in one chart



The story in one line: the field is led by Pan Macmillan on 71, while Capcom sits on 23. Rank in this table is decided by structure, not size or spend, and the top-right quadrant, found *and* trusted, is empty. Whoever claims it first owns it.

Every site a machine could read

Rank is by the composite Crane Index™. A low score says the site is hard for a machine to read, not that the business is anything other than excellent at what it does. Sites that refused or could not serve an automated reader are excluded as unmeasured, never scored zero.

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
1	Pan Macmillan panmacmillan.com	71	69	85	60
2	Nielsen nielsen.com	66	73	85	39
3	The Walt Disney Company thewaltdisneycompany.com	64	69	87	35
4	Universal Music Group universalmusic.com	64	71	89	31
5	Faber & Faber faber.co.uk	62	62	87	36
6	Nintendo nintendo.com/us	61	62	80	41
7	The Spectator spectator.com	61	64	79	39
8	Warner Music Group wmg.com	60	68	87	25
9	Endeavor wmegrp.com	59	66	73	38
10	M6 Group groupem6.fr/fr	59	66	87	25
11	Pinewood Group pinewoodgroup.com	59	71	82	23
12	Bauer Media UK bauermedia.co.uk	58	61	78	34
13	Concord concord.com	58	64	63	47
14	Future plc futureplc.com	58	69	82	24
15	BMG bmg.com	57	63	85	23
16	Nexstar Media Group nexstar.tv	57	59	87	26
17	TelevisaUnivision corporate.televisaunivision.com	57	60	87	23
18	Time time.com	57	82	52	37
19	Rebellion rebellion.com	56	55	70	44

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
20	TKO Group Holdings tkogrp.com	56	63	82	23
21	Canal+ Group canalplusgroup.com/fr	55	59	65	40
22	Interpublic Group omc.com	55	55	86	24
23	Omnicom Group omc.com	55	55	86	24
24	Cumulus Media cumulusmedia.com	54	67	62	34
25	Deezer deezer.com/us	54	66	63	32
26	E.W. Scripps scripps.com	54	60	86	16
27	News Corp newscorp.com	53	57	79	24
28	Schibsted schibsted.com	53	63	87	9
29	Special Broadcasting Service sbs.com.au	53	71	63	24
30	DMGT dmgt.com	52	54	78	24
31	Penguin Random House penguinrandomhouse.com	52	60	75	21
32	Southern Cross Austereo sca.com.au	52	61	57	39
33	TEGNA teгна.com	52	61	71	25
34	Thomson Reuters thomsonreuters.com/en	52	67	62	28
35	Electronic Arts ea.com	51	54	62	37
36	The Atlantic theatlantic.com	51	61	68	23
37	Embracer Group embracer.com	50	58	82	10
38	Gannett usatodayco.com	50	51	76	23
39	Legendary Entertainment legendary.com	48	50	71	23
40	NBCUniversal nbcuniversal.com	48	54	77	14
41	Stagwell stagwellglobal.com	48	50	84	10

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
42	Saregama saregama.com	47	58	73	11
43	CD Projekt cdprojekt.com/pl	46	50	80	8
44	Hachette Book Group hachettebookgroup.com	46	49	74	15
45	Fox Corporation foxcorporation.com	45	43	83	8
46	Sinclair sbgj.net	45	42	82	10
47	Sky sky.com	45	57	62	17
48	Springer Nature springernature.com/gp	45	44	68	22
49	STV Group player.stv.tv	45	48	79	8
50	Gray Media graymedia.com	44	50	58	24
51	Keywords Studios keywordsstudios.com	44	51	62	19
52	Liberty Media libertymedia.com	44	53	56	23
53	PVR Inox cutt.ly/branded-domains/pvrinox.com	44	56	58	18
54	Corus Entertainment corusent.com	43	52	70	8
55	Playtika playtika.com	43	44	63	23
56	Take-Two Interactive take2games.com	43	48	61	20
57	Team17 team17.com	43	47	68	15
58	AMC Networks amcglobalmedia.com	42	43	66	16
59	Bandai Namco Entertainment bandainamcoent.com	42	50	53	23
60	Cengage cengage.com	42	51	62	12
61	Forbes forbes.com	42	51	47	29
62	Frontier Developments frontier.co.uk	42	61	30	34
63	Aardman aardman.com	41	42	67	15

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
64	Atresmedia atresmedia.com	41	54	61	9
65	Guardian Media Group theguardian.com/us	41	49	54	20
66	Roku roku.com	41	49	42	32
67	Skydance skydance.com	41	40	76	8
68	TF1 Group groupe-tf1.fr/fr	41	42	69	11
69	TVB tvb.com	41	42	68	14
70	BBC bbc.co.uk	40	49	54	16
71	Clear Channel Outdoor clearchanneloutdoor.com	40	49	62	10
72	McGraw Hill mheducation.com	40	44	62	13
73	Ubisoft ubisoft.com/en-us	40	46	64	10
74	All3Media all3media.com	39	39	62	17
75	Pearson pearson.com/en-us	39	43	61	12
76	RTL Group company.rtl.com/en/homepage	39	32	66	18
77	DNEG dneg.com	38	43	62	8
78	fuboTV fubo.tv/welcome	38	42	63	10
79	iHeartMedia iheartmedia.com	38	41	59	13
80	Lamar Advertising lamar.com	38	40	63	10
81	Dentsu dentsu.com	37	41	62	9
82	Havas havas.com	37	42	61	8
83	Kantar kantar.com	37	35	66	11
84	Live Nation Entertainment livenationentertainment.com	37	30	62	20
85	Netflix netflix.com	37	27	65	20

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
86	SiriusXM siriusxm.com	37	40	62	9
87	Sony Pictures Entertainment sonypictures.com	37	36	68	8
88	The New York Times Company nytco.com	37	42	61	8
89	Acast acast.com/en	36	43	56	10
90	Immediate Media immediate.co.uk	36	37	63	9
91	JYP Entertainment jype.com	36	34	65	8
92	MFE MediaForEurope mfemediافةurope.com/en	36	39	56	12
93	Paradox Interactive paradoxinteractive.com	36	43	56	9
94	Prisa prisa.com	36	37	62	10
95	Scholastic scholastic.com/home	36	37	53	17
96	SM Entertainment smentertainment.com	36	39	62	8
97	JCDecaux jcdecaux.com	35	32	64	10
98	A24 a24films.com	34	34	60	9
99	Framestore framestore.com	34	32	62	8
100	The Telegraph telegraph.co.uk/us	34	30	62	10
101	Axel Springer axelspringer.com/de	33	30	62	8
102	M&C Saatchi mcsaatchi.com	33	37	52	10
103	ProSiebenSat.1 Media prosiebensat1.com	33	33	59	8
104	Reservoir Media reservoir-media.com	33	30	60	8
105	Seven West Media sevenwestmedia.com.au	33	28	63	9
106	Shueisha shueisha.co.jp	33	32	58	8
107	Studio Ghibli ghibli.jp	33	34	58	8

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
108	Vox Media voxmedia.com	33	34	56	8
109	S4 Capital s4capital.com	31	30	55	9
110	WPP wpp.com/en	31	34	50	8
111	Grupo Globo globo.com	30	31	49	11
112	John Wiley & Sons wiley.com/en-us	30	45	30	14
113	Paramount Global paramount.com	30	37	45	8
114	Square Enix square-enix.com	30	30	53	8
115	The McClatchy Company mcclatchy.com	30	32	49	8
116	BuzzFeed buzzfeed.com	29	28	49	10
117	Kodansha kodansha.co.jp	29	28	51	8
118	YG Entertainment ygfamilty.com/en/main	29	24	52	10
119	S4C s4c.cymru/cy	26	27	43	8
120	Everyman Media everymancinema.com	25	26	42	8
121	Banijay banijay.com	23	21	34	15
122	Capcom capcom.com	23	12	50	8

The 50 sites a machine could not measure

Unmeasured, not failed. A site that verifies crawlers by network may admit engines it recognises while refusing our reader; the posture is reported, no score is asserted.

What these postures mean commercially. *Refused the reader*: the site's edge security turns away unfamiliar automated visitors, the same class of visitor AI engines send when a buyer asks about you. *Script-only page*: the page is empty until a browser executes its scripts; many AI fetchers and shopping agents do not execute JavaScript, so they see a blank page where your business should be. *No response*: the site did not answer an automated request at all. Each is a door closed to the channel now shortlisting suppliers.

Warner Bros. Discovery · refused the reader

DAZN · refused the reader

Financial Times · refused the reader

The Economist · refused the reader

National World · refused the reader

Bloomberg · refused the reader

Informa · refused the reader

Simon & Schuster · refused the reader

Bloomsbury Publishing · refused the reader

Condé Nast · refused the reader

Hearst · refused the reader

Wolters Kluwer · refused the reader

Sony Music Entertainment · refused the reader

Kobalt Music · refused the reader

Believe · refused the reader

T-Series · refused the reader

Sega · refused the reader

Krafton · refused the reader

Epic Games · refused the reader

Global · refused the reader

Next 15 Group · refused the reader

AMC Entertainment · refused the reader

Cinemark · refused the reader

Cineworld · refused the reader

IMAX · refused the reader

BBC Studios · refused the reader

ITV · no response

iQIYI · no response

The Washington Post · no response

IAC · no response

RELX · no response

Lionsgate · no response

Studiocanal · no response

Toho · no response

Konami · no response

Tencent · no response

NetEase · no response

Publicis Groupe · no response

Vivendi · no response

Channel 4 · script-only page

Spotify · script-only page

Reach plc · script-only page

Blumhouse · script-only page

HYBE · script-only page

Nexon · script-only page

NCSOFT · script-only page

Netmarble · script-only page

HoYoverse · script-only page

Roblox · script-only page

Audacy · script-only page

Method

Each organisation's primary public site was loaded and scored by the three deterministic Crane Index™ scanners on 2026-08-06. The constituent list is pinned beside the archived results, exclusions are rule-based and inspectable, and the full per-check result set is retained so the cohort can be re-scanned and the movement published. Every score can be re-measured in about a minute at thecraneconsultancy.com/ai-readiness/.

Honest limits

122 scored sites is a sample, not a census; a single scan is a snapshot of engines and estates that shift month to month; and our reader is one unfamiliar bot, so blocked sites are reported as unmeasured rather than failed. None of these limits rescues the field: the medians are drawn from the most legible end of the cohort by construction.

The three moves to make first

1. Ship valid Organization and Product structured data (JSON-LD) on every commercial template, matched to the visible copy, one legal name rendered identically everywhere, with sameAs disambiguation. 2. Decide your bot posture deliberately: verify the machine readers that matter instead of blanket-refusing everything unfamiliar. 3. Put a legibility gate in the deploy pipeline and give one senior owner the score, because estates drift the moment legibility has no owner.