

THE CRANE CONSULTANCY

BUSINESS INTELLIGENCE, PACED BY PROFIT

CRANE INDEX™ RESEARCH

Telecommunications: The AI Visibility Report

Three machine reads of 184 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.

135	42	3	49
SITES READABLE	MEDIAN CRANE INDEX™	SITES AT 70+	UNMEASURABLE

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

Of the 184 sites approached, 49 could not be measured at all: 21 refused an automated reader outright, 18 gave one no response, and 10 serve pages that are empty until scripts run. Of the 135 sites a machine could read, 3 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 50), and identity is the collapse (Representation median 15, with 132 of 135 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.

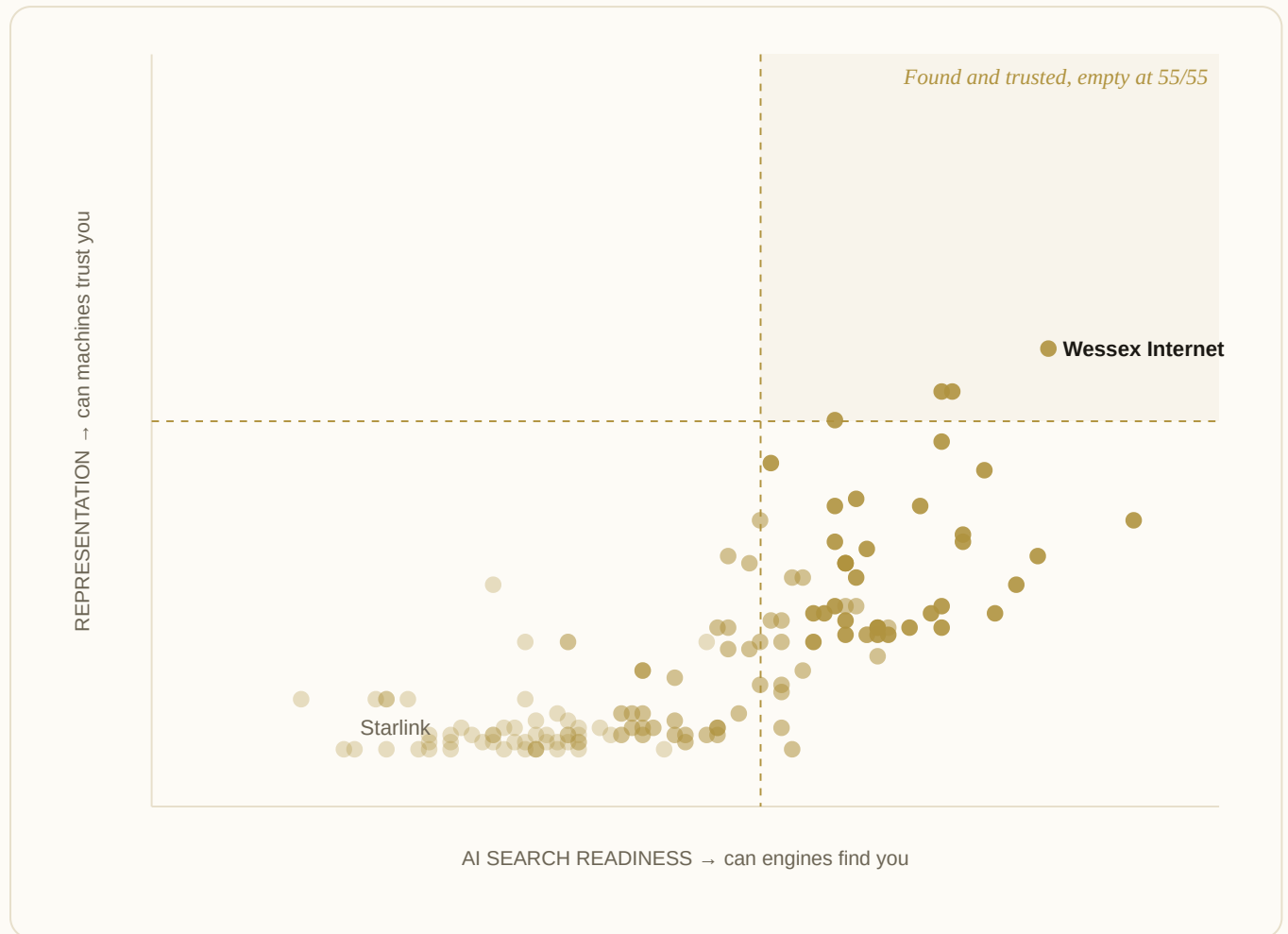
The three reads

AI Search Readiness. Median 50, range 14 to 92. 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 95. Whether an automated agent is admitted at the edge and finds anything machine-operable when it arrives.

Brand Representation. Median 15, range 8 to 64. 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 Wessex Internet on 76, while Starlink sits on 20. 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	Wessex Internet wessexinternet.com	76	84	79	64
2	Grain grainconnect.com	74	92	89	40
3	Juniper Networks juniper.net	70	75	76	58
4	Astound Broadband astound.com	69	81	95	31
5	Cellnex Telecom cellnex.com	68	74	79	51
6	One NZ one.nz	66	58	93	48
7	Aussie Broadband aussiebroadband.com.au	65	74	63	58
8	toob toob.co.uk	65	76	80	38
9	Hyperoptic hyperoptic.com	64	76	80	37
10	Swisscom swisscom.ch/de/privatkunden.html	64	64	86	42
11	Ogi ogi.wales	63	79	83	27
12	WightFibre wightfibre.com	63	83	72	35
13	Wildanet wildanet.com	63	73	89	27
14	CityFibre cityfibre.com	62	78	61	47
15	Eutelsat eutelsat.com	62	64	69	54
16	Lyca Mobile lycamobile.co.uk/en	62	72	71	42
17	MTN Group mtn.com	62	65	87	34
18	TDS Telecom tdstelecom.com	62	74	87	25
19	CelcomDigi celcomdigi.com	60	65	91	24

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
20	Liquid Intelligent Technologies liquid.tech	60	65	82	34
21	Zzoomm zzoomm.com	60	74	79	28
22	AST SpaceMobile ast-science.com	59	65	79	34
23	Telefonica telefonica.com/es	59	62	87	27
24	Wireless Infrastructure Group wirelessinfrastructure.com	59	71	82	25
25	Zayo zayo.com	59	68	85	25
26	Indus Towers industowers.com	58	66	75	32
27	Netgear netgear.com	58	65	84	26
28	Gamma Communications gammagroup.co	57	68	79	25
29	Proximus proximus.com	57	67	69	36
30	Tesco Mobile tescomobile.com	57	69	77	24
31	Vodafone Idea myvi.in/vodafone-idea	57	62	86	23
32	Airband airband.co.uk	56	64	77	28
33	AT&T att.com	56	64	67	37
34	SFR sfr.fr	56	63	78	27
35	Charter Communications corporate.charter.com	55	66	56	43
36	Tata Communications tatacommunications.com	55	68	72	24
37	Telesat telesat.com	54	67	70	24
38	Windstream gokinetic.com	54	66	68	28
39	Altice USA optimum.com/about-us	53	54	70	35
40	Sunrise sunrise.ch/de/home	53	60	66	32
41	Telstra telstra.com.au	53	68	69	21

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
42	Calix calix.com	52	69	62	25
43	Entel entel.cl	52	61	63	32
44	Mavenir mavenir.com	52	60	87	8
45	Viasat viasat.com	52	65	63	28
46	Zen Internet zen.co.uk	52	59	72	26
47	Colt Technology Services colt.net	51	56	62	34
48	KT Corporation kt.com	51	57	57	40
49	Openreach openreach.com	51	61	72	19
50	Viavi Solutions viavisolutions.com/en-us	51	67	63	24
51	B4RN b4rn.org.uk	50	58	66	26
52	Freedom Fibre freedomfibre.com	49	59	71	17
53	nexfibre nexfibre.co.uk	49	50	87	9
54	Ubiquiti ui.com	49	59	66	23
55	Lumen Technologies lumen.com/en-us/home.html	48	54	66	25
56	Telekom Austria Group a1.com	48	53	82	10
57	EE ee.co.uk	47	53	64	25
58	Reliance Jio jio.com	47	59	65	16
59	Three UK three.co.uk	47	56	63	22
60	2degrees 2degrees.nz	46	54	62	22
61	Maxis maxis.com.my/en/home	46	46	72	19
62	NTT group.ntt/en	45	49	68	18
63	Sky sky.com	45	57	62	17

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
64	STC stc.com.sa/en/personal/home.html	44	39	71	23
65	Telkom SA telkom.co.za	44	57	53	23
66	Videotron videotron.com	44	59	62	11
67	Deutsche Telekom telekom.com	43	49	68	12
68	Cisco Systems cisco.com	42	55	59	13
69	TalkTalk talktalk.co.uk	42	46	62	19
70	Tele2 tele2.com	42	46	68	11
71	Telecom Argentina personal.com.ar/tech	42	53	63	11
72	Verizon Communications verizon.com	42	47	68	11
73	Bouygues Telecom bouyguestelecom.fr	41	52	62	10
74	Crown Castle crownccastle.com	41	44	68	10
75	TPG Telecom tpgtelecom.com.au	41	46	68	10
76	Utility Warehouse uw.co.uk	41	50	62	10
77	Gigaclear gigaclear.com	40	45	63	11
78	KPN kpn.com	40	53	56	11
79	Mediacom Communications mediacomcable.com	40	45	63	13
80	NOS nos.pt	40	44	63	13
81	StarHub starhub.com/personal.html	40	46	62	13
82	Virgin Media O2 virginmediao2.co.uk	40	49	61	10
83	Taiwan Mobile taiwanmobile.com	39	52	42	23
84	Voneus voneus.com	39	40	69	9
85	CommScope commscope.com	38	40	65	8

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
86	G.Network g.network	38	43	62	10
87	Helios Towers heliostowers.com	38	40	62	11
88	Telkom Indonesia telkom.co.id	38	42	60	11
89	Telus telus.com/en	38	38	62	13
90	TIM Brasil tim.com.br/rj	38	39	64	12
91	XL Axiata xlsmart.co.id/id	38	35	64	15
92	ZTE zte.com.cn/global	38	39	65	10
93	Airtel Africa airtel.africa	37	33	66	11
94	Dialog Axiata dialog.lk	37	39	63	9
95	Frontier Communications frontier.com	37	32	47	31
96	Telenor telenor.com	37	48	56	8
97	TIM (Telecom Italia) gruppotim.it/it.html	37	36	62	12
98	WideOpenWest wowway.com	37	40	61	9
99	Cogent Communications cogentco.com/en	36	37	62	9
100	EchoStar echostar.com	36	38	61	9
101	KCOM kcom.com	36	39	59	10
102	Manx Telecom manxtelecom.com//personal	36	36	62	10
103	Turk Telekom turktelekom.com.tr	36	35	65	8
104	BCE bce.ca	35	32	63	10
105	Cox Communications cox.com/residential/home.html	35	35	62	9
106	Liberty Latin America lla.com	35	36	61	8
107	Telecom Egypt te.eg	35	36	62	8

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
108	ADTRAN adtran.com/en	34	38	56	8
109	e& eand.com/en/index.html	34	37	56	10
110	Singtel singtel.com	34	30	62	10
111	Globalstar globalstar.com/en-us	33	40	50	10
112	Mobily mobily.com.sa/web/ar/home/personal	33	28	62	10
113	Netomnia netomnia.com	33	33	59	8
114	Omantel omantel.om/en	33	36	54	8
115	Huawei huawei.com/en	32	29	56	11
116	KDDI kddi.com	32	28	60	9
117	SoftBank softbank.jp	32	34	50	11
118	Telekom Malaysia tm.com.my	32	31	55	9
119	BT Group bt.com	31	35	34	23
120	Elisa elisa.com	31	28	57	8
121	Vodacom vodacom.com	31	26	56	10
122	Brightspeed brightspeed.com	28	32	44	9
123	du du.ae/personal	27	26	47	9
124	PCCW pccw.com/	27	32	39	10
125	Iliad iliad.fr	24	22	34	15
126	Orange orange.com	24	22	34	15
127	Sure sure.com	24	34	30	9
128	Telia Company teliacompany.com	24	24	34	15
129	Arista Networks arista.com	23	21	34	15

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
130	Spark New Zealand spark.co.nz/online/about	23	26	34	8
131	JT Group jtglobal.com/main	22	25	34	8
132	SK Telecom sktelecom.com	22	19	40	8
133	giffgaff giffgaff.com	21	14	34	15
134	Indosat Ooredoo Hutchison ioh.co.id	21	22	34	8
135	Starlink starlink.com	20	18	34	8

The 49 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.

T-Mobile US · refused the reader	Nokia · refused the reader	True Corporation · no response
Cable One · refused the reader	Ericsson · refused the reader	Chunghwa Telecom · no response
Metronet · refused the reader	Ciena · refused the reader	Optus · no response
America Movil · refused the reader	Coming · refused the reader	PTCL · no response
Vodafone Group · refused the reader	Comcast · no response	SES · no response
Lebara · refused the reader	Rogers Communications · no response	Millicom · script-only page
Vorboss · refused the reader	Turkcell · no response	Community Fibre · script-only page
Quickline Communications · refused the reader	VEON · no response	Trooli · script-only page
Vantage Towers · refused the reader	Truespeed · no response	Zain · script-only page
Ooredoo · refused the reader	Liberty Global · no response	IHS Towers · script-only page
Safaricom · refused the reader	INWIT · no response	China Telecom · script-only page
Maroc Telecom · refused the reader	Bezeq · no response	PLDT · script-only page
Globe Telecom · refused the reader	China Mobile · no response	Viettel · script-only page
LG Uplus · refused the reader	China Unicom · no response	Chorus · script-only page
Iridium Communications · refused the reader	Bharti Airtel · no response	Gilat Satellite Networks · script-only page
American Tower · refused the reader	BSNL · no response	
SBA Communications · refused the reader	AIS · no response	

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

135 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.