

THE CRANE CONSULTANCY

BUSINESS INTELLIGENCE, PACED BY PROFIT

CRANE INDEX™ RESEARCH

Media and Entertainment: The AI Visibility Report

Three machine reads of the 172 organisations in the Media and Entertainment cohort, measured 2026-09-01. Can AI find you, can an agent act on you, does AI know who you are.

124	42	3	48
SITES READABLE	MEDIAN CRANE INDEX™	SITES AT 70+	UNMEASURED

Only 3 of 124 sites clear 70. The rest is unclaimed.

Of the 172 sites approached, 48 could not be measured at all: 25 refused our reader outright, 12 gave it no response, and 11 serve pages that are empty until scripts run. Of the 124 sites our reader 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 47), and identity is the collapse (Representation median 13, with 121 of 124 sites below 55).

The strongest single separator between the top of this cohort and the bottom is not budget, brand or size. It is whether the site declares, in its own structured data, which organisation it is. 10 of the 10 highest-ranked sites here do; 0 of the 10 lowest-ranked do. That is a markup and governance exercise rather than a rebuild, which is why the league table overleaf should be read as unclaimed territory.

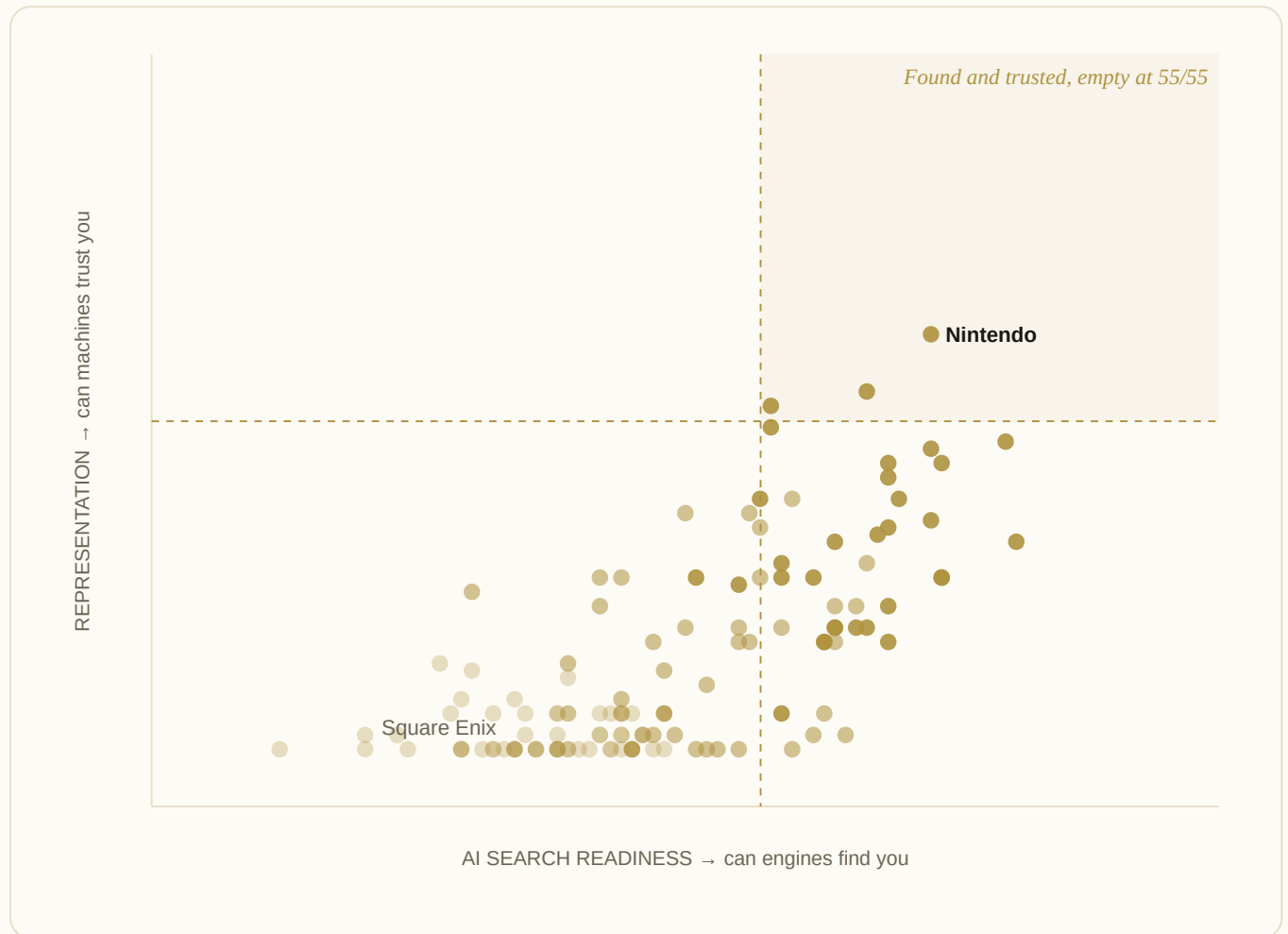
The three reads

AI Search Readiness. Median 47, range 12 to 81. 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 99. Whether an automated agent is admitted at the edge and finds anything machine-operable when it arrives.

Brand Representation. Median 13, range 8 to 66. 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: this cohort is led by Nintendo on 76, while Square Enix sits on 21. 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.

What the identity gap actually is

Representation is not one judgement. It is four measured sub-scores, weighted and combined, and naming them turns a low number into a work list. The weights are the scanner's own; the medians are this cohort's.

SUB-SCORE	WEIGHT	MEDIAN	SCORING ZERO	WHAT EARNS THE POINTS
Identity	30%	0	73 of 124	An Organisation, Brand or Person declared in the site's own structured data, with a description and a depth field (knowsAbout, areaServed, founder, foundingDate); then that same name echoed in the page title or og:site_name, with a legal identifier (company number, VAT, LEI).
Disambiguation	30%	0	95 of 124	sameAs links to authoritative homes that resolve <i>and</i> name the organisation back (two score in full, one scores half, a link we cannot check counts half of one we can); and cover across kinds, a confirmed registry such as Companies House, Wikidata or OpenCorporates alongside a distinct profile.
Authority	25%	5	62 of 124	A named person behind the content, marked up with credential depth (job title, employer, expertise or profiles), plus specific figures and outbound sources a model can quote and check.
Rights	15%	50	0 of 124	Terms declared in the markup: a schema license or copyrightHolder, a TDM reservation, or a noai directive. This check can be met in part or in full but cannot be failed, so 50 is its floor, not a result.

Rights cannot be failed, only met in part or in full, so a median of 50 on that row is the floor of the scale rather than a result. Read the identity and disambiguation rows first.

What a zero means for a business

Zero on identity (73 of 124 sites here). There is no Organisation, Brand or Person declared in the site's structured data at all, so there is no name for a machine to check against the page it is reading. The site tells a human visitor who it is and tells a machine nothing. Everything downstream rests on this: a model cannot confirm an identity that was never declared.

Zero on disambiguation (95 of 124 sites here). Nothing on the site links the organisation to an authoritative home that both resolves and names it back. Either no such links are declared, or the ones declared did not resolve or did not mention the organisation. A machine can read a name and still cannot tell which organisation of that name it has found, which matters most in a sector where several share one.

The same four reads, two sites

	IDENTITY	DISAMBIGUATION	AUTHORITY	RIGHTS	REPRESENTATION
Nintendo nintendo.com/us · ranked 1	79	100	20	50	66
Saregama saregama.com · ranked 27	0	0	20	50	13

Why the pair. Nintendo leads this cohort. Saregama is the ordinary case, the site whose representation score sits closest to the cohort median of 13. It is ranked 27 of 124 overall, in the stronger half of the table. The gap between the two rows is not effort or budget: it is markup that one site publishes and the other does not. These are scores for what each site declares about itself to a machine, and say nothing about either organisation.

Every site our reader 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	Nintendo nintendo.com/us	76	73	89	66
2	Pan Macmillan panmacmillan.com	72	73	93	50
3	Faber & Faber faber.co.uk	71	67	87	58
4	Nielsen nielsen.com	69	74	85	48
5	The Spectator spectator.com	66	69	82	48
6	Universal Music Group universalmusic.com	66	69	89	39
7	Deezer deezer.com/us	65	80	63	51
8	Bauer Media UK bauermedia.co.uk	64	70	79	43
9	Endeavor wmegrp.com	64	68	85	38
10	Southern Cross Austereo sca.com.au	64	73	79	40
11	Concord concord.com	63	58	76	56
12	Pinewood Group pinewoodgroup.com	63	74	82	32
13	The Walt Disney Company thewaltdisneycompany.com	63	64	87	37
14	M6 Group groupem6.fr/fr	61	69	87	28
15	NBCUniversal nbcuniversal.com	61	57	82	43
16	BMG bmg.com	60	62	86	32
17	Hachette Book Group hachettebookgroup.com	60	59	87	34
18	Rebellion rebellion.com	60	58	70	53
19	Warner Music Group wmg.com	60	67	87	25

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
20	Forbes forbes.com	59	69	63	46
21	Interpublic Group omc.com	59	64	87	25
22	Nexstar Media Group nexstar.tv	59	66	87	25
23	Omnicom Group omc.com	59	64	87	25
24	Bandai Namco Entertainment bandainamcoent.com	58	59	82	32
25	Future plc futureplc.com	58	69	82	23
26	TelevisaUnivision corporate.televisaunivision.com	58	63	87	23
27	Saregama saregama.com	57	59	99	13
28	Time time.com	57	81	52	37
29	E.W. Scripps scripps.com	56	55	83	31
30	Special Broadcasting Service sbs.com.au	56	74	63	32
31	TKO Group Holdings tkogrp.com	56	63	83	23
32	TVB tvb.com	56	51	86	32
33	Canal+ Group canalplusgroup.com/fr	54	57	65	39
34	Cumulus Media cumulusmedia.com	54	67	61	34
35	DMGT dmgt.com	54	59	78	25
36	Gannett usatodayco.com	54	56	82	23
37	Schibsted schibsted.com	54	65	87	10
38	AMC Networks amcglobalmedia.com	53	50	68	41
39	Embracer Group embracer.com	53	63	82	13
40	TEGNA tegna.com	53	64	71	23
41	Roku roku.com	52	56	59	41

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
42	The Atlantic theatlantic.com	52	57	68	32
43	Thomson Reuters thomsonreuters.com/en	52	66	62	28
44	News Corp newscorp.com	51	50	78	25
45	Take-Two Interactive take2games.com	51	64	62	28
46	Legendary Entertainment legendary.com	50	55	71	23
47	Penguin Random House penguinrandomhouse.com	49	53	87	8
48	Stagwell stagwellglobal.com	48	48	83	13
49	CD Projekt cdprojekt.com/pl	47	52	80	8
50	JYP Entertainment jype.com	47	44	65	32
51	Sinclair sbgj.net	47	51	82	8
52	Banijay banijay.com	46	60	71	8
53	Liberty Media libertymedia.com	45	55	56	25
54	STV Group player.stv.tv	45	45	82	8
55	Corus Entertainment corusent.com	44	55	70	8
56	Frontier Developments frontier.co.uk	44	60	30	43
57	Gray Media graymedia.com	44	42	58	32
58	Playtika playtika.com	44	47	63	23
59	Sky sky.com	44	42	62	28
60	Keywords Studios keywordsstudios.com	43	48	62	19
61	Atresmedia atresmedia.com	42	52	58	17
62	BBC bbc.co.uk	42	62	54	10
63	Fox Corporation foxcorporation.com	42	38	79	8

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
64	Skydance skydance.com	42	39	79	8
65	Springer Nature springernature.com/gp	42	39	68	20
66	TF1 Group groupe-tf1.fr/fr	42	44	69	13
67	Ubisoft ubisoft.com/en-us	42	48	65	13
68	Aardman aardman.com	41	44	65	15
69	Clear Channel Outdoor clearchanneloutdoor.com	40	49	62	10
70	Dentsu dentsu.com	40	47	62	10
71	fuboTV fubo.tv/welcome	40	46	63	10
72	Kantar kantar.com	40	39	69	13
73	Live Nation Entertainment livenationentertainment.com	40	30	61	30
74	Sony Pictures Entertainment sonypictures.com	40	45	68	8
75	Cengage cengage.com	39	46	62	10
76	Electronic Arts ea.com	39	44	62	10
77	Havas havas.com	39	48	62	8
78	iHeartMedia iheartmedia.com	39	42	62	13
79	McGraw Hill mheducation.com	39	43	62	13
80	Team17 team17.com	39	40	68	8
81	Framestore framestore.com	38	44	62	8
82	Grupo Globo globo.com	38	45	56	13
83	Immediate Media immediate.co.uk	38	42	62	10
84	Lamar Advertising lamar.com	38	43	62	8
85	Pearson pearson.com/en-us	38	38	62	13

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
86	Prisa prisa.com	38	38	62	13
87	SiriusXM siriusxm.com	38	42	62	10
88	The New York Times Company nytco.com	38	45	62	8
89	Acast acast.com/en	37	44	56	10
90	All3Media all3media.com	37	34	62	15
91	DNEG dneg.com	37	41	62	8
92	Netflix netflix.com	37	27	65	20
93	Paradox Interactive paradoxinteractive.com	37	47	56	8
94	The Telegraph telegraph.co.uk/us	37	30	62	19
95	RTL Group company.rtl.com/en/homepage	36	29	65	15
96	Scholastic scholastic.com/home	36	39	50	18
97	SM Entertainment smentertainment.com	36	38	63	8
98	JCDecaux jcdecaux.com	35	34	62	8
99	MFE MediaForEurope mfemedioforeurope.com/en	35	35	56	13
100	S4C s4c.cymru/cy	35	36	62	8
101	WPP wpp.com/en	35	38	58	8
102	M&C Saatchi mcsaatchi.com	34	38	53	10
103	Paramount Global paramount.com	34	43	50	8
104	Reservoir Media reservoir-media.com	34	34	61	8
105	S4 Capital s4capital.com	34	35	56	10
106	Seven West Media sevenwestmedia.com.au	34	31	63	8
107	Shueisha shueisha.co.jp	34	36	58	8

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
108	ProSiebenSat.1 Media prosiebensat1.com	33	34	58	8
109	Studio Ghibli ghibli.jp	33	34	58	8
110	A24 a24films.com	32	32	57	8
111	Axel Springer axelspringer.com/de	32	29	59	8
112	BuzzFeed buzzfeed.com	32	28	54	13
113	Everyman Media everymancinema.com	32	29	58	8
114	The McClatchy Company mcclatchy.com	32	29	58	8
115	Vox Media voxmedia.com	32	33	56	8
116	Guardian Media Group theguardian.com/us	31	32	48	13
117	Kodansha kodansha.co.jp	31	36	50	8
118	Publicis Groupe publicisgroupe.com/fr/splash	31	23	59	10
119	John Wiley & Sons wiley.com/en-us	29	44	30	13
120	YG Entertainment ygfamily.com/en/main	27	20	52	10
121	Capcom capcom.com	23	12	50	8
122	Cinemark cinemark.com	23	32	30	8
123	PVR Inox cutt.ly/branded-domains/pvrinox.com	22	24	34	8
124	Square Enix square-enix.com	21	20	34	8

The 48 sites our reader could not measure

Unmeasured, not failed. Our reader is one unfamiliar automated visitor, and how a site treated it is all that was measured. No score is asserted for any site on this page.

What was measured, posture by posture. Of the 48 sites here, 25 refused our reader, 12 gave no response and 11 served a page that is empty until scripts run.

Refused the reader (25). The edge answered our request with a refusal. That is a measurement of how one unfamiliar visitor was treated and nothing further: a site that admits crawlers by name may well serve GPTBot or Googlebot while refusing us, so a refusal here is not evidence that the site is invisible to any named engine, and it is not reported as one. What it does establish is that a rule at the edge is deciding which machines are served, which is worth knowing deliberately.

No response (12). Nothing came back inside our timeout. That could be an outage on the day, a network rule or a slow origin, and the scan cannot tell which, so nothing is concluded about the site from it.

Script-only page (11). The page returns almost nothing until a browser executes its scripts. This one does generalise: a page that is empty without JavaScript is empty for every fetcher that does not run it, ours included, and many AI fetchers and shopping agents do not run it. Here the commercial reading is direct, because the page has nothing to serve any of them.

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
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
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 2026-09-01. 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/.

How this cohort was drawn

The list of 172 organisations is assembled from public sources, sanity-checked by a person, and pinned beside the archived results so the composition can be audited rather than taken on trust. Anyone can ask for a domain to be added; it joins only after a human review, against one bar, a real trading organisation of substance in this industry, and requested-in constituents are recorded as such. Two site types are excluded uniformly, by type and before any score is seen, because the measure is not a fair test of them: search-engine homepages and chat-box homepages. Nothing is ever removed for scoring badly. So this is a defined and inspectable list of 172 organisations. It is not a ranking of national importance, and it is not a census of the industry.

Honest limits

124 scored sites is a sample, not a census, and a single scan is a snapshot of engines and estates that shift month to month. Our reader is one unfamiliar bot, so a site that refused it is reported as unmeasured, never scored zero and never described as unreadable to AI, because what a named engine is served was not measured here. The medians on these pages therefore describe the 124 sites our reader could read; how the 48 it could not would have scored is unknown, and this report does not assume they would have scored worse.

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. Make your bot posture a decision rather than an inherited default: know which automated readers your edge admits and which it turns away, name the engines that matter to your market, and record the choice where the next person will find it. 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.