

THE CRANE CONSULTANCY

BUSINESS INTELLIGENCE, PACED BY PROFIT

CRANE INDEX™ RESEARCH

Telecommunications: The AI Visibility Report

Three machine reads of the 184 organisations in the Telecommunications cohort, measured 2026-09-01.
Can AI find you, can an agent act on you, does AI know who you are.

134	43	7	50
SITES READABLE	MEDIAN CRANE INDEX™	SITES AT 70+	UNMEASURED

Only 7 of 134 sites clear 70. The rest is unclaimed.

Of the 184 sites approached, 50 could not be measured at all: 22 refused our reader outright, 19 gave it no response, and 9 serve pages that are empty until scripts run. Of the 134 sites our reader could read, 7 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 49), and identity is the collapse (Representation median 15, with 126 of 134 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.

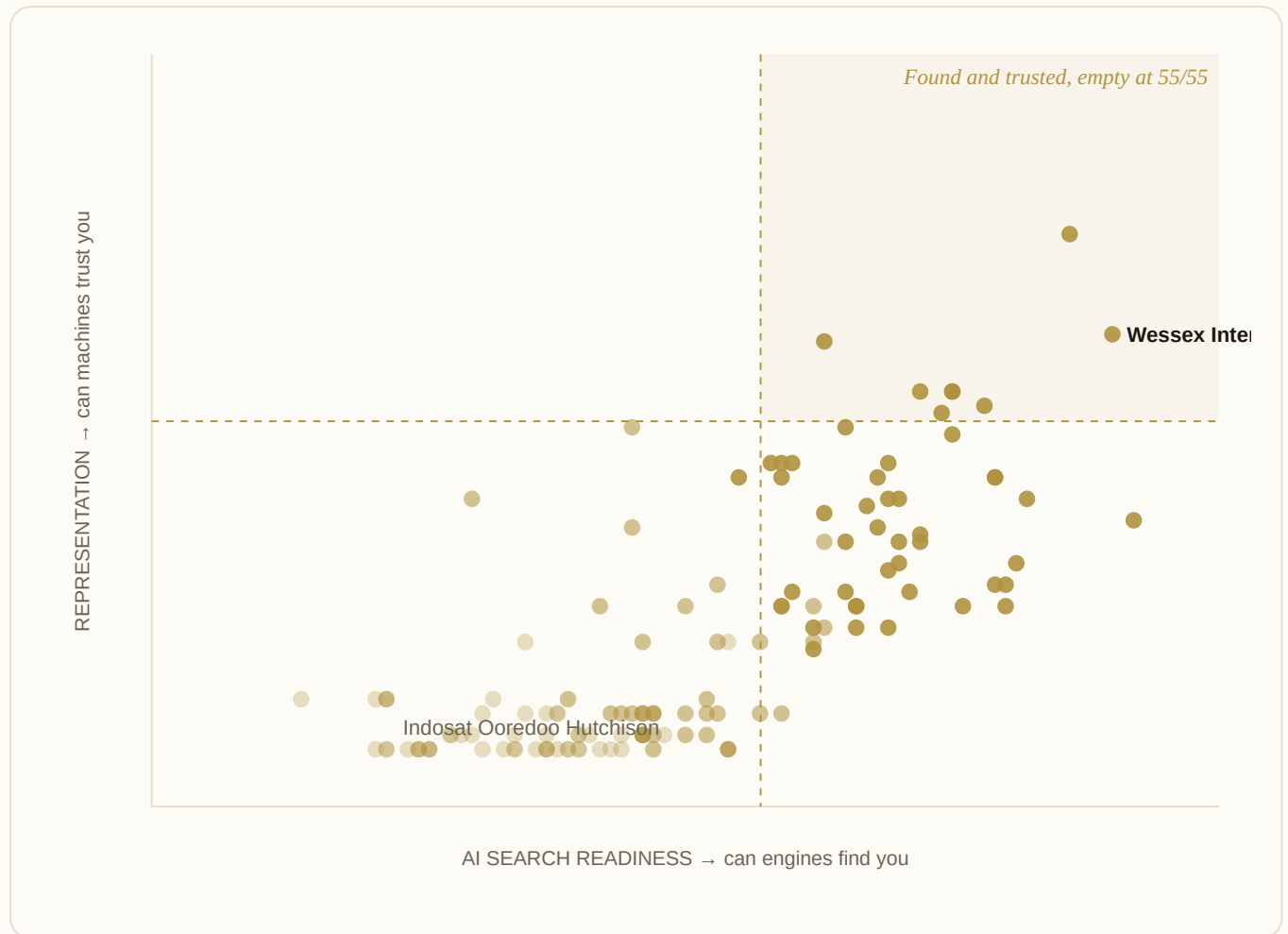
The three reads

AI Search Readiness. Median 49, 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 92. Whether an automated agent is admitted at the edge and finds anything machine-operable when it arrives.

Brand Representation. Median 15, range 8 to 80. 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 Wessex Internet on 78, while Indosat Ooredoo Hutchison 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 134	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	98 of 134	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%	10	50 of 134	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 134	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 134 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 (98 of 134 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
Wessex Internet wessexinternet.com · ranked 1	79	100	20	50	66
Virgin Media O2 virginmediao2.co.uk · ranked 68	0	0	30	50	15

Why the pair. Wessex Internet leads this cohort. Virgin Media O2 is the ordinary case, the site whose representation score sits closest to the cohort median of 15. It is ranked 68 of 134 overall. 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	Wessex Internet wessexinternet.com	78	90	79	66
2	Windstream gokinetic.com	76	86	63	80
3	Grain grainconnect.com	74	92	89	40
4	Cellnex Telecom cellnex.com	71	75	85	52
5	Juniper Networks juniper.net	70	75	76	58
6	One NZ one.nz	70	63	83	65
7	Turkcell turkcell.com.tr	70	79	86	46
8	Zen Internet zen.co.uk	69	82	81	43
9	toob toob.co.uk	68	79	80	46
10	MTN Group mtn.com	67	70	87	43
11	Astound Broadband astound.com	66	72	89	38
12	Aussie Broadband aussiebroadband.com.au	65	75	63	58
13	CityFibre cityfibre.com	65	78	61	56
14	Freedom Fibre freedomfibre.com	65	80	83	31
15	Liquid Intelligent Technologies liquid.tech	65	69	82	43
16	Lumen Technologies lumen.com/en-us/home.html	65	72	66	58
17	Swisscom swisscom.ch/de/privatkunden.html	65	60	86	48
18	TDS Telecom tdstelecom.com	65	70	87	37
19	Zayo zayo.com	65	69	92	33

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
20	AST SpaceMobile ast-science.com	64	68	79	46
21	AT&T att.com	64	65	74	53
22	Gamma Communications gammagroup.co	64	71	92	30
23	Hyperoptic hyperoptic.com	63	59	83	48
24	Openreach openreach.com	63	79	78	31
25	Zzoomm zzoomm.com	63	72	80	37
26	Eutelsat eutelsat.com	62	74	57	55
27	WightFibre wightfibre.com	62	81	72	34
28	Wireless Infrastructure Group wirelessinfrastructure.com	62	76	82	28
29	Airband airband.co.uk	61	66	89	28
30	2degrees 2degrees.nz	60	69	62	48
31	Ogi ogi.wales	60	80	71	28
32	Telefonica telefonica.com/es	60	66	87	28
33	CelcomDigi celcomdigi.com	59	62	91	25
34	Indus Towers industowers.com	59	65	82	30
35	STC stc.com.sa/en/personal/home.html	59	58	72	48
36	Reliance Jio jio.com	58	68	66	39
37	Tata Communications tatacommunications.com	58	65	72	37
38	Telstra telstra.com.au	57	60	82	30
39	Entel entel.cl	56	59	63	46
40	Netgear netgear.com	56	59	82	28
41	Proximus proximus.com	56	62	83	22

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
42	Sunrise sunrise.ch/de/home	56	55	66	46
43	Tesco Mobile tescomobile.com	56	66	77	25
44	Ubiquiti ui.com	56	63	63	41
45	Viavi Solutions viavisolutions.com/en-us	56	70	63	34
46	Charter Communications corporate.charter.com	55	67	56	42
47	Telesat telesat.com	55	69	71	25
48	EE ee.co.uk	54	63	63	37
49	Maxis maxis.com.my/en/home	53	53	82	23
50	NTT group.ntt/en	53	62	68	28
51	Cisco Systems cisco.com	52	62	70	23
52	Frontier Communications frontier.com	52	45	59	53
53	B4RN b4rn.org.uk	51	59	66	28
54	Telekom Austria Group a1.com	51	57	82	13
55	Calix calix.com	50	63	62	25
56	Mavenir mavenir.com	50	54	87	8
57	Colt Technology Services colt.net	49	53	62	31
58	Lyca Mobile lycamobile.co.uk/en	49	45	63	39
59	nexfibre nexfibre.co.uk	49	50	87	10
60	Telkom SA telkom.co.za	48	57	63	23
61	Viasat viasat.com	47	50	62	28
62	NOS nos.pt	46	59	65	13
63	Altice USA optimum.com/about-us	45	30	63	43

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
64	Deutsche Telekom telekom.com	44	50	68	13
65	Sky sky.com	44	42	62	28
66	TalkTalk talktalk.co.uk	44	46	62	23
67	Three UK three.co.uk	43	52	63	13
68	Virgin Media O2 virginmediao2.co.uk	43	52	62	15
69	Tele2 tele2.com	42	45	68	13
70	Telecom Argentina personal.com.ar/tech	42	54	63	8
71	Bouygues Telecom bouyguestelecom.fr	41	47	62	13
72	Crown Castle crownccastle.com	41	46	68	10
73	Gigaclear gigaclear.com	41	44	66	13
74	KPN kpn.com	41	53	56	13
75	Mediacom Communications mediacomcable.com	41	47	63	13
76	TIM Brasil tim.com.br/rj	41	39	68	15
77	TPG Telecom tpgtelecom.com.au	41	46	68	10
78	Utility Warehouse uw.co.uk	41	52	62	10
79	Verizon Communications verizon.com	41	43	66	13
80	Voneus voneus.com	41	47	69	8
81	Brightspeed brightspeed.com	40	47	63	10
82	CommScope commscope.com	40	46	65	10
83	StarHub starhub.com/personal.html	40	46	62	13
84	Telkom Indonesia telkom.co.id	40	46	62	13
85	Airtel Africa airtel.africa	39	37	68	13

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
86	G.Network g.network	39	44	62	10
87	Dialog Axiata dialog.lk	38	40	63	10
88	EchoStar echostar.com	38	41	62	10
89	Elisa elisa.com	38	43	62	8
90	Helios Towers heliostowers.com	38	38	62	13
91	Telus telus.com/en	38	38	62	13
92	Turk Telekom turktelekom.com.tr	38	39	68	8
93	Huawei huawei.com/en	37	35	62	13
94	Taiwan Mobile taiwanmobile.com	37	54	34	23
95	WideOpenWest wowway.com	37	42	62	8
96	XL Axiata xlsmart.co.id/id	37	32	65	15
97	BCE bce.ca	36	31	63	13
98	Cogent Communications cogentco.com/en	36	37	62	10
99	KCOM kcom.com	36	38	62	8
100	Liberty Latin America lla.com	36	37	62	8
101	Manx Telecom manxtelecom.com//personal	36	39	62	8
102	Telenor telenor.com	36	44	56	8
103	ZTE zte.com.cn/global	36	34	65	8
104	ADTRAN adtran.com/en	35	40	56	8
105	Netomnia netomnia.com	35	36	62	8
106	Telecom Egypt te.eg	35	34	62	8
107	TIM (Telecom Italia) gruppotim.it/it.html	35	34	62	10

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
108	Cox Communications cox.com/residential/home.html	34	29	62	10
109	e& eand.com/en/index.html	34	37	56	8
110	Singtel singtel.com	34	30	62	10
111	Globalstar globalstar.com/en-us	33	40	50	8
112	Mobily mobily.com.sa/web/ar/home/personal	33	28	62	10
113	PLDT pldthome.com	33	26	66	8
114	KDDI kddi.com	32	26	62	8
115	Omantel omantel.om/en	32	33	54	8
116	BT Group bt.com	31	35	34	23
117	Vodacom vodacom.com	31	28	56	10
118	SoftBank softbank.jp	30	25	58	8
119	Telekom Malaysia tm.com.my	30	31	52	8
120	SBA Communications sbasite.com	29	48	30	10
121	PCCW pccw.com/	27	40	30	10
122	SK Telecom sktelecom.com	27	21	52	8
123	Sure sure.com	25	37	30	8
124	Iliad iliad.fr	24	22	34	15
125	Orange orange.com	24	22	34	15
126	Telia Company teliacompany.com	24	22	34	15
127	Arista Networks arista.com	23	21	34	15
128	Spark New Zealand spark.co.nz/online/about	23	26	34	8
129	Bharti Airtel airtel.in	22	24	34	8

#	COMPANY	CRANE INDEX™	AI SEARCH	AGENT	REPRESENTATION
130	JT Group jtglobal.com/main	22	25	34	8
131	Starlink starlink.com	22	25	34	8
132	du du.ae/personal	21	22	34	8
133	giffgaff giffgaff.com	21	14	34	15
134	Indosat Ooredoo Hutchison ioh.co.id	21	22	34	8

The 50 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 50 sites here, 22 refused our reader, 19 gave no response and 9 served a page that is empty until scripts run.

Refused the reader (22). 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 (19). 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 (9). 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.

T-Mobile US · refused the reader

Cable One · refused the reader

Metronet · refused the reader

America Movil · refused the reader

Vodafone Group · refused the reader

Lebara · refused the reader

Vorboss · refused the reader

Wildanet · refused the reader

Quickline Communications · refused the reader

Vantage Towers · refused the reader

Ooredoo · refused the reader

Safaricom · refused the reader

Maroc Telecom · refused the reader

China Mobile · refused the reader

Globe Telecom · refused the reader

LG Uplus · refused the reader

Iridium Communications · refused the reader

American Tower · refused the reader

Nokia · refused the reader

Ericsson · refused the reader

Ciena · refused the reader

Corning · refused the reader

Comcast · no response

Rogers Communications · no response

SFR · no response

VEON · no response

Truespeed · no response

Liberty Global · no response

INWIT · no response

Bezeq · no response

China Telecom · no response

China Unicom · no response

Vodafone Idea · no response

BSNL · no response

AIS · no response

True Corporation · no response

KT Corporation · no response

Chunghwa Telecom · no response

Optus · no response

PTCL · no response

SES · no response

Videotron · script-only page

Millicom · script-only page

Community Fibre · script-only page

Trooli · script-only page

Zain · script-only page

IHS Towers · script-only page

Viettel · script-only page

Chorus · script-only page

Gilat Satellite Networks · 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 184 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 184 organisations. It is not a ranking of national importance, and it is not a census of the industry.

Honest limits

134 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 134 sites our reader could read; how the 50 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.