

Key insights and findings

-  In the second half of 2025, Akamai observed that the media industry, which includes video, social media, and publishing, ranked second in Akamai-categorized AI bot activity.
-  Despite the dominance of training bots (which harvest vast amounts of data from websites to train large language models [LLMs]) in the media industry, AI fetchers pose a greater risk to publishing because online content loses value quickly. A total of 25.28% of Akamai-categorized AI bot types in media/publishing are AI fetchers, which collect real-time web content for user queries on AI assistants.
-  AI bots are undermining revenue mechanisms like paywalls, subscription models, and advertising-based income streams, which the publishing industry relies on.
-  Instead of just blocking all AI bots, various types of applied action are available for mitigating AI bot traffic: deny, tarpit, and delay are currently the most popular.