A Publisher Made Just $174 From AI Crawlers. It Could Change the Industry.

This story was originally published in On Background with Mark Stenberg, a free, weekly newsletter that explores the key themes shaping the media industry. You can sign up for it here.

When it comes to artificial intelligence, two things are difficult to overstate.

The first is the existential threat the technology has posed to the media industry. In June, The Wall Street Journal called it an “armageddon” whose downstream effects on search traffic and programmatic ad revenue have upended the economics of digital publishing.

In May, Business Insider cut nearly a quarter of its staff, citing AI as the primary reason.

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