The front door for AI agents to access your content

Future-proof your content for any AI protocol. Control access, analyze traffic today, and prepare for monetization as the agent economy grows
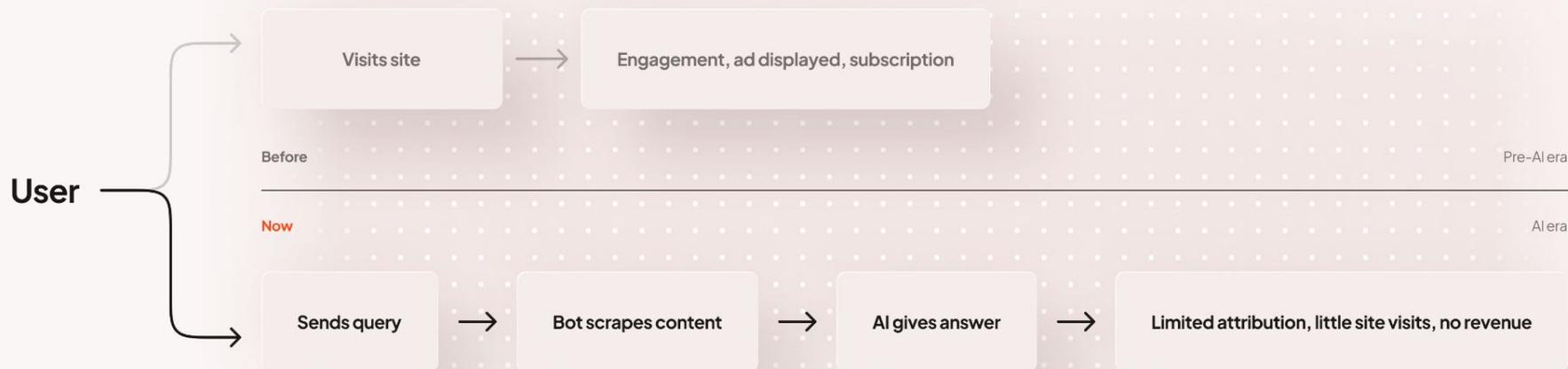
TOIIBIT

The fundamental economic arrangement of the open web is deteriorating

AI-powered tools like ChatGPT, Claude, Perplexity, and others become the default entry point for information, **users no longer need to visit your website, as AI bots and agents crawl your site on their behalf**.

For decades, the web's content economy depended on a simple model: people visited websites, engaged with articles, and generated value through advertising, subscriptions, and more. That model is under threat.

User

Before — Pre-AI era

Visits site → Engagement, ad displayed, subscription

Now — AI era

Sends query → Bot scrapes content → AI gives answer → Limited attribution, little site visits, no revenue

TOIIBIT

Monitor, manage, and monetize AI bot scraping

Analytics

Gain comprehensive insights into AI bot traffic to identify bot interactions and understand how your content is accessed

Bot Paywall

Enhance access control & prevent unwanted scraping via active enforcement by redirecting unauthorized AI bots to a clear paywall

Marketplace

Set custom rates for your content to ensure fair compensation from AI bots while maintaining full control over your online assets

TollBit

Analytics

Auth & Cybersecurity

CDN

Frontend Deployment

Database & CMS

How does TollBit work?
Web tech stack for AI.

Every property that onboards onto TollBit sets up a TollBit subdomain. This is a relatively straightforward implementation.

This subdomain allows us to authenticate traffic, authorize content access, and facilitate value exchange.

Allows us to implement a well-known, ecosystem solution that works across any website of any complexity.
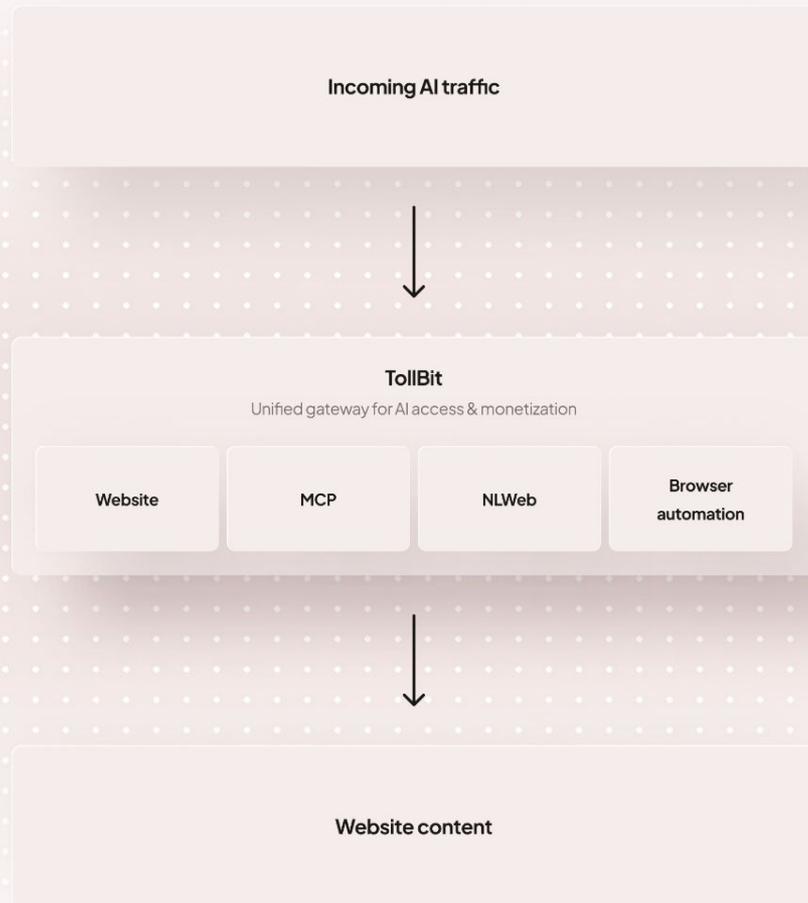
Analytics

Cybersecurity / Auth

CDN

Paywall

CMS / Database

TollBit

tollbit.yoursite.com — the gateway for all AI access modes

No matter how AI agents reach your content, the TollBit subdomain is the unified gateway in between:

- **Web scraping** — AI bots scraping your website's HTML. TollBit identifies and intercepts these requests, requiring compliance and payment.

- **MCP (Model Context Protocol, Anthropic)** — AI agents querying your data via standardized API calls. TollBit provides a ready-to-use MCP endpoint for your content, with built-in auth and billing.

- **NLWeb (Natural Language Web, Microsoft)** — users or agents asking questions to an AI interface on your site. TollBit integrates with NLWeb's /ask and /mcp endpoints to enforce your usage policies and monetization for each query.

Across all these channels, TollBit ensures consistent authorization, tracking, and revenue collection. In short, if an AI is accessing your content in any way, TollBit is how you welcome them – on your terms.

Incoming AI traffic

↓

TollBit
Unified gateway for AI access & monetization

| Website | MCP | NLWeb | Browser automation |

↓

Website content

TollBit by the numbers (Q3 & Q4 2025)

550B+

Total website visits analyzed by TollBit

+214% from Q1 & Q2 2025

2.9B+

Bot scrapes bypassed or ignored robots.txt instructions set by publishers

+607% from Q1 & Q2 2025

9B+

AI bot scrapes detected

+342% from Q1 & Q2 2025

1.9B+

AI Bots Redirected to Bot Paywall

+265% from Q1 & Q2 2025