

ProRata is a tech company dedicated to ensuring fair compensation for all creators in the era of AI.

We're building the products, tools, and infrastructure needed to fairly credit, track, and compensate publishers across all applications of generative AI. **It all starts with licensed content and fair attribution.**

The screenshot shows the Gist.ai search interface. At the top, there's a search bar with the Gist.ai logo and several suggested search queries: "How will GenAI impact my career?", "Rainy day activity for kids?", and "Top travel spots?". Below the search bar, the main search result is titled "Will IRS layoffs delay refunds?". A horizontal bar at the top of the result shows attribution: 34% Daily Mail, 25% The Mirror (US), 25% Miami Herald, and 16% Fortune. The main text of the article discusses IRS layoffs and their potential impact on tax refund processing. To the right of the main text, there are three source cards: "Daily Mail" (34% of answer), "The Mirror (US)" (25% of answer), and "Miami Herald" (25% of answer). Below the main text, there is a ProRata advertisement for H&R Block with a "93% Context Matched Ad by ProRata" label. At the bottom of the page, there is a small snippet of text starting with "The IRS has reported that the average tax refund so far this season is \$2,169, which is 32 percent lower than last year."

By entering into a Partnership Agreement with ProRata, you will:

- Safely extend your brand into AI Search on [Gist.ai](#), across the Gist Network, and on your own site (if you choose to distribute Gist) – growing the reach of your content as the Gist Network grows
- Receive clear credit and attribution whenever your content is used to generate a response in Gist
- Get paid whenever your content is used to generate a response in Gist – content owners always receive a 50% share of revenues
- Deepen engagement and increase Time on Site with our unique API-based Gist for Publisher tools, including AI Search, Article Summaries, and AI Companions
- Leverage [ProRata Ads](#) to harness the capabilities of generative AI to deliver hyper-relevant ads within AI search results and across your digital content. This generates personalized ad experiences that drive engagement, increase monetization, and open new targeting opportunities based on emotion, semantic understanding, and intent, all in a brand safe experience.
- Receive data and insights through our Partner Portal to help you better understand evolving consumer behaviors around AI Search
- Ensure that we can refer against your content when we provide Third-Party Attribution Services to other generative AI providers