NEWS MEDIA ALLIANCE

PROTECT CONTENT PROVIDERS AND KEEP THE INTERNET CLEAN

Support the Stealth Bot Prohibition Act (H.R.9915/S.5766)

About the Bill:

The Stealth Bot Prohibition Act will make it illegal to:

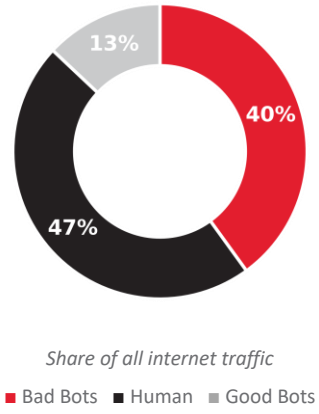
- Deploy stealth bots in a way that damages, impairs, or burdens the technical or commercial operation of a website or other internet service.
- Intentionally disguise the nature of AI bots to appear as a human user for generative AI purposes.

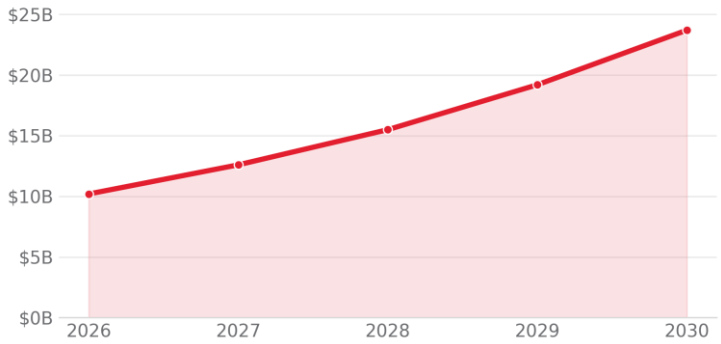
This gives publishers the tools to block bad bots and control their own content, taking the first step towards a healthy, well-functioning marketplace for news content.

Bots Now Outnumber Human Traffic

Experts now say there are more bots than people online, and the majority are bad bots that take content without permission to train and operate their systems that then directly compete with publishers.

These bad bots hit webpages over and over, sometimes millions of times a day, slowing sites for human readers and triggering bandwidth overages or even outages. For publishers, this drives up technical costs and limits investment in the journalism their readers value.





Projected web-scraping reseller market size, 2026–2030

A Multi-Billion-Dollar Reseller Market

Bad bots are overloading publisher webpages to harvest the results of their investments in journalism for resale on a secondary market built for AI developers, undermining publishers' own efforts to license their work and recoup their investment.

Reversing this trend is the first step toward a healthy licensing marketplace, where content is rewarded as the valuable input for AI that it is, just like investments in energy and chips.

Americans Need Protection from Foreign Adversaries

Many bad bots originate in China and other countries with hostile intent. The Office of the Director of National Intelligence's Annual Threat Assessment found that foreign data scraping is part of a broader effort by state actors to leverage U.S. AI products to bolster cyberattacks.

Many disguise themselves by hijacking personal devices or servers in American homes as “residential proxies,” making them nearly impossible to tell apart from real users. Transparency is imperative: we need to know where these bots come from so we can block the bad ones.

State Actors Named by U.S. Intelligence

China • Russia • North Korea • Iran



Businesses Can’t Defend Themselves — We Need Government Support

The news industry has tried to block harmful bots with technical fixes, but bad bots are advanced enough to bypass most safeguards. Market forces alone aren’t working — it’s time for government to step in.

What’s the Solution?

Support the **Stealth Bot Prohibition Act** **(H.R.9915/S.5766)** introduced by Senators Roger Wicker (R-MS) and Ben Ray Luján (D-NM), and Representatives Laurel Lee (FL-15), Valerie Foushee (NC-04), and Gus Bilirakis (FL-09)

Why the Stealth Bot Prohibition Act?

- ✓ It’s common-sense legislation that everyone can get behind.
- ✓ It only requires basic transparency.
- ✓ It does not burden technology companies — in fact, it removes the incentive to do the extra work of disguising bot origins.
- ✓ It sets a consistent federal standard, building on state-level transparency efforts in Missouri, Nebraska, New York, Tennessee, Texas, and Utah.
- ✓ It enables American content creators to protect themselves from attacks by foreign adversaries.
- ✓ It focuses ONLY on bad bots - bots with legitimate purposes are unaffected or explicitly exempted, like bots used for research, journalism, or national security.
- ✓ By giving publishers the tools to block bad bots and control their own content, it’s the first step toward a healthy, well-functioning marketplace for journalism.

The Stealth Bot Prohibition Act is common-sense, bipartisan legislation that protects American journalism, innovation, and infrastructure from foreign-directed bot networks — without burdening legitimate businesses.

Protect Content Providers: Support the Stealth Bot Prohibition Act

News/Media Alliance — newsmediaalliance.org