

Entity Clarity Report Media

January 20 to July 30, 2026

The average stayed flat. The structure did not.

Across 100 media organizations, aggregate ECC changed by only -0.15 points. Underneath that surface, High capability expanded from 21 to 31 entities, while five legibility exits erased gains produced by four entries and broad capability improvement among continuously legible publishers.

100	-0.15	+10	44
MATCHED MEDIA ENTITIES	MEAN ECC CHANGE	NET HIGH-CAPABILITY ENTITIES	MEANINGFUL MOVERS

Interpretation boundary. ECC measures structural machine legibility. It is not a ranking of journalistic quality, audience reach, operating performance, financial value, or institutional importance. The Entity Engineering Index is a separate measurement family.

A flat average concealed an active strategic reordering

Mean ECC moved from 60.74 to 60.59, while the median increased from 73 to 74. The near-zero aggregate change is not evidence of stability.

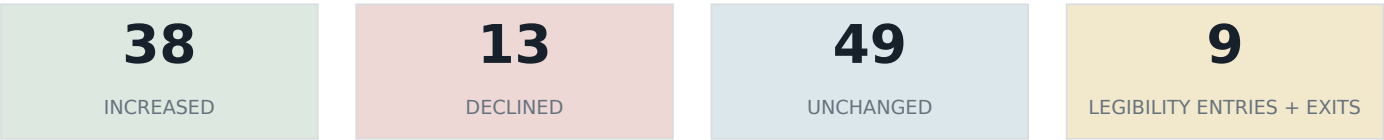
Thirty-eight entities improved, thirteen declined, and forty-nine were unchanged. High capability increased by ten entities even as Open posture declined by three.

The key distinction is between operational legibility and access policy. Most continuously legible publishers improved. A smaller set of access-state changes dominated the sector total.

The longitudinal conclusion

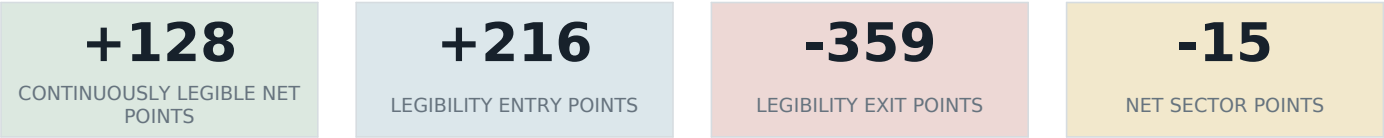
Media capability deepened, but publisher access decisions still determine the aggregate outcome.

The May Q2 report identified bifurcation. The July evidence shows what that bifurcation is becoming: durable capability investment inside the legible cohort, combined with a small number of high-impact entries and exits.



Access-state events overwhelmed underlying improvement

The sector lost 15 aggregate ECC points across the full matched panel. That total decomposes into three very different effects.



What improved

Publishers that remained observable added a net 128 ECC points. Capability tier upgrades were the main structural driver. Eleven Medium-capability entities moved to High, and three Low-capability entities moved to Medium.

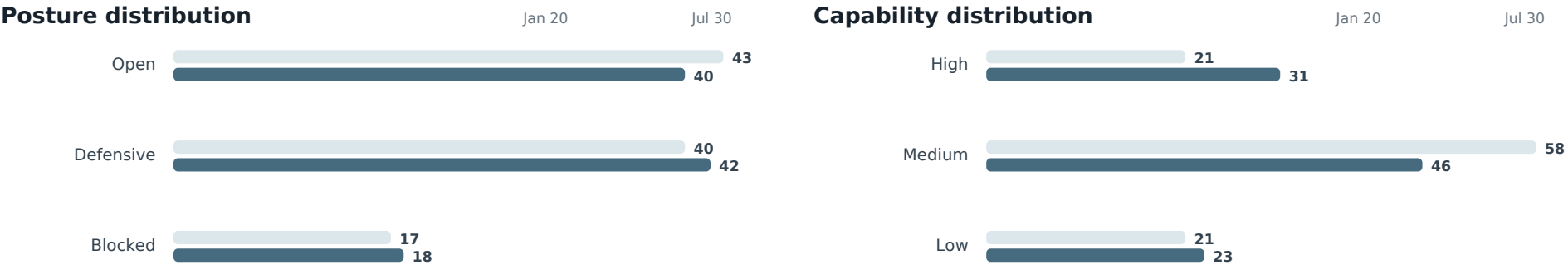
Four legibility entries added another 216 points. These entries reintroduced first-party structure into machine-mediated research pathways.

What offset it

Five legibility exits removed 359 points. Because Blocked observations receive ECC 0 by definition, a posture exit can overwhelm many smaller capability gains elsewhere in the cohort.

This is why Media should not be summarized by its mean. The sector is simultaneously improving its machine-readable infrastructure and narrowing selected access pathways.

Capability rose faster than openness



Open declined from 43 to 40. Defensive increased from 40 to 42. Blocked increased from 17 to 18.

High capability expanded from 21 to 31. Medium declined from 58 to 46, while Low increased modestly from 21 to 23 because several posture exits reset capability to Low.

Interpretation

The legible portion of the Media cohort is becoming easier for AI systems to parse and attribute. At the same time, publishers are moving toward more controlled postures. Technical clarity and distribution openness are therefore diverging rather than moving as a single maturity curve.

04 MOVEMENT CLASSES

Forty-four entities cleared the meaningful-movement threshold

Movement class	Entities	Share	Interpretation
Stable	45	45%	No posture, capability, or ECC change.
Drift	11	11%	Small ECC movement without a structural state change.
Score Mover	14	14%	Material ECC movement with posture and capability unchanged.
Structural Mover	21	21%	Posture or capability changed without crossing Blocked.
Legibility Entry	4	4%	Moved from Blocked into an observable posture.
Legibility Exit	5	5%	Moved from an observable posture into Blocked.

Stable and Drift observations remain part of the longitudinal record, but the editorial focus belongs on Score Movers, Structural Movers, Legibility Entries, and Legibility Exits. Together, those categories account for 44 percent of the Media cohort.

Movement class is not a quality judgment. It is a triage mechanism for identifying where access, capability, or machine interpretation changed enough to warrant closer review.

Entry and exit remained two-way

Legibility entries

Entity	January state	July state
Al Jazeera	Blocked / Low	Open / Medium
Chicago Tribune	Blocked / Low	Open / Low
NDTV	Blocked / Low	Defensive / High
SFGate	Blocked / Low	Open / Low

NDTV entered at Defensive / High, while Al Jazeera, Chicago Tribune, and SFGate re-entered through Open posture.

Legibility exits

Entity	January state	July state
Bloomberg	Open / Medium	Blocked / Low
Investopedia	Open / Medium	Blocked / Low
People	Open / Medium	Blocked / Low
Sky News	Open / High	Blocked / Low
The Telegraph	Open / Medium	Blocked / Low

Sky News, The Telegraph, Bloomberg, People, and Investopedia moved into Blocked posture. The public data does not establish whether any exit reflects private licensing, temporary technical state, or durable policy.

The strategic signal is the access decision itself. Motive requires separate evidence and should not be inferred from ECC alone.

Machine-readable authority deepened across the legible cohort

Entity	Posture	Capability movement	Movement class
Boston Globe	Defensive	Medium to High	Structural Mover
CNET	Defensive	Medium to High	Structural Mover
Cosmopolitan	Defensive	Medium to High	Structural Mover
Deadline	Defensive	Medium to High	Structural Mover
Hindustan Times	Defensive	Medium to High	Structural Mover
Hollywood Reporter	Defensive	Medium to High	Structural Mover
Los Angeles Times	Open	Medium to High	Structural Mover
NDTV	Defensive	Low to High	Legibility Entry
Rolling Stone	Open	Medium to High	Structural Mover
Sports Illustrated	Open	Medium to High	Structural Mover
TechRadar	Open	Medium to High	Structural Mover
Tom's Guide	Open	Medium to High	Structural Mover
Al Jazeera	Open	Low to Medium	Legibility Entry
IGN	Open	Low to Medium	Structural Mover
Yahoo News	Open	Low to Medium	Structural Mover

The builder set spans financial information, entertainment, sports, technology, general news, and regional media. That breadth suggests the capability shift is not confined to one publishing model.

The sector is sorting by both access policy and infrastructure depth

Pattern	Observed structure	Representative entities
Open authority builders	Remain Open while moving toward stronger capability.	Los Angeles Times, Rolling Stone, Sports Illustrated, TechRadar, Tom's Guide
Controlled authority builders	Pair Defensive posture with High capability.	CNET, Cosmopolitan, Deadline, Hindustan Times, Hollywood Reporter
Legibility re-entries	Restore observable first-party pathways after a Blocked baseline.	NDTV, Al Jazeera, Chicago Tribune, SFGate
Negotiated opacity	Move into Blocked posture, removing public first-party legibility.	Bloomberg, Investopedia, People, Sky News, The Telegraph
Fragile openness	Remain observable but lose structural capability.	Chron and selected score decliners

These patterns describe observable structure, not intent. Private licensing arrangements, model-specific access, contract terms, and temporary implementation states are outside the public measurement surface.

Use entity clarity to price research friction and integration risk

1 Diligence access risk

Treat a legibility exit as an information-pathway event. Verify whether it is temporary, contractual, technical, or policy-driven before changing a strategic conclusion.

2 Portfolio architecture

Media portfolios create more machine-mediated option value when brand entities, ownership relationships, and authoritative sources resolve coherently across the group.

3 Integration quality

Capability upgrades can indicate improving information infrastructure, but they do not prove newsroom quality, audience economics, or successful post-acquisition integration.

4 Licensing leverage

Defensive or Blocked posture may preserve negotiating leverage, but the framework cannot observe private model access or determine whether control produces superior economics.

Decision boundary

ECC should inform the reliability and cost of machine-mediated research pathways. It should not substitute for valuation, audience analysis, editorial diligence, legal review, competitive strategy, or management judgment.

A governed January-to-July matched-panel release

Measurement framework

Posture records whether the evaluated public AI pathway is Open, Defensive, or Blocked.

Capability records the strength of machine-readable organizational signals as Low, Medium, or High.

ECC is a contextual 0 to 100 Entity Clarity & Capability score interpreted alongside posture and capability. Blocked observations receive ECC 0 by definition.

Authority and revision policy

This PDF is the authoritative editorial artifact. The machine-readable release preserves the dataset version and supports future append-only updates. Corrections require a dated revision entry.

Release lineage

This report compares the same 100 Media entities on January 20 and July 30, 2026. It is the governed successor to the January baseline and May Q2 narrative update.

Because the supplied release contains January and July snapshots, this report does not claim a May-to-July quarterly delta. Earlier Q2 observations remain historical publications and are not silently overwritten.

Source QA: 100 raw Media rows, 100 unique entities, zero supplied delta mismatches, and zero Blocked-score invariant errors.

How to read the 100-entity Media record

Entity-level ECC values appear only in the following Index. Every score is shown with its January and July posture and capability, ECC change, and movement class.

Column	Meaning
January posture / capability / ECC	Baseline observation dated January 20, 2026.
July posture / capability / ECC	Current observation dated July 30, 2026.
Delta	July ECC minus January ECC.
Class	Movement class defined in Section 04.

Coverage: 100 matched Media observations. No missing current observations and no duplicate Media entities were present in the source.

Entities 1 to 25

Entity	Jan posture	Jan cap.	Jan ECC	Jul posture	Jul cap.	Jul ECC	Delta	Class
ABC Australia	Open	Medium	72	Defensive	Medium	77	+5	Structural Mover
ABC News	Open	Medium	75	Open	Medium	60	-15	Score Mover
Al Jazeera	Blocked	Low	0	Open	Medium	66	+66	Legibility Entry
Ars Technica	Open	High	82	Open	High	88	+6	Score Mover
Associated Press	Defensive	Medium	68	Defensive	Medium	78	+10	Score Mover
Axios	Blocked	Low	0	Blocked	Low	0	0	Stable
BBC	Open	Medium	64	Open	Medium	70	+6	Score Mover
Bleacher Report	Open	Medium	69	Open	Medium	69	0	Stable
Bloomberg	Open	Medium	68	Blocked	Low	0	-68	Legibility Exit
Boston Globe	Defensive	Medium	78	Defensive	High	80	+2	Structural Mover
Breitbart	Open	High	80	Open	High	80	0	Stable
Business Insider	Defensive	Medium	75	Defensive	Medium	78	+3	Drift
BuzzFeed	Defensive	Medium	63	Defensive	Medium	63	0	Stable
CBC News	Blocked	Low	0	Blocked	Low	0	0	Stable
CBS News	Open	High	84	Open	High	84	0	Stable
CBS Sports	Defensive	Medium	75	Defensive	Medium	78	+3	Drift
CNBC	Defensive	Medium	67	Defensive	Medium	69	+2	Drift
CNET	Defensive	Medium	75	Defensive	High	89	+14	Structural Mover
CNN	Open	Medium	72	Open	Medium	74	+2	Drift
Chicago Tribune	Blocked	Low	0	Open	Low	57	+57	Legibility Entry
Chron	Defensive	Medium	74	Open	Low	7	-67	Structural Mover
Complex	Defensive	High	83	Defensive	High	83	0	Stable
Cosmopolitan	Defensive	Medium	74	Defensive	High	85	+11	Structural Mover
Daily Mail	Defensive	Medium	77	Defensive	Medium	77	0	Stable
Deadline	Defensive	Medium	77	Defensive	High	86	+9	Structural Mover

Entities 26 to 50

Entity	Jan posture	Jan cap.	Jan ECC	Jul posture	Jul cap.	Jul ECC	Delta	Class
Drudge Report	Open	Low	36	Open	Low	36	0	Stable
ESPN	Open	High	82	Defensive	High	82	0	Structural Mover
Economic Times	Open	High	88	Open	High	95	+7	Score Mover
Engadget	Open	High	81	Open	High	80	-1	Drift
Firstpost	Blocked	Low	0	Blocked	Low	0	0	Stable
Forbes	Open	Medium	74	Defensive	Medium	74	0	Structural Mover
Fortune	Open	Medium	77	Open	Medium	68	-9	Score Mover
Fox News	Open	Medium	78	Open	Medium	78	0	Stable
Gizmodo	Open	High	91	Open	High	97	+6	Score Mover
Global News	Open	Medium	77	Open	Medium	77	0	Stable
Goal	Open	Medium	65	Open	Medium	65	0	Stable
Google News	Open	Medium	64	Open	Medium	65	+1	Drift
Hello! Magazine	Open	High	81	Open	High	81	0	Stable
Hindustan Times	Defensive	Medium	74	Defensive	High	86	+12	Structural Mover
Hollywood Reporter	Defensive	Medium	76	Defensive	High	85	+9	Structural Mover
HuffPost	Open	Medium	68	Open	Medium	74	+6	Score Mover
IGN	Open	Low	57	Open	Medium	60	+3	Structural Mover
India Times	Open	Medium	73	Open	Medium	73	0	Stable
Indian Express	Defensive	Medium	73	Defensive	Medium	74	+1	Drift
Investopedia	Open	Medium	66	Blocked	Low	0	-66	Legibility Exit
LiveMint	Open	Medium	74	Open	Medium	74	0	Stable
Los Angeles Times	Open	Medium	73	Open	High	80	+7	Structural Mover
MSN	Defensive	Low	6	Defensive	Low	6	0	Stable
Manchester Evening News	Defensive	Medium	64	Defensive	Medium	72	+8	Score Mover
MarketWatch	Blocked	Low	0	Blocked	Low	0	0	Stable

Entities 51 to 75

Entity	Jan posture	Jan cap.	Jan ECC	Jul posture	Jul cap.	Jul ECC	Delta	Class
Mashable	Open	High	84	Open	High	84	0	Stable
Moneycontrol	Blocked	Low	0	Blocked	Low	0	0	Stable
NBA.com	Defensive	High	84	Defensive	High	84	0	Stable
NBC News	Defensive	Medium	69	Defensive	Medium	74	+5	Score Mover
NDTV	Blocked	Low	0	Defensive	High	86	+86	Legibility Entry
NFL.com	Open	Medium	68	Open	Medium	68	0	Stable
NJ.com	Defensive	Medium	65	Defensive	Medium	65	0	Stable
New York Post	Defensive	Medium	69	Defensive	Medium	73	+4	Drift
News.com.au	Blocked	Low	0	Blocked	Low	0	0	Stable
News18	Blocked	Low	0	Blocked	Low	0	0	Stable
Newsweek	Open	Medium	73	Open	Medium	75	+2	Drift
PCMag	Defensive	High	82	Open	High	82	0	Structural Mover
People	Open	Medium	67	Blocked	Low	0	-67	Legibility Exit
Politico	Blocked	Low	0	Blocked	Low	0	0	Stable
Reuters	Blocked	Low	0	Blocked	Low	0	0	Stable
Rolling Stone	Open	Medium	76	Open	High	85	+9	Structural Mover
SFGate	Blocked	Low	0	Open	Low	7	+7	Legibility Entry
Sky News	Open	High	86	Blocked	Low	0	-86	Legibility Exit
Sky Sports	Open	High	81	Open	High	81	0	Stable
Slate	Defensive	Medium	68	Defensive	Medium	78	+10	Score Mover
South China Morning Post	Defensive	Medium	72	Defensive	Medium	72	0	Stable
Sports Illustrated	Open	Medium	69	Open	High	83	+14	Structural Mover
TechRadar	Open	Medium	77	Open	High	85	+8	Structural Mover
The Atlantic	Defensive	Medium	78	Defensive	Medium	78	0	Stable
The Daily Beast	Defensive	Medium	67	Defensive	Medium	67	0	Stable

Entities 76 to 100

Entity	Jan posture	Jan cap.	Jan ECC	Jul posture	Jul cap.	Jul ECC	Delta	Class
The Express	Defensive	High	83	Defensive	Medium	75	-8	Structural Mover
The Guardian	Defensive	Medium	64	Defensive	Medium	63	-1	Drift
The Hill	Blocked	Low	0	Blocked	Low	0	0	Stable
The Independent	Defensive	Medium	74	Defensive	Medium	74	0	Stable
The Mirror	Defensive	Medium	64	Defensive	Medium	73	+9	Score Mover
The New York Times	Defensive	Medium	75	Defensive	Medium	78	+3	Drift
The Sun	Open	Medium	70	Open	Medium	63	-7	Score Mover
The Telegraph	Open	Medium	72	Blocked	Low	0	-72	Legibility Exit
The Verge	Defensive	Medium	73	Open	Medium	73	0	Structural Mover
The Washington Post	Blocked	Low	0	Blocked	Low	0	0	Stable
Time	Open	High	89	Defensive	High	88	-1	Structural Mover
Times of India	Defensive	Medium	73	Defensive	Medium	73	0	Stable
Times of Israel	Blocked	Low	0	Blocked	Low	0	0	Stable
Tom's Guide	Open	Medium	78	Open	High	86	+8	Structural Mover
US Weekly	Defensive	High	91	Defensive	High	91	0	Stable
USA Today	Open	High	86	Open	High	86	0	Stable
Vanity Fair	Defensive	High	89	Defensive	High	89	0	Stable
Variety	Defensive	Medium	75	Defensive	Medium	75	0	Stable
Vogue	Defensive	High	90	Defensive	High	90	0	Stable
Vox	Defensive	Medium	73	Defensive	Medium	73	0	Stable
Wales Online	Defensive	Medium	63	Defensive	Medium	72	+9	Score Mover
Wall Street Journal	Blocked	Low	0	Blocked	Low	0	0	Stable
Wired	Defensive	High	90	Defensive	High	90	0	Stable
Yahoo Finance	Open	Medium	73	Open	Medium	73	0	Stable
Yahoo News	Open	Low	44	Open	Medium	67	+23	Structural Mover

END NOTE

The Media sector is not standing still

The aggregate score appears flat because a small number of legibility exits offset broad improvement among observable publishers. The durable signal is a sector with stronger machine-readable capability, more controlled posture, and continued two-way movement across the access boundary.

Prior report: <https://www.exmxc.ai/entity-clarity-index/entity-clarity-report-media-ai-era-q2-2026-update>

Canonical hub: <https://www.exmxc.ai/entity-clarity-index>

Machine-readable release: https://mcp.exmxc.ai/datasets/entity_clarity/releases/latest