October 16, 2025
BI.Garage, Inc.
Japan Business Press Co., Ltd.
Novoscribe, Inc.
Globalive Inc.

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BI.Garage, Japan Business Press, Novoscribe, and Globalive Collaborate to Protect Media Content Value from AI Traffic

Promoting Fair Coexistence Between Media and AI with the Launch of "TollBit," an AI Traffic Monetization Platform for Leading Japanese Publishers

- **Digital Garage, Inc. (TSE Prime section: 4819; HQ: Tokyo; Representative Director, President Executive Officer and Group CEO: Kaoru Hayashi; Digital Garage) announced that its subsidiary, BI.Garage, Inc., (Headquarters: Shibuya-ku, Tokyo; CEO: Akio Niizawa; BI.Garage) has entered into a collaboration with Japan Business Press Co., Ltd. (Headquarters: Tokyo; President and CEO: Satoshi Sugawara; Japan Business Press), Novoscribe, Inc. (Headquarters: USA; Co-Founders: Toshit Panigrahi and Olivia Joslin; Novoscribe), and Globalive Inc. (Headquarters: Tokyo; President and CEO: Kosuke Umeno; Globalive) to protect the value of web media content and support its monetization.**
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Under this collaboration, BI.Garage and Japan Business Press will begin offering "TollBit," an AI-era content monetization platform developed and operated by Novoscribe, in the Japanese market. This platform enables media companies and creators to monitor, manage, and monetize the use of their content by Generative AI systems.
In providing this service, the companies involved will work together to promote the introduction of "TollBit" to major domestic online media. This effort will leverage the client networks of BI.Garage's Quality Media Consortium member companies and Japan Business Press (JBP), a leading media solution provider offering the "Media Weaver" platform with a CMS-based article creation system. The initiative aims to strengthen content monetization support in the AI era. Globalive will contribute its expertise in "TollBit" implementation, while Digital Garage will support stablecoin-based payments through its experience in Japan's electronic payment business.

At a time when the value of journalism has never been more important, it is essential to create a future in which the creators who produce high-quality information are properly rewarded and can continue their work sustainably. Together with our partner companies, we will continue to embrace cutting-edge technologies and provide solutions that contribute to the development of the entire media industry.

■Background of the Initiative

In recent years, the rapid spread of Generative AI has been transforming the way users obtain information—from

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traditional search engines to conversational interactions with AI. As a result, media websites are experiencing a decline in traffic, raising concerns about the long-term sustainability of advertising-based revenue models.

Moreover, a growing issue is the unauthorized use of high-quality content—created by media companies through significant time and cost—as training data for AI models and as material to enhance AI-powered search functions, without proper evaluation or compensation for its value. In Japan as well, lawsuits have begun to be filed against Generative AI developers, highlighting the urgency of this situation.

Against this backdrop, we recognized the need to establish a system that both protects the value of content and creates new revenue streams, ensuring that journalism can continue to thrive sustainably in the AI era. To achieve this, the 4 companies have joined forces to launch this initiative.

■Overview of the Solution

1. TollBit Analytics — real-time visibility into AI-agent traffic
   - Track and analyze how AI systems access publisher content at the page or domain level.
   - Identify the most frequently consumed articles by AI agents, supporting smarter editorial and access decisions.

2. TollBit Bot Paywall — license management and monetization
   - Define licensing terms and per-agent pricing.
   - Block scraping, prevent unlicensed usage, and convert AI access into a direct revenue source.
   - Turn the growing segment of bots and agents into a recurring revenue source, whether for training models or for real time retrieval for AI agents

■Future Outlook

BI.Garage, Japan Business Press, Novoscribe, and Globalive will work together to accelerate the adoption of “TollBit” among Japan’s leading media organizations.
Japan Business Press will complete the integration of “TollBit” into “Media Weaver,” the CMS it provides to media companies, by the end of this year, and will roll it out to over 100 client media outlets. BI.Garage will promote the introduction of “TollBit” to member companies of the Quality Media Consortium—a network of 33 major media companies jointly operating a premium PMP advertising network.
Globalive will provide operational support to domestic publishers by leveraging its expertise and implementation experience with “TollBit.”

In addition, BI.Garage and Japan Business Press have already begun discussions with multiple media organizations, and together, the 4 companies aim to establish a system for large-scale deployment reaching over 130 domestic media outlets.

■Comment

<Satoshi Sugawara, President and CEO, Japan Business Press>

We have developed our business based on the belief that content produced by media and creators is "mental

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nourishment" that enriches people's lives and "intellectual weapons" that move society. In recent years, AI has made great strides, expanding our capabilities and offering the potential to pave the way for a better future, while also dramatically changing the ways in which users interact with content. For both content publishers and AI to continue to bring value to society, a system for circulating that value in a sustainable manner is essential. We hope that this initiative will help create an ecosystem in which creators can receive fair compensation and continue to work sustainably, even in the age of AI.

<Akio Niizawa, CEO, BI.Garage>

Advances in AI are enabling consumers to enjoy more convenient and enriched lives than ever before. The development of an AI information society can be said to represent global progress itself.
However, media and creators who have provided useful information and content in the internet society are currently not earning sufficient revenue commensurate with the advances in AI. Internet advertising has long been one of their main sources of revenue, but the emergence of Generative AI has changed the relationship between media and consumers, calling for new forms of advertising.

<Toshit Panigrahi and Olivia Joslin Co-Founder & CEO, Novoscribe>

Generative AI is transforming how people access information, but it must not come at the expense of the journalism and creativity that power these tools. At TollBit, our mission is to ensure publishers and creators are fairly compensated in this new era. AI-driven disruption is happening globally, and TollBit is an ecosystem solution that works across the open web. We're thrilled to enter this important market with best-in-class partners. Together with Japan Business Press Co., Ltd. (JBP) Partners and BI.Garage, we'll equip leading Japanese publishers to monitor AI usage of their content and unlock new revenue streams. Together, we're building a more sustainable future for media where quality content continues to thrive in the age of AI.

<Kosuke Umeno, President and CEO, Globalive Inc.>

The spread of generative AI is reshaping society at a pace even faster than when smartphones became part of our everyday infrastructure. In this era, it is essential to establish mechanisms that ensure AI companies properly recognize the value of content created by media and creators, and return fair compensation. Globalive aims to support Japan's web media in creating new value by working alongside them from both technological and business perspectives. As part of this effort, we are proud to introduce TollBit's outstanding AI traffic monetization platform as a solution that can contribute to this goal.

■Company Profile

<BI.Garage, Inc. (a Digital Garage Group Company)>

Head Office: Digital Gate Building, 3-5-7 Ebisu Minami, Shibuya-ku, Tokyo, Japan
Representative: Akio Niizawa, President and CEO
Business Activities:

- Planning, sales, brokerage, and mediation of advertising media on the Internet and other networks
- Sales of information systems related to Internet and network-based advertising
- Information processing and information provision services using computer systems and information networks

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- Creation, operation, management, and provision of customer databases, as well as agency services for these businesses

URL: https://bi.garage.co.jp/

<Japan Business Press Co., Ltd.>

Head Office: San Marino Shiodome, 2-4-1 Higashi-Shimbashi, Minato-ku, Tokyo 105-0021, Japan
Representative: Satoshi Sugawara, President and CEO
Business Activities:

- Provision of "Media Weaver," a cloud service for digital media
- Monetization support and business operation support services for digital media
- Planning, development, operation, and advertising services for proprietary digital media
- Planning, production, and sales of books, magazines, and digital content
- Planning and operation of business seminars and events

URL: https://www.jbpress.co.jp/

<Novoscribe, Inc.>

Head Office: Massachusetts, USA
Representatives: Co-founders Toshit Panigrahi and Olivia Joslin
Business Activities:
TollBit is a platform that enables fair value exchange between AI companies and websites. By effectively installing a "toll gate" on websites, it allows companies to monitor bot traffic and monetize their data and content, while providing AI agents and applications with an easy way to pay directly for access to content. The platform aims to address the economic shifts in content creation in the age of AI by reducing legal uncertainty surrounding web scraping and preserving the overall health of the content ecosystem.
For the latest updates on AI bots, agents, and the emerging AI Internet, follow TollBit on LinkedIn.
URLs: https://tollbit.com/ / https://www.linkedin.com/company/tollbit/

<Globalive Inc.>

Head Office: 609 Miyamasuzaka Building, 2-19-15 Shibuya, Shibuya-ku, Tokyo 150-0002, Japan
Representative: Kosuke Umeno, President and CEO
Business Activities:

- Supporting overseas companies in the digital advertising and e-commerce sectors to enter the Japanese and Asian markets
- Planning, development, production, sales, and consulting services related to digital advertising and e-commerce
- Sales, management, and consulting of overseas software related to digital advertising and e-commerce

URL: https://www.globaliver.com/en

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