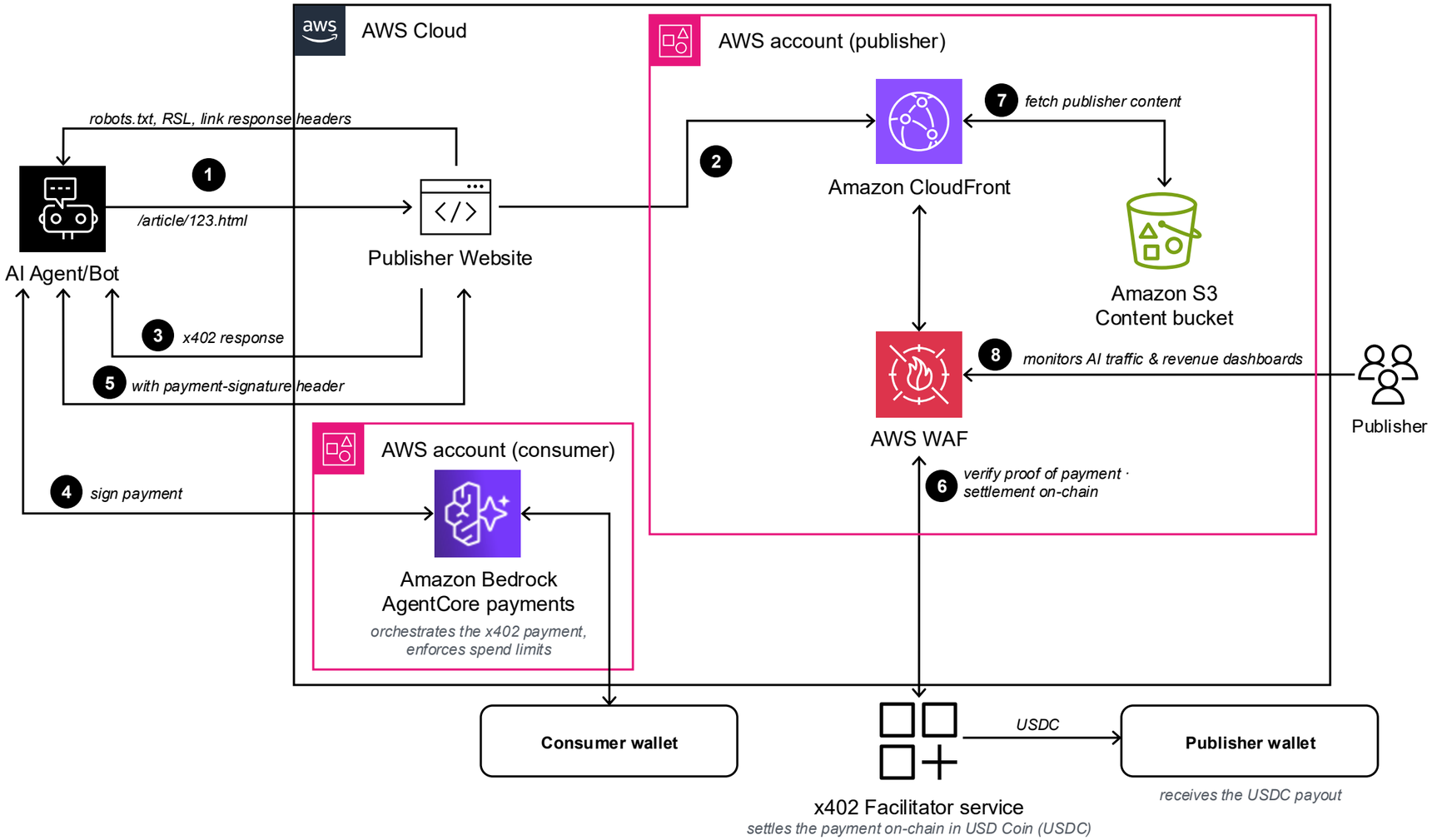
Monetize AI-crawler traffic with intelligent bot control

This architecture diagram illustrates how publishers charge AI bots and agents for access to their content, using AI traffic monetization, a new AWS WAF Bot Control capability. It shows a single-article agent purchase end-to-end. Publishers can also monitor AI traffic and revenue from a single dashboard, price content per request by path and agent verification tier, publish machine-readable license terms, and block AI training crawlers. Human visitors browse for free, and the publisher's website and origin are unchanged.



1. **Request + free discovery.** An AI agent/bot requests an article from the publisher's website. The publisher's license terms and prices are discoverable in machine-readable form through Really Simple Licensing (RSL) directives in robots.txt and response headers. Discovery is free.

2. **Edge inspection.** Amazon CloudFront receives the request at the edge. AWS WAF evaluates it against the publisher's rules before any cache or origin contact. AWS WAF Bot Control classifies over 650 distinct AI bot and agent types by identity, verification status, and intent. Each tier receives the publisher's configured action: allow, block, or monetize. Human visitors pass through free.

3. **Payment Required Challenge.** Instead of the article, **AWS WAF** returns an HTTP 402 Payment Required response. It carries the content price in USD Coin (USDC), the accepted payment networks (Base, Solana), and the publisher's wallet address.

4. **Sign the payment.** The agent pays using Amazon Bedrock AgentCore payments. It orchestrates the x402 exchange, enforces the session spend limit, and signs the payment authorization through the connected consumer wallet. The private key never leaves the wallet.

5. **Retry with proof of payment.** The agent retries the same request, now carrying the signed authorization in a payment-signature header as proof of payment.

6. **Verify and settle. AWS WAF** verifies the proof of payment at the edge. Once the content is confirmed, the third-party x402 facilitator service settles the payment on-chain. USDC transfers directly to the publisher's own wallet — the publisher keeps 100%, and AWS is not in the flow of funds.

7. **Content delivery. CloudFront** fetches the article from the publisher's Amazon Simple Storage Service **(Amazon S3)** content bucket and serves it with a payment-response header confirming settlement, all in one request cycle. If content cannot be served, payment is never settled — no charge for failed requests.

8. **Monitor and adjust.** The publisher monitors bot activity and revenue from the **AWS WAF** dashboards: AI traffic analysis shows bandwidth, estimated cost, and per-path activity; AI access monetization shows revenue by bot category and settlements. The publisher can adjust pricing and access policies anytime.

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AWS Reference Architecture