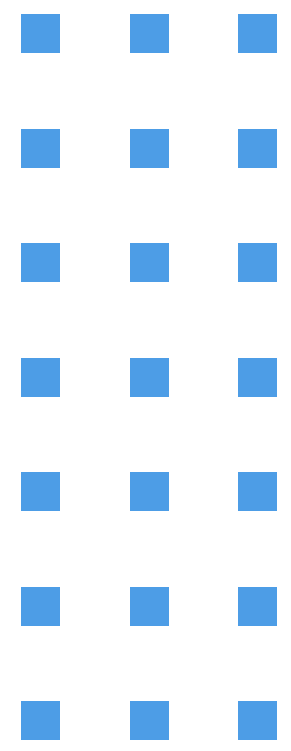
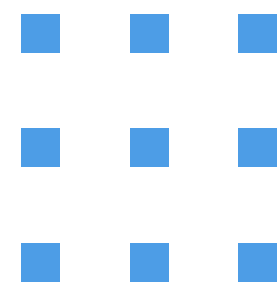


**Wikipedia is trusted by
both Google AI0 and
ChatGPT, but they
operate in different
contexts.**



What co-citation data reveals about how each
engine defines authority

BRIGHTEDGE

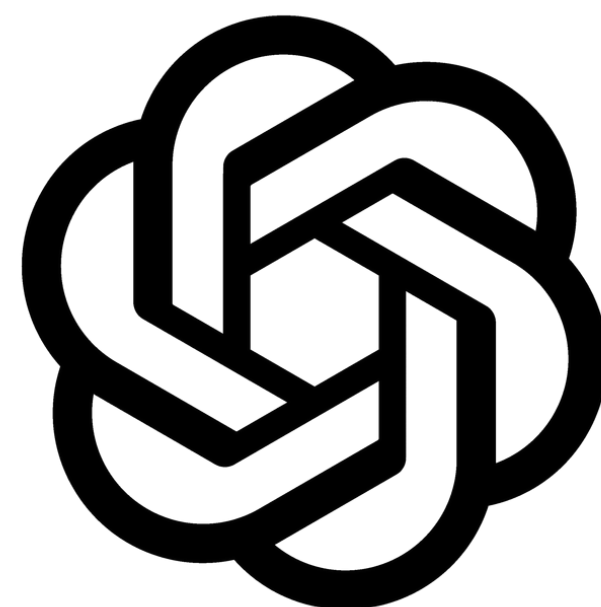


When Wikipedia is Cited, Google AIO and ChatGPT Put It in Completely Different Company



13%

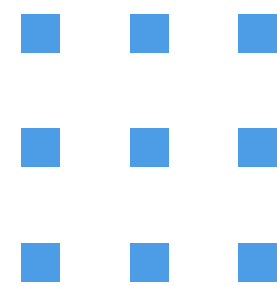
YouTube is co-cited alongside Wikipedia



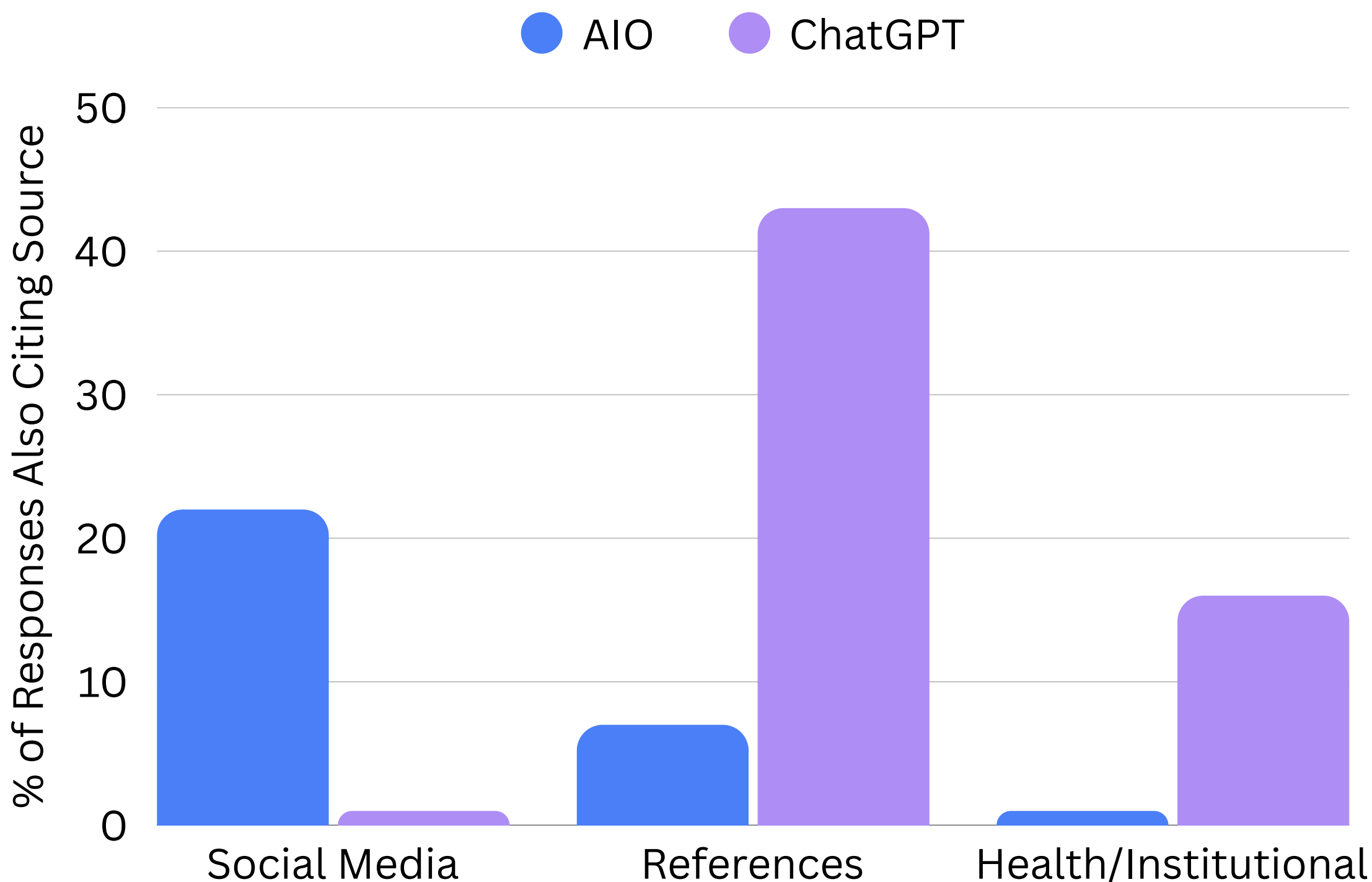
43%

Encyclopedia Britannica is co-cited alongside Wikipedia

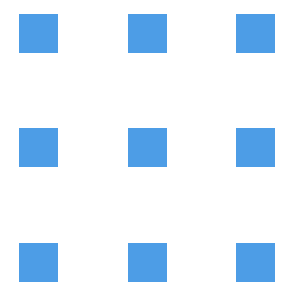
AIO pairs Wikipedia with platforms where people engage with content. ChatGPT pairs it with sources people use to verify it. Same citation. Two different worlds.



Who Else Is in the Room When Wikipedia Gets Cited?



AIO surrounds Wikipedia with social and community platforms. ChatGPT surrounds it with institutional authorities. The same source. Completely different rooms.



What Marketers need to know



Ranking reflects authority. AIO citation reflects usefulness. Google can rank Wikipedia #1 and still not use it in the AIO because ranking rewards topical credibility while AIO asks a different question: can this content directly answer what the user needs right now? For real-time and navigational queries, an encyclopedia entry can't, regardless of how authoritative it is.



The query type determines whether you're even in play. Live, real-time, and navigational queries have their own citation logic. If your content can't answer what the query actually needs in the moment, your ranking won't save you.



Know who you're competing with.

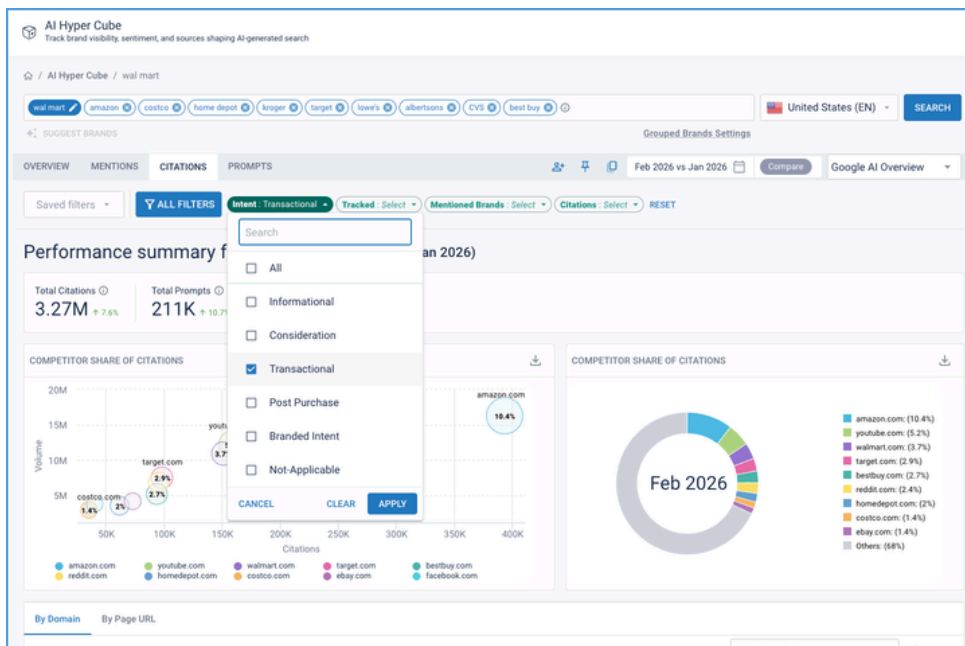
In AIO, Wikipedia shares space with Reddit, YouTube, and Quora. In ChatGPT, it's Britannica and institutional authorities. The competitive set is completely different depending on where you're trying to show up.



The good news: the data tells you exactly where you stand. BrightEdge AI Hypercube and DataCubeX show you which queries you're being cited on, who else is in the room, and where the gaps are — so you're not optimizing blind.

BrightEdge is your one-stop shop for measuring AI authority!

See which sources are important at each part of the journey



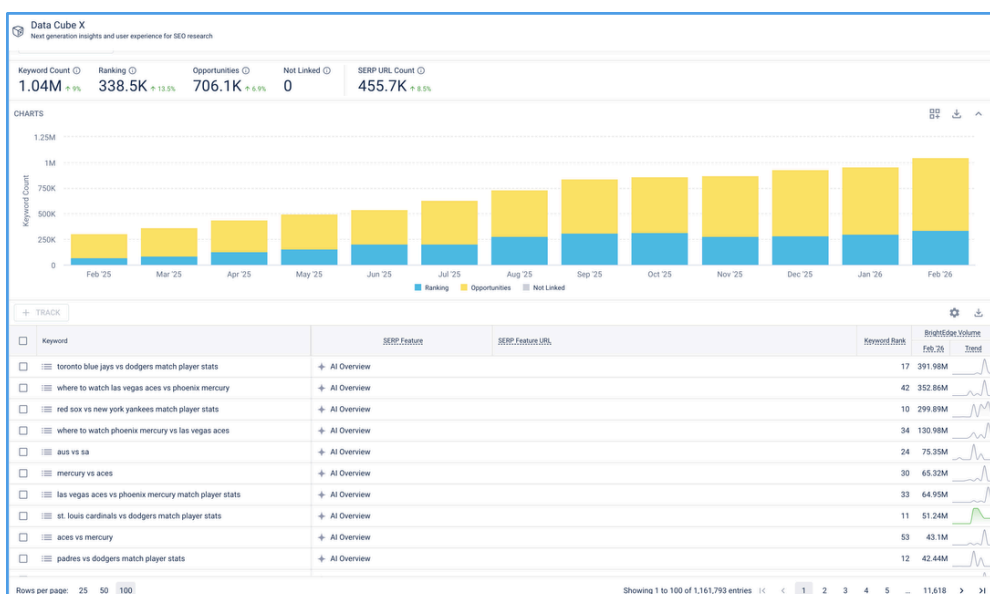
BrightEdge AI Hyper Cube streamlines filtering prompts, mentions, or citations so you can see exactly what domains are cited for, where they're mentioned and how that stacks up to competitors.

See the prompts that users are actually using

The screenshot shows a table of prompts in the 'AI Hyper Cube' interface. The table has columns for 'Prompt', 'Primary Brand Sentiment', 'Intent', 'Mentioned Brands', and 'BrightEdge Volume'. The 'Prompt' column lists various search queries like 'transformers movies for sale', 'shop holiday decor on sale', 'shopping near me', etc. The 'Intent' column shows 'Transactional' for all prompts. The 'Mentioned Brands' column lists brands like Amazon, Walmart, Target, etc. The 'BrightEdge Volume' column shows numerical values like 2.01M, 962.1K, 933.5K, etc. The table is paginated, showing 1 to 100 of 211,003 entries.

Discover which prompts are referencing or mentioning your brand, along with up to nine competitors, to gain a comprehensive overview of the AI landscape. Effortlessly grasp the dynamics of your marketplace all in one screen.

See how AI Overviews cite (or don't cite) any content



Data Cube X allows users to explore any domain, highlighting rankings with AI overviews and content references. It quickly identifies cited pages, opportunities, and growth trends.