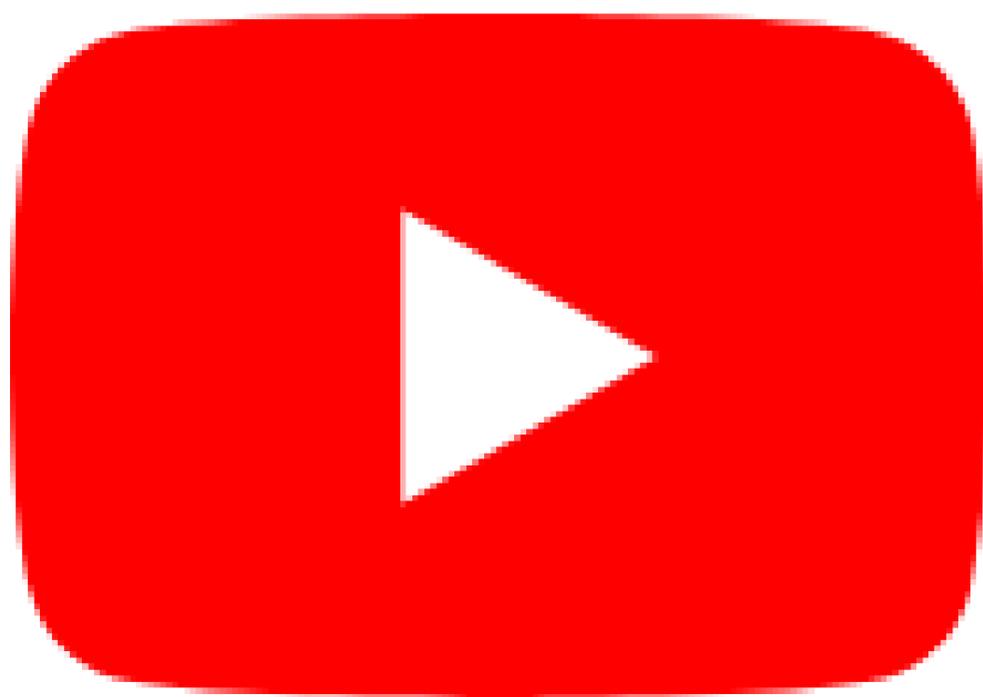
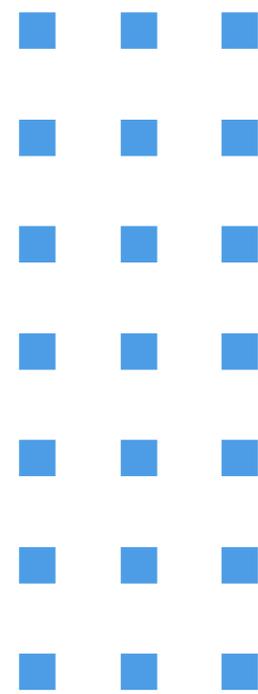
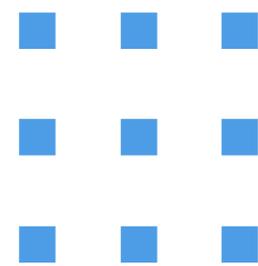


**Google and ChatGPT
Both Cite
YouTube. But For Very
Different Reasons.**

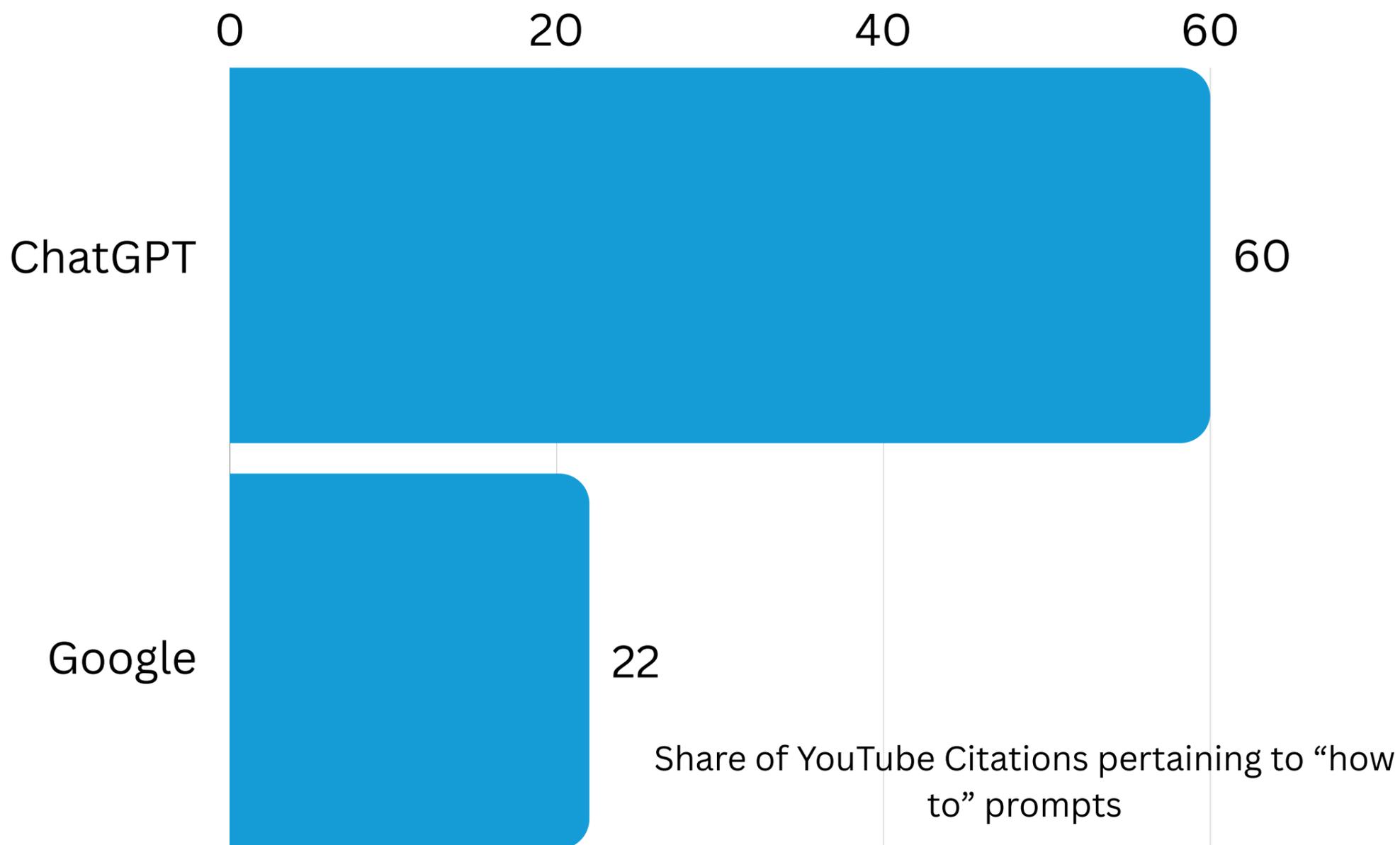


YouTube Citation Patterns in AI Search: Insights
from Google AI Overviews and ChatGPT

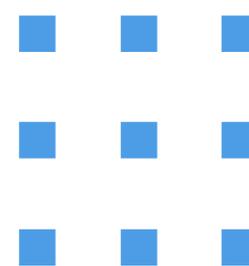
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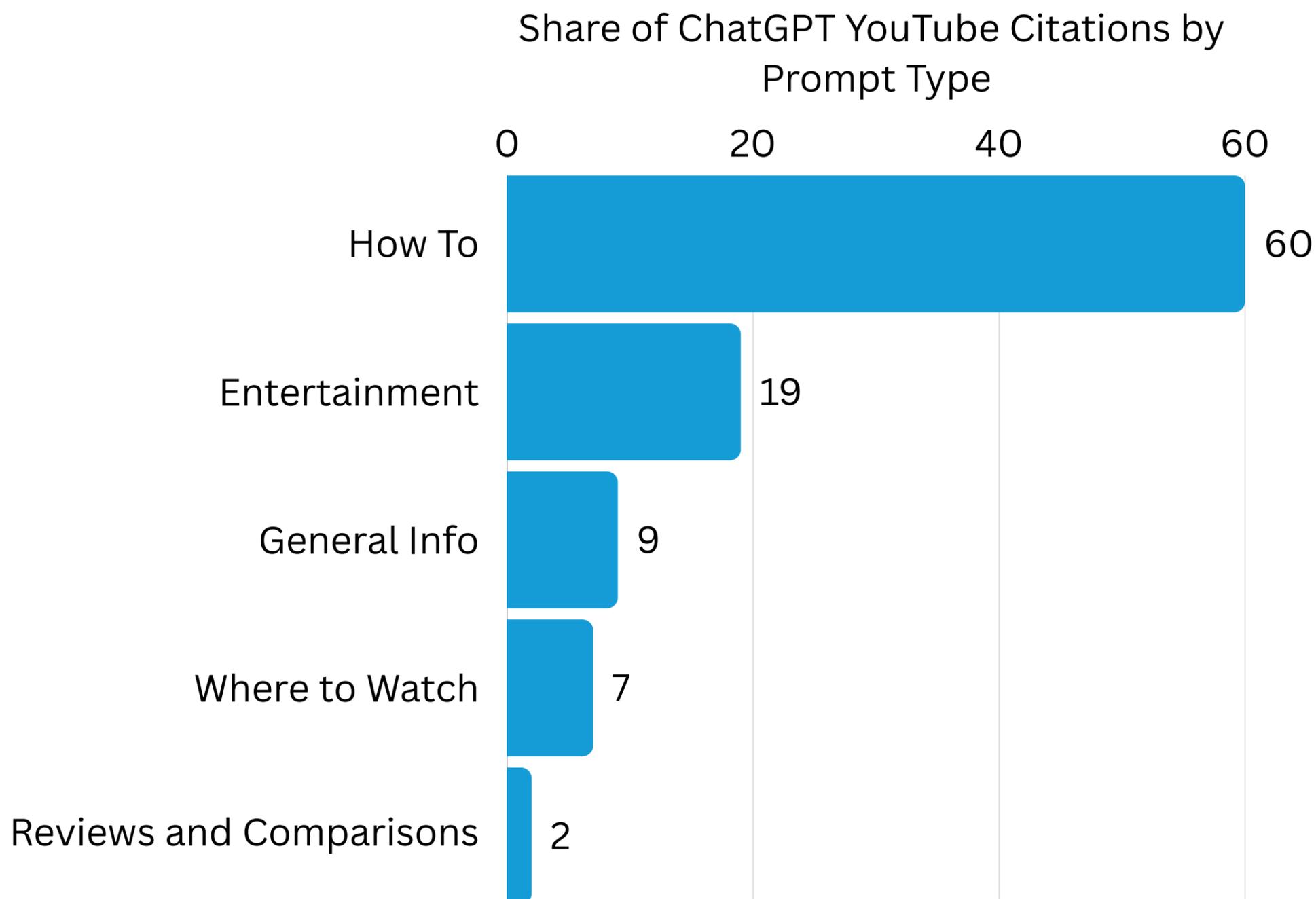
~3 in 5 YouTube Citations in ChatGPT Come From a Single Query Type: How-To Questions



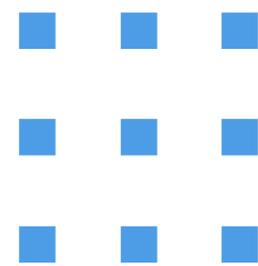
ChatGPT is nearly 3x more likely than Google AIO to cite YouTube for instructional content – it treats YouTube as a step-by-step learning resource above all else.



What Types of Queries Actually Trigger YouTube Citations in ChatGPT?



ChatGPT's YouTube citations are heavily concentrated – 60% trace to a single query type. Google AIO spreads them across a much broader range of topics and intents.



Where Each AI Engine Relies on YouTube Most



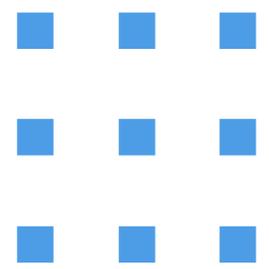
 Research & Purchase Journey
2.5x more review/comparison queries
2x more consideration-intent queries

YouTube = a trust signal

 Instructional & Entertainment 60%
how-to queries 7x more
"where to watch"

YouTube = a recommendation engine

Understand which engine your buyers use and the YouTube content it attracts for your category, despite using the same platform for two different jobs.



What Marketers need to know



Google and ChatGPT use YouTube for completely different jobs. Google cites it broadly across millions of queries as general authority. ChatGPT is selective – concentrating citations in how-to content and entertainment discovery. Same platform, two different editorial theories.



The strategic question isn't "should we make more YouTube content?" It's: what is AI already citing for your category – and who owns it? A single video you don't control can shape what AI says about your brand across thousands of queries.



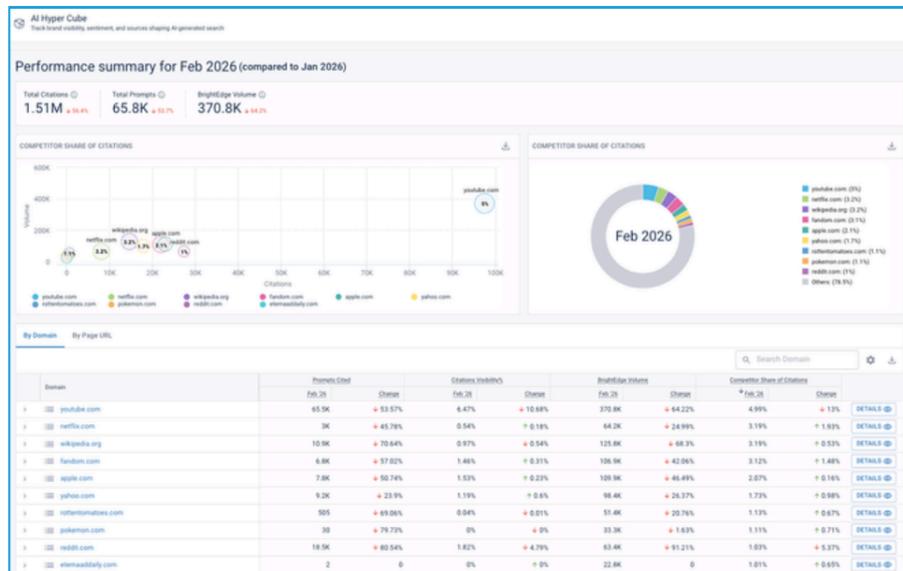
For ChatGPT, instructional content is the entry point. 60% of its YouTube citations come from how-to queries. If your category has instructional search volume, find out what videos ChatGPT is already pulling in – then decide whether to build or partner.



For Google AIO, YouTube citations run deepest in the purchase journey. Review, comparison, and consideration queries are where AIO leans on YouTube most. That's where owned or partnered video content has the highest strategic value.

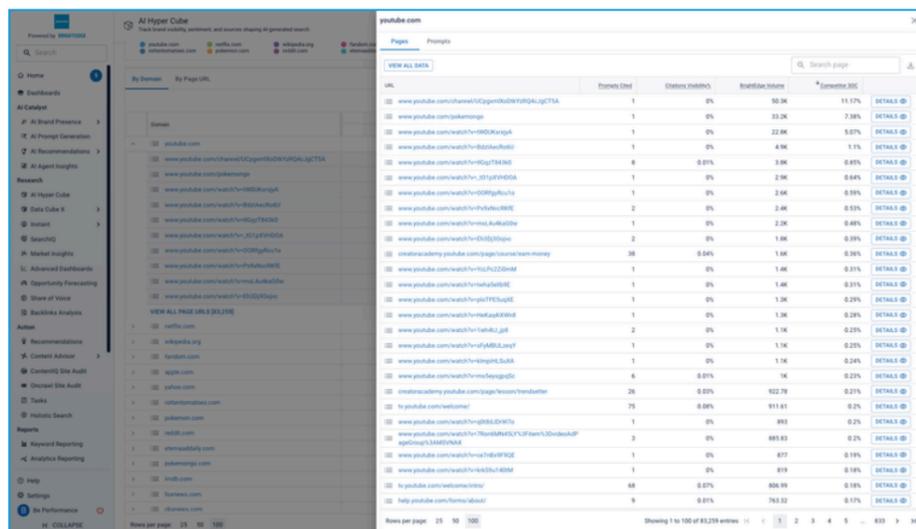
AI HyperCube pinpoints your YouTube Strategy

See how YouTube stacks up to other 3rd party sources



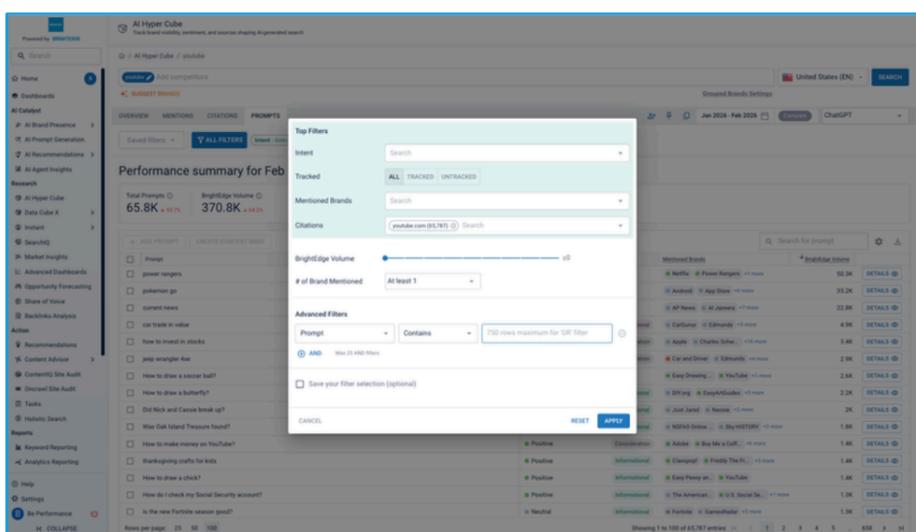
View precisely how YouTube compares to other third-party sources within your industry, all on one screen. Quickly evaluate the landscape and gauge YouTube's influence in your marketplace across any AI engine.

Drill in and see which YouTube channels matter most



Explore YouTube to find channels and videos that shape AI communication with your audience. Determine if your strategy should prioritize building connections or partnering with others to boost audience engagement.

Refine and filter prompts to tailor to your market



AI Hypercube filters enable you to categorize prompts according to mentioned terms, brands, or even the intent and sentiment behind them. This helps you refine your YouTube strategy within any AI search engine.