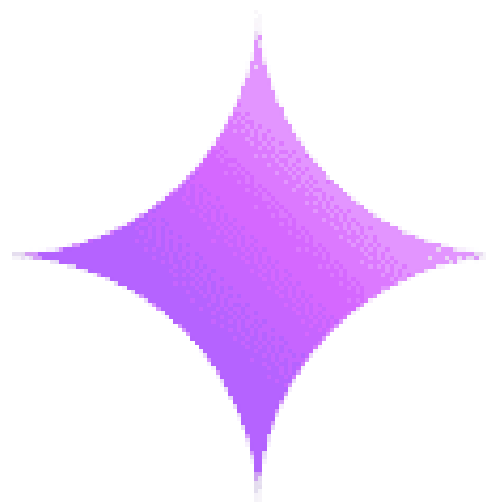
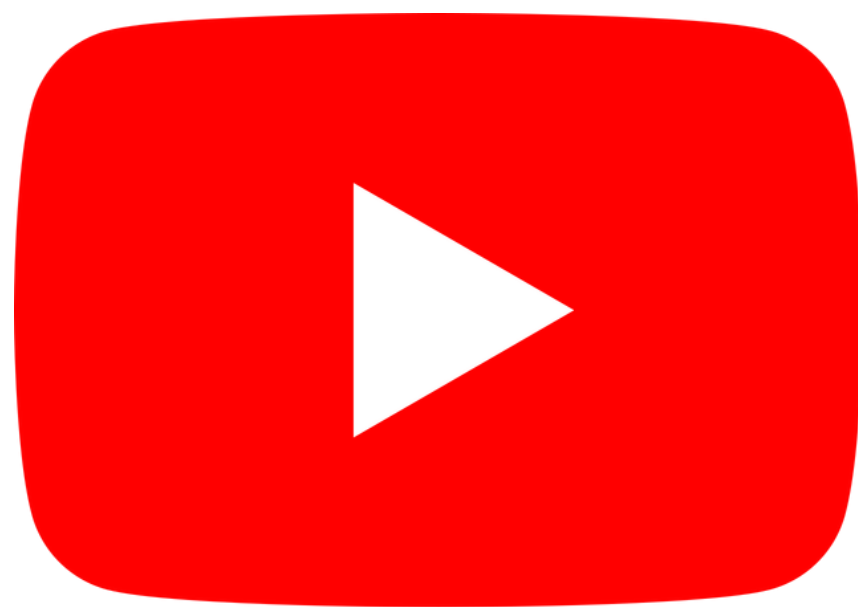
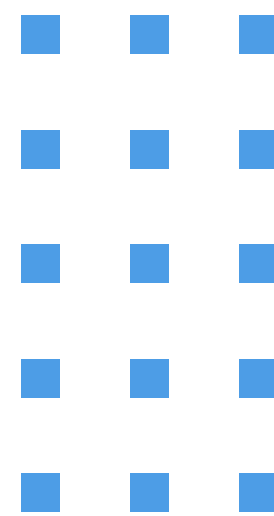
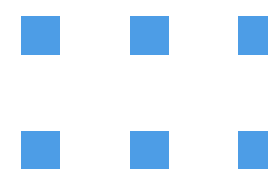


Google cites the
moment. ChatGPT
cites the whole video.



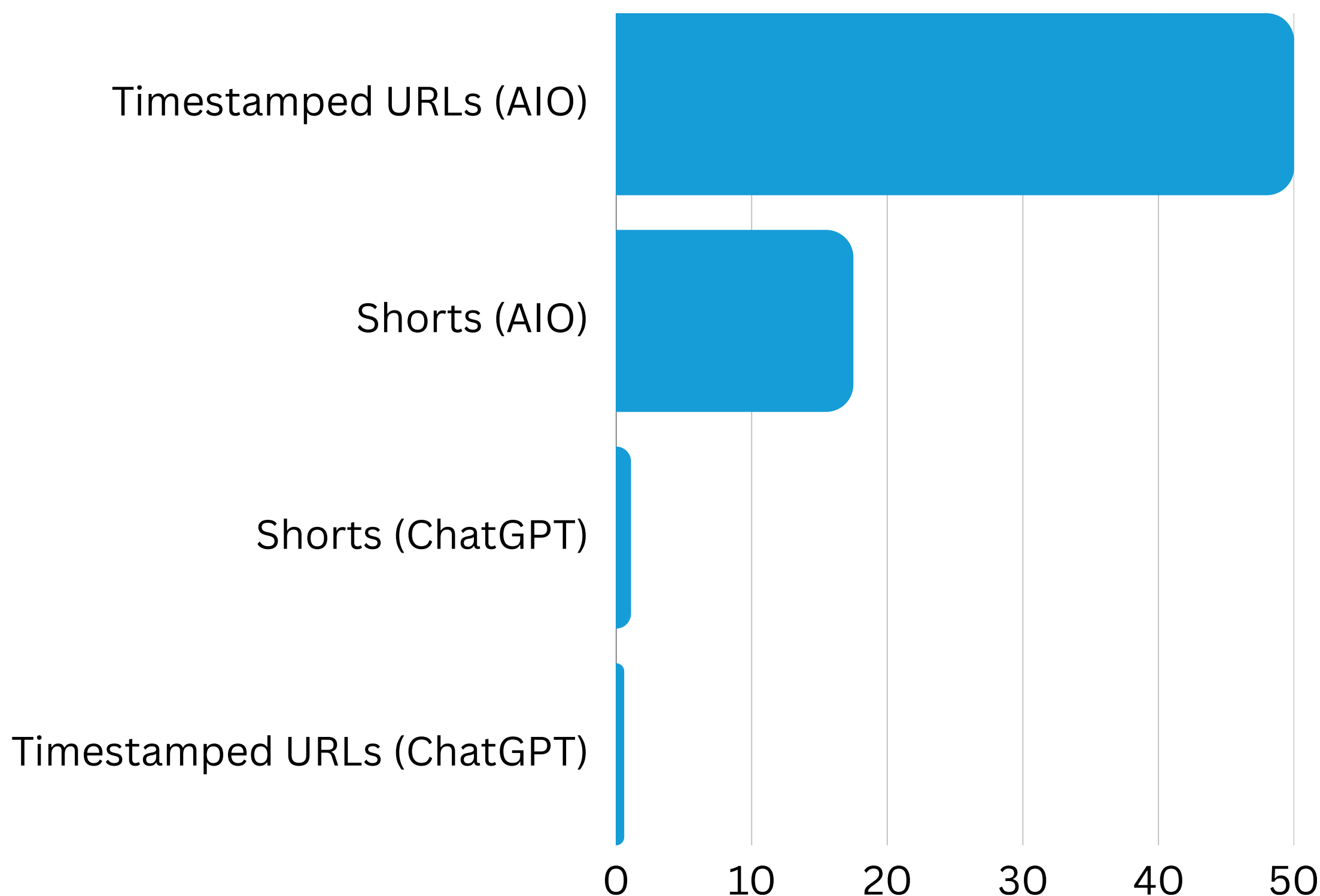
We tracked how ChatGPT and Google AI
Overviews cite YouTube across nine industries,
and why the same video performs differently
on each

BRIGHTEDGE



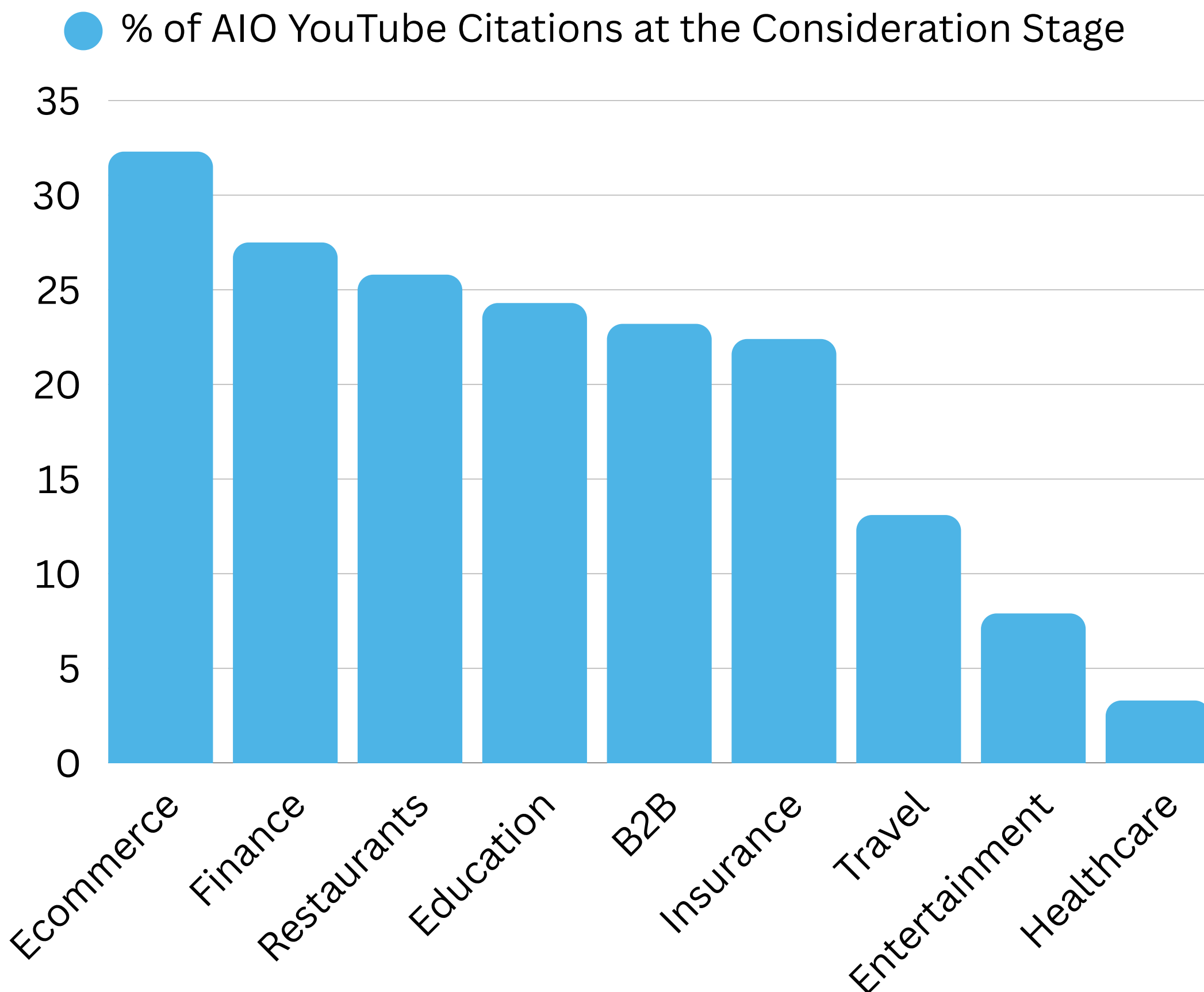
Google Cites The Moment. ChatGPT Cites The Whole Video.

● % of an engine's YouTube Citation by URL Type

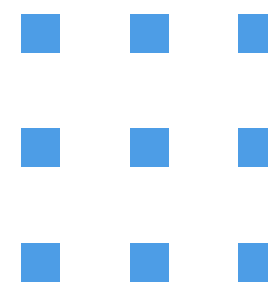


On Google, half of cited YouTube URLs point to a specific second inside the video. On ChatGPT, almost none do. Same platform, two completely different units of citation.

On ChatGPT, The Profile Is The Citation



In ecommerce, a third of the prompts citing YouTube are people weighing options. In healthcare it is one in thirty. The priority of your AEO video strategy depends heavily on your industry.



What Marketers need to know



Structure beats volume. Half of Google's cited YouTube URLs point to a specific second inside the video. That makes chapters, real transcripts and clear spoken transitions the variable, not how much you shoot.



One video, one question. A video covering six topics gives Google six chances to be cited. It gives ChatGPT a problem, because ChatGPT cites the whole asset and has to decide what that asset is about.

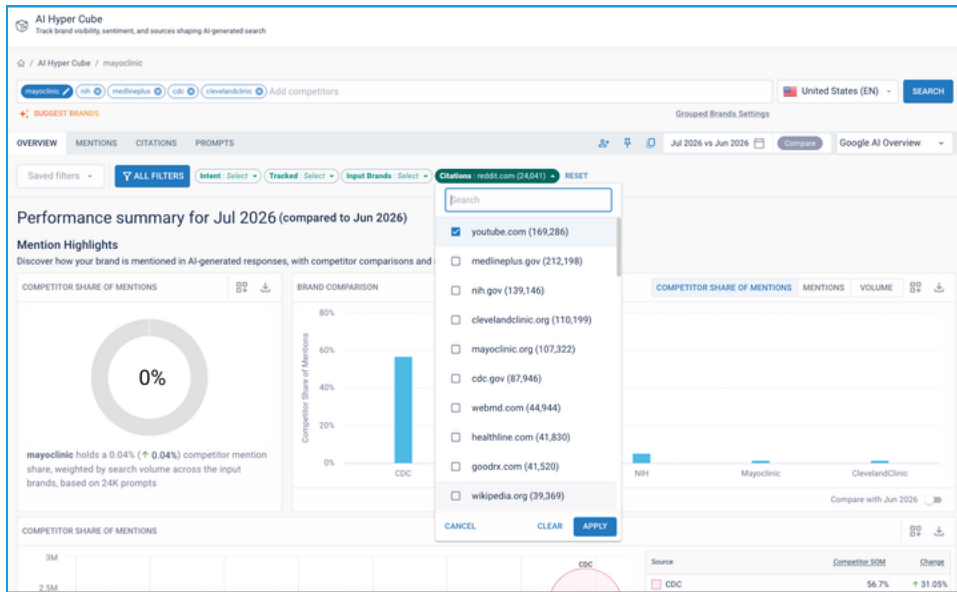


Don't trade one engine for the other. Reels are 89% of Google's Instagram citations, so your posting cadence is already doing that job. The profile work is additive, and those pages get cited over and over regardless of what you ship this week.



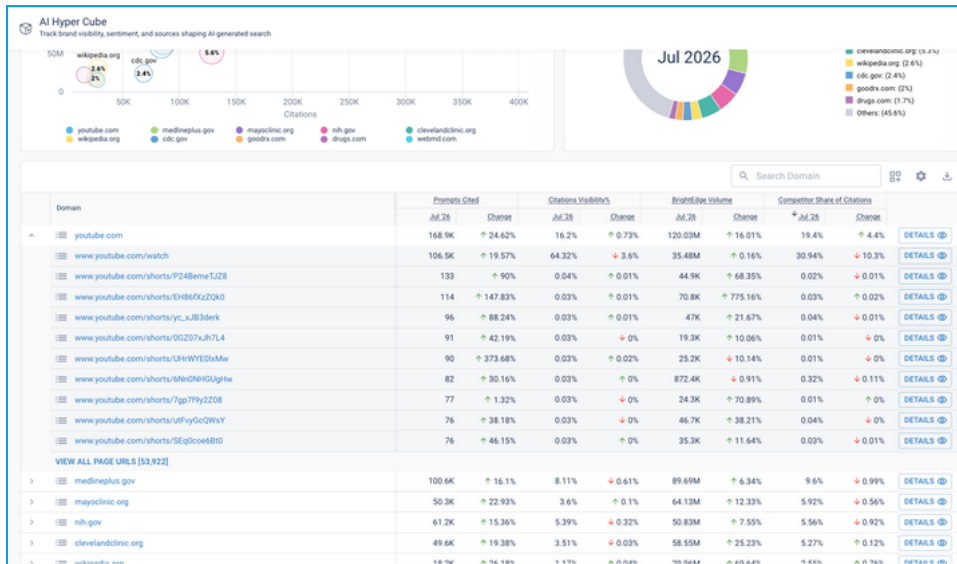
Take control of your YouTube AI strategy with BrightEdge

Pinpoint YouTube's role in AI for your industry



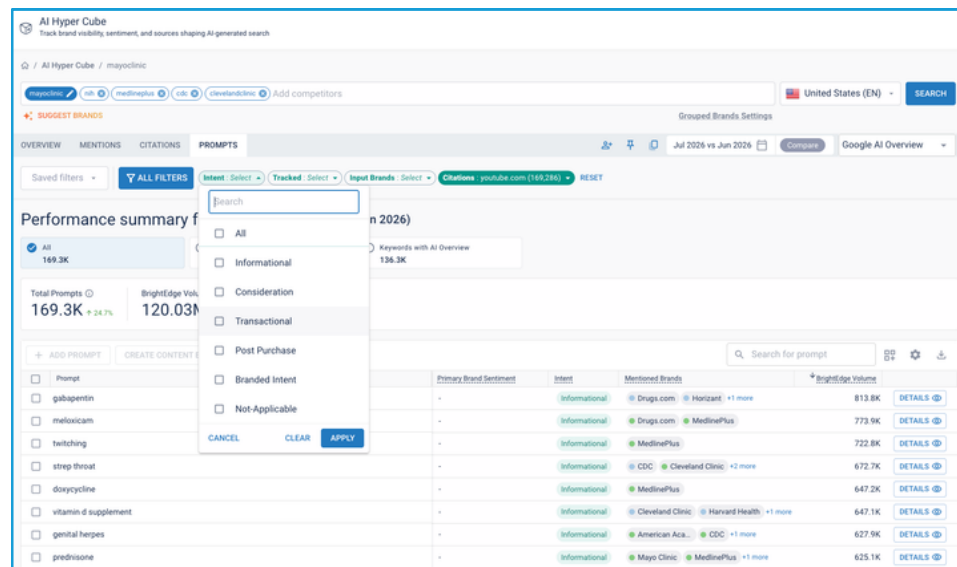
AI Hypercube enables you to filter the referenced sources for all prompts related to any brand. It removes the uncertainty in identifying how video integrates into your industry.

Pinpoint specific types of URLs and how they trend.



Explore content beyond YouTube to understand what resonates with AI search engines. Analyze the effectiveness of Shorts and specific time slots, and gather competitive insights on successful video strategies in your industry.

See where in the journey YouTube is playing the biggest role



AI Hyper Cube analyzes the intent behind all prompts within any brand's universe, allowing you to quickly identify how YouTube is shaping AI responses to your customers' inquiries throughout their journey.