

REWORLD MEDIA AT THE FOREFRONT IN AI REFERENCING!

**Already offering solutions to guarantee brands long-term
visibility in AI engines**



A profound transformation of uses and visibility benchmarks

In less than three years, conversational artificial intelligence has revolutionised the relationship between humans beings and digital technology. Now a **major alternative source of information and recommendations**, it combines fluidity, immediacy and personalisation, profoundly redefining the codes of searching and consideration.

These sweeping changes are forcing brands to urgently rethink their visibility and content strategies at a time when feedback on generative AI engines (ChatGPT, Gemini, Copilot, Perplexity, etc.) is still limited.

As the **publisher of 80 thematic media brands**, Reworld Media was soon confronted with this new way of indexing content. From this experience, the Group has drawn **key lessons** and **strategic convictions** that today allow it to guide advertisers in a constantly changing ecosystem.

From link to response: it's all about content quality and variety

With the advent of **GEO (Generative Engine Optimisation)**, the semantic logic of LLMs (Large Language Models) is transforming content visibility on the open web and already on some social media, going far beyond merely delivering a perfect word match.

While SEO best practices remain relevant today (clarity, recency, source authority), other specific criteria are emerging: **coherence, neutrality, structured data**, etc. All of these elements are highly valued by AIs in their synthetic responses (comparisons, tests, labels, FAQs, etc.).

These models increasingly rely on user interaction and history to provide real-time, **personalised, contextual and potentially unique** responses.

Media brands, the new database of generative AIs

Leading brands in their respective worlds, the Reworld Media group brands natively produce a variety of content (articles, videos, tests, labels, forums, FAQs, prices, etc.) with a **high value of reliability and authority**. Today, this content is a **preferred source** for AI engines, which raises the question of recompense for the value of this editorial resource... without relinquishing the idea of advancing along this learning curve in order to remain agile in this new era of algorithmic intermediation.

Guiding consideration to create relevant branded content

To help advertisers build their visibility in AI engines, Reworld Media deploys a **comprehensive four-step system ranging from strategic audits to product indexing**.



- **IAGen STRATEGIC ANALYSIS**: **Audit of the visibility** of a brand and its main competitors, using a **proprietary tool for scoring consideration** on AI engines covering over 30 criteria, making it possible to inform a highly operational recommendation.
- **IAGen Consideration CONTENT**: **Optimisation and content production**
Recommendation for optimising existing content and producing the number and variety of content required for brand consideration. Determination of AI engine feedback observation time depending on the more or less competitive nature of anticipated prompts, in particular via our intentional profiling tool.
- **IAGen MEASUREMENT and OPTIMISATION**: **Clear and continuous performance measurement**
The scoring tool is reactivated after each campaign to assess its impact, optimise content and objectify the amplifying role of authoritative media.
- **IAGen COMMERCE**: **Highlighting products to boost conversion**
Guides, ratings, tests, comparison tools, labels, chatbots, etc. Reworld's media brands allow advertisers to **highlight their products in the lead-up to the purchase decision**, bearing in mind that already **nearly one in two AI engine users** say they purchased after searching in this new conversational space (*Havas Market/Toluna survey, 2025*).

Reworld Media, the strategic partner for brands in the era of GEO! Through these four solutions, Reworld Media affirms its desire to **help brands control their algorithmic visibility** by leveraging the **editorial power** and **trustworthiness** of its media. A resolutely pragmatic and pioneering approach to guiding the **consideration regenerated by AI**.

About Reworld MediaConnect - <https://www.reworldmediaconnect.com/>

Reworld MediaConnect is the advertising sales house of the Reworld Media Group, the leading media brand platform in France (No.1 consumer-focused thematic publisher and the 3rd largest thematic digital media group*). Reworld MediaConnect markets more than 80 media brands within the group, organized across 12 thematic verticals: Health & Wellness, Women & Parenting, Food, Gen Z & Next Gen, Automotive, Science & Culture, Entertainment, Tech & Gaming, Sports, Nature, Home, and Lifestyle. Reworld Media Group's publications reach 36

million** people in France every month—2 out of every 3 French citizens. The group's digital editorial offering reaches 32 million* unique visitors. Beyond media, Reworld MediaConnect leverages the group's marketing services expertise, including insights, content production, influencer marketing, events, and performance marketing with Tradedoubler. The deployment of print media brands across digital and social platforms, the combination of content and technology, the mix of media and non-media, and the synergy between branding and performance are key strengths that enable Reworld MediaConnect to address all brand challenges, deliver innovative solutions, and ensure the success of communication campaigns with measurable effectiveness and controlled costs.

*Mediamétrie//NetRatings - Internet Global May 2025 **ACPM - OneNext Global 2025 H1 Brand 30J

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