
Reworld Media asserts its AI positioning by ramping up GEO

Reworld Media (ALREW), the No. 1 consumer-focused thematic publisher, is stepping up its BtoB positioning in the emerging market of GEO (Generative Engine Optimisation)⁽¹⁾, the new standard for brand visibility in artificial intelligence engines.

Driven by the rise in practices related to GenAI usage, GEO is emerging as a **new strategic territory for advertisers**.

While LLMs (Large Language Models) are becoming new entry points into the purchasing experience, only the largest media players have the editorial and technological capacity to sustainably structure advertisers' visibility in AI engines.

As a leading media group and one of the **largest content producers in France**, Reworld Media holds a key position in the **thematic universes most consulted by generative AI engines**. The Group intends to make GEO a new growth driver alongside the social media lever, which is currently enjoying double-digit growth.

*According to the DMR (Dimension Market Research - Sept 25) survey, the European GEO market, estimated at \$195 million in 2025, is expected to reach **around \$7.5 billion by 2034**, representing a **49.5% increase in the average annual growth rate** and worth more than the entire social media and search market in France.*

Solid first operational review in the GEO market

By leveraging its editorial capacity coupled with some of the most comprehensive commercial solutions on the market, Reworld Media has made a flying start in the GEO market following the launch of its offers in October (see [press release](#)). Group brands support **advertisers throughout the GEO value chain from visibility through consideration to performance**.

Thanks to its **content quality** and the online reputation of its 80 media brands, the Group has powerful **sources of privileged information from AI engines** in all areas of daily life via its brands, giving it a **central strategic position in referencing on these solutions**. Every week, around 12 million bots query Group content to provide answers to French users of these AI assistants.

All advertisers are having to face these developments, as highlighted in a recent Capgemini report, which found that one quarter of consumers were already using generative AI-based purchasing tools in 2025, while a further 31% plan to adopt them in the near future. Brands are therefore obliged to be referenced and cited on these tools.

The basic challenge is to be chosen by algorithms and to be the most cited brand when consumers query their AI assistant. And this is exactly what the Group's GEO offers promise to deliver.

The Group's solutions help boost brand visibility in AI engines via a comprehensive four-step process ranging from strategic audits to product referencing: IAGen Strategic Analysis, IAGen Consideration Content, IAGen Measure & Optimisation and IAGen Commerce.

Greeted positively, the offer goes hand-in-hand with specific developments, including the launch of **Beauty AI Visibility** by Beauté Test, the Group's leading beauty brand (see [press release](#)).

GEO, a new long-term growth driver for the BtoB division

In the GEO environment, the BtoB division, which accounts for around **60% of Group annual revenues**, is taking the path of a structural growth dynamic driven by sweeping changes in digital and advertising practices.

The accelerating migration of audiences to social media and conversational environments, which now concentrate 39% of the population's surfing time and up to 60% among 15-24 year olds, puts the GEO market on a structural growth trajectory on a global scale.

An expert in SEO since the outset, **Reworld Media is supporting these changes by deploying innovative GEO technological solutions** that meet the new challenges faced by advertisers seeking visibility and commercial performance.

The Group intends to make GEO a **structural growth lever for its BtoB division from this year onwards**, in addition to its sustained momentum on social drivers (social content, social publisher, Metapic, Propulse) and performance drivers (affiliation, influence marketing, content-to-commerce, retail media).

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Agenda: publication of Group FY 2025 revenues and results on 25 March 2026

⁽¹⁾ GEO (Generative Engine Optimisation) is a **new digital marketing vertical** dedicated to optimising brand presence in generative AI engines. As these assistants become major entry points into the information-seeking and purchasing experience, GEO is emerging as a new strategic lever for boosting visibility and business performance, enabling brands to be selected and recommended by AI engines (ChatGPT, Google AI Overview, Perplexity, etc.). Like SEO (Search Engine Optimisation) for traditional search engines, it is a **new standard of visibility in the AI economy.**

About Reworld Media - <https://www.reworldmedia.com>

Reworld Media is a developing Group operating on two markets, BtoC and BtoB.

– The BtoC market through the deployment of content, services and products attuned to consumers' interests, available on a subscription or pay-per-use basis, to a captive audience of over 37 million French people, whom it supports in the digitalisation of their uses and consumption patterns.

– The BtoB market through the monetisation of its own audiences and the coverage of all the communication drivers of the companies it supports in the creation and execution of their communication and commercial strategy. The Group has to its name more than 80 multimedia multi-format media brands (print, digital, video, audio, TV, events) that generate audiences in 12 thematic areas (Maison & Travaux, Marie France, Grazia, Auto Plus, Science & Vie, Marmiton, Gourmand, Top Santé, Doctissimo, Télé Magazine, etc.). It also integrates its own technological performance platform, in particular as a marketing partner with 180,000 affiliated sites worldwide. Founded in 2012, Reworld Media posted annual revenues of €534,7m in 2024, operates in 11 countries and has 1,275 employees.

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