



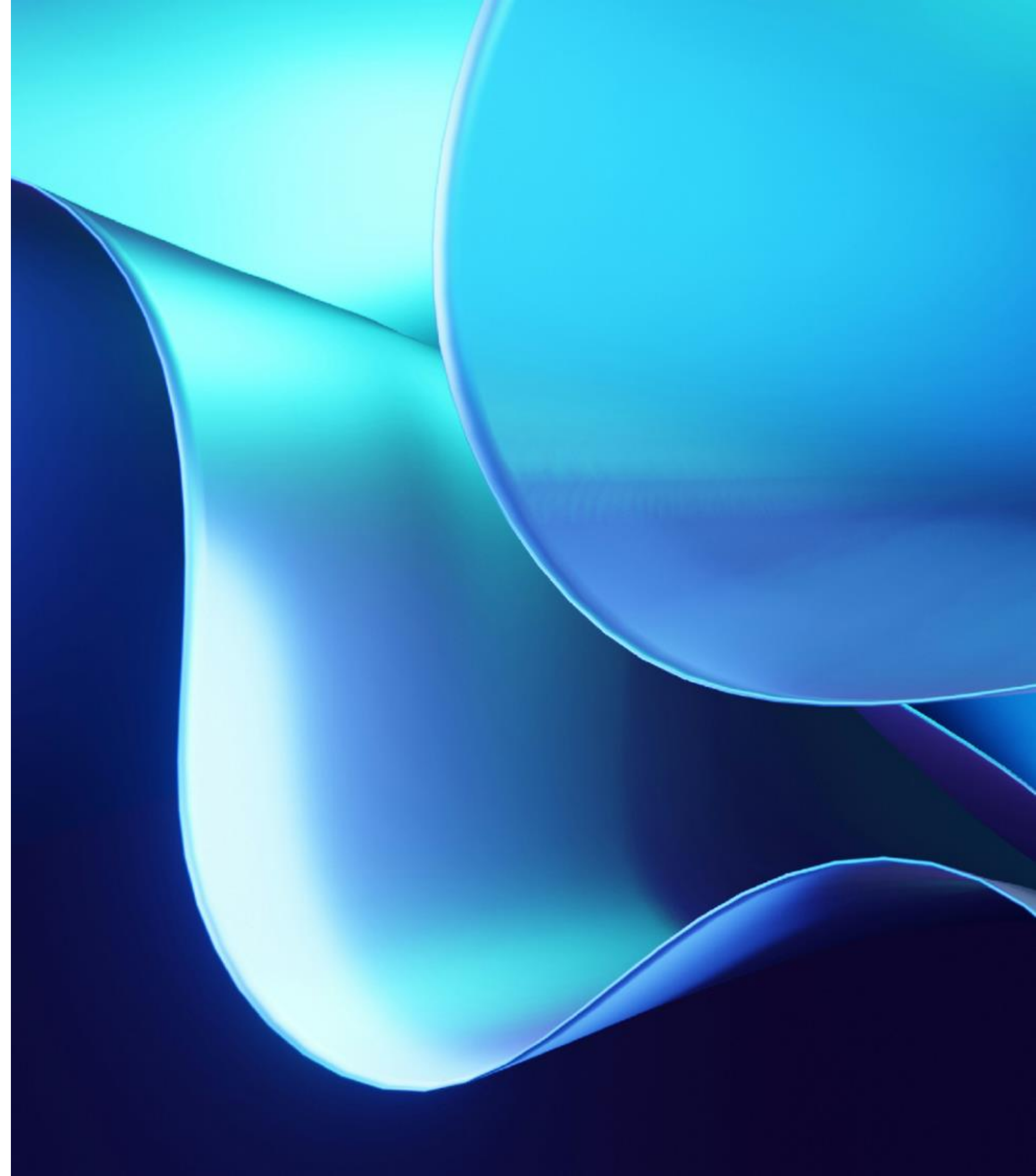
Why AI visibility is the next reputation frontier?

Where AI answers come from, and what that means for how your organisation is described.

Prashant Saxena

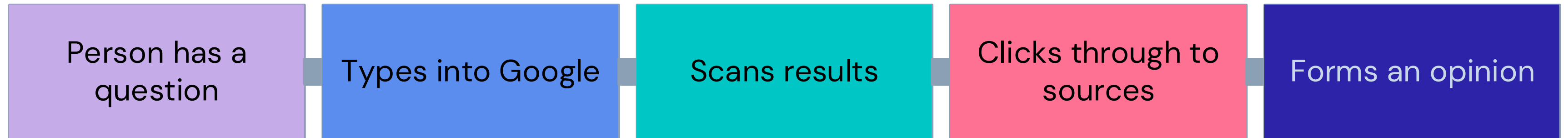
VP Revenue and Insights, Isentia, SEA

2 September, 2026

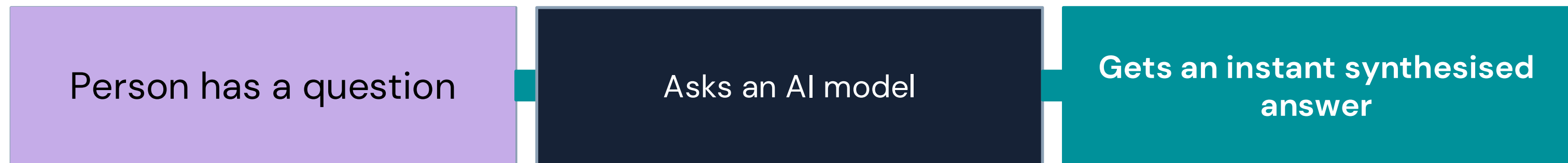


The new world

The journey from question to answer **used to** look like this:



Now it looks like this:



THE SHIFT

The shift has already happened

- Audiences discover news via AI and LLMs first, not search.
- Because AI is the new first responder to any question about you.
- The path from question to answer has shortened dramatically.

SEARCH ERA

Question → ten links on a search engine → the outlet's own words

SOCIAL ERA

Feed → a fragment → someone else's framing

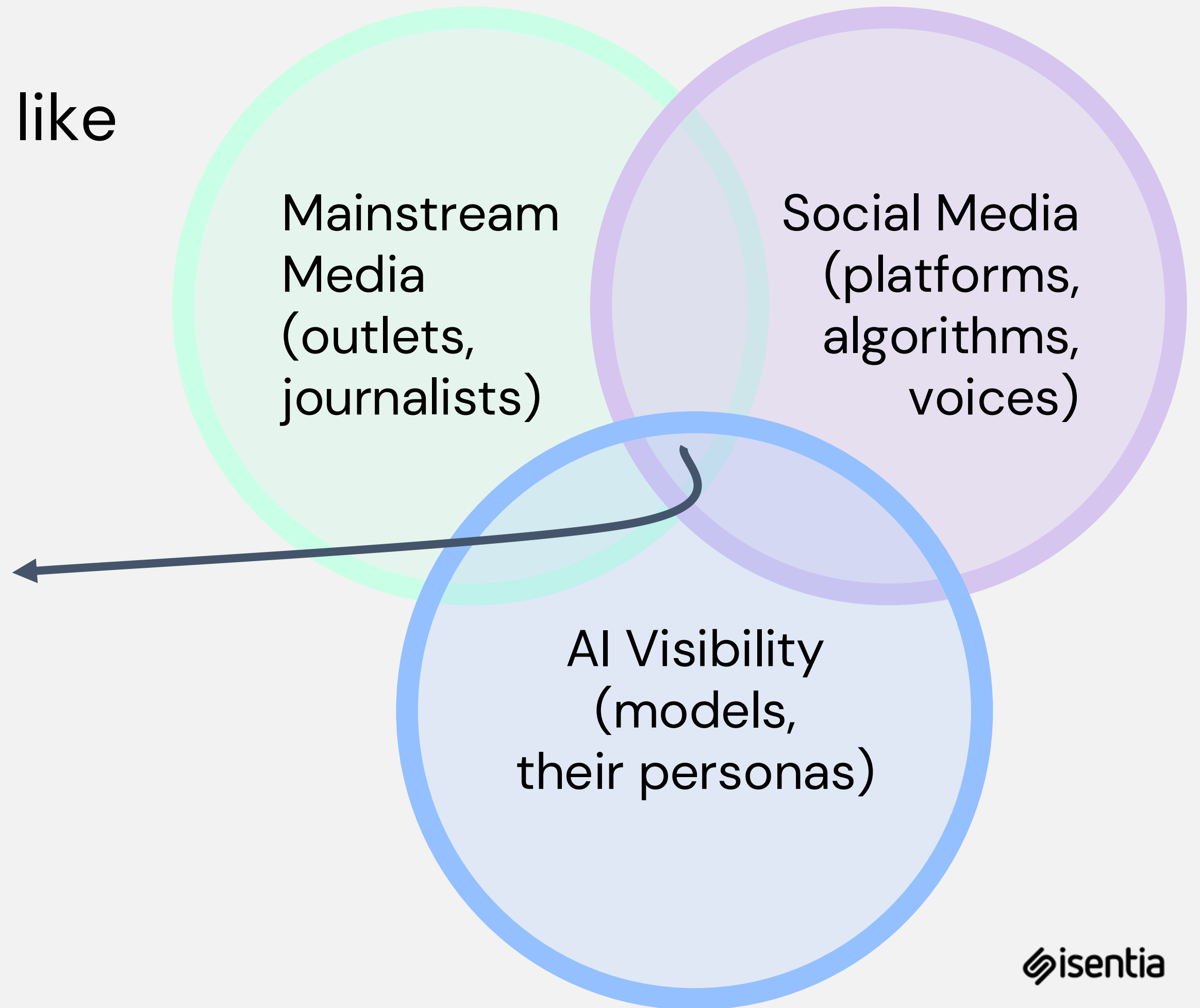
AI ERA

Question → one answer, "but how is it written?"

THE SHIFT

How this shift looks like

**Your Brand
Reputation**

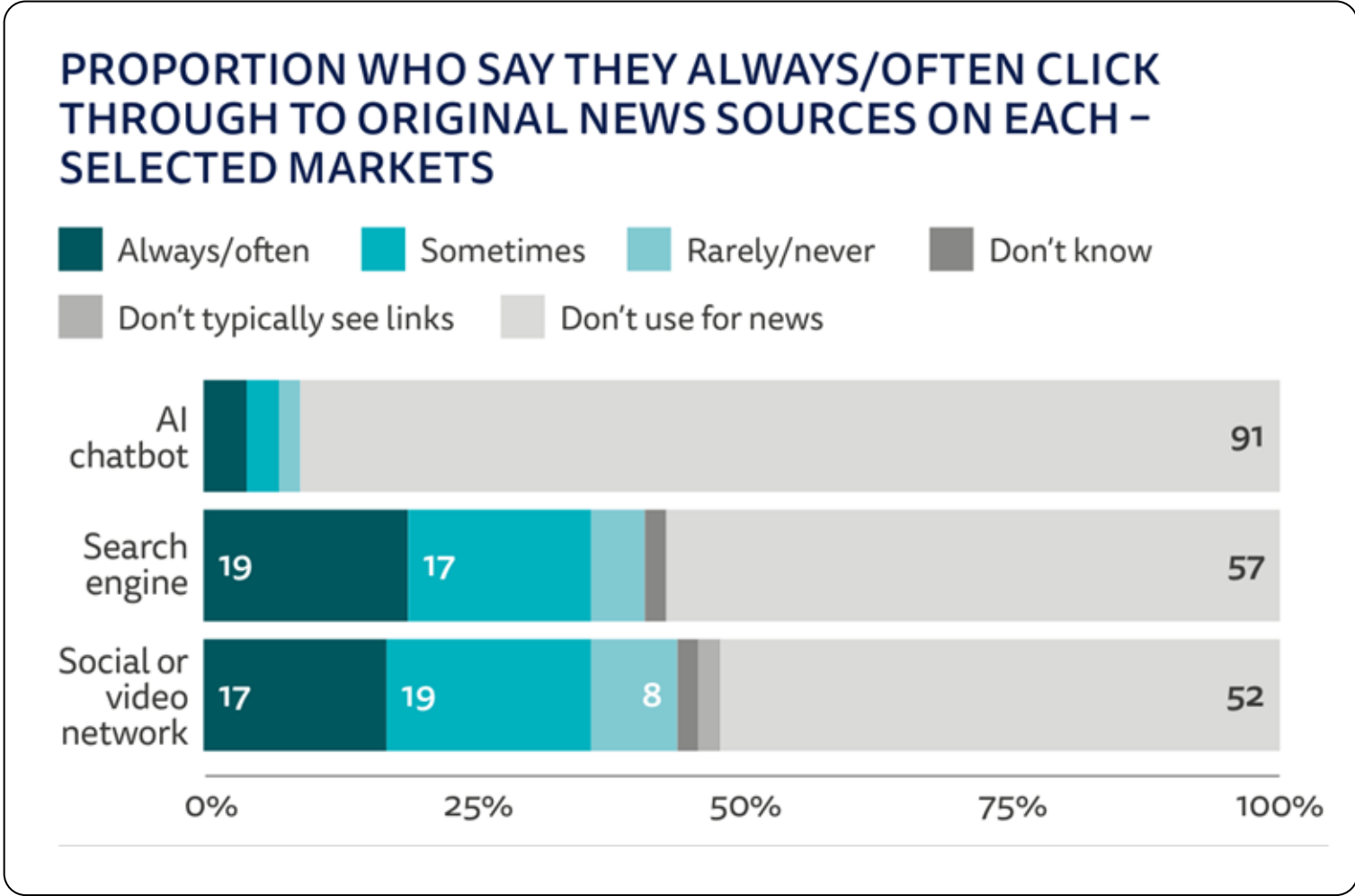


Why AI visibility is the next reputation frontier?

The behavior from this shift

~1/3
Fall in Google organic search traffic to news sites, globally

4%
Of AI chatbot users always or often click through to the original article



Search engines 19% · Social 17% · AI chatbot 4%, across 27 markets
Source: Reuters Institute Digital News Report 2026

Therefore, this shift makes the established tectonic plates in PR move rapidly

- PESO priorities are still relevant, but reshuffled.
- Long-standing Tier 1 and Tier 2 media lists may not reflect who AI actually cites.
- The list was built for reach, but the AI answer is built from whatever it can read.

Paid

Surprising is coming up in aggressively in some models

Earned

Decisive, but only where it is accessible

Shared

Forums and communities feed the answer

Owned

Your only fully controllable input

Across PESO, content freshness matters even more

- Almost all news access in Singapore is online, and the mix keeps moving: print has fallen from 53% to 17% since 2017.
- Audiences are increasingly using AI chatbots for their daily news consumption
- LLMs are web enabled now, which means organisations have to update where they get cited continually with their freshest content. Stale content is invisible

11%

Use AI chatbots for news weekly in Singapore, up 4 points in a year

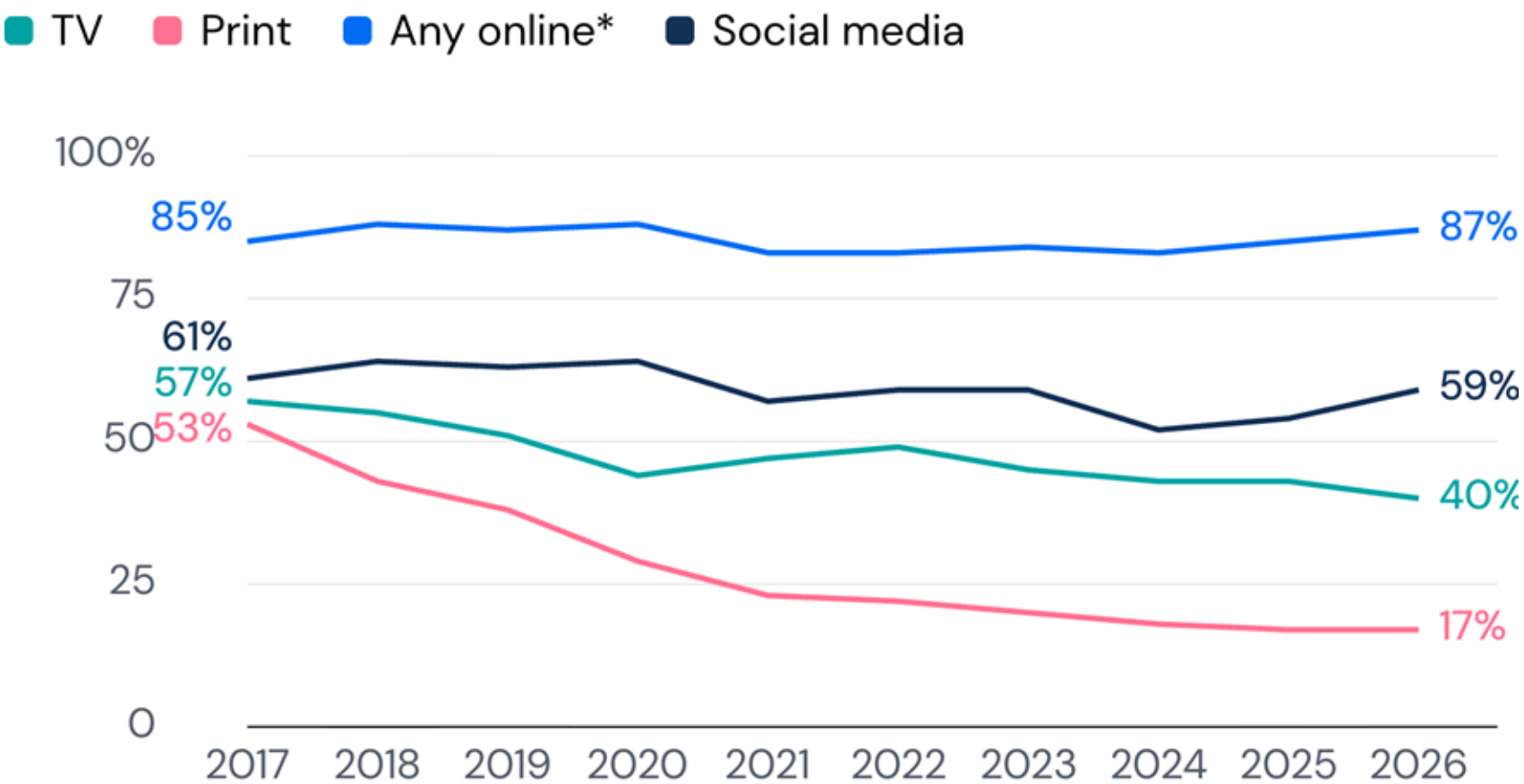
17%

Print reach in 2026, down from 53% in 2017, so the record moves online

Sources of news

2017–2026

Singapore



News podcasts: 6% (+1), AI chatbots: 11% (+4)
* Incl. news websites/apps, social/video networks, news podcasts, and AI chatbots
Source: Reuters Institute Digital News Report 2026

Web-enabled LLMs and the paywall problem

- Chatbots now browse live, so the snapshot problem is partly solved.
- Most still cannot read paywalled sites.
- Premium news brands carry the risk: cited least, misread most.

WHAT THE LLM SEES

Bloomberg: Tech Co. tops Q3 estimates as revenue hits \$4.2B

The company reported third-quarter revenue of \$4.2 billion, ahead of analyst...

Paywall gate: subscribe to continue reading

Truncated input, 15% of the article

WHAT THE LLM OUTPUTS

"Tech Co. beat Q3 estimates with \$4.2B revenue..."

Verified lead

"...and raised FY25 guidance by 8% on supply chain recovery."

Hallucinated detail. Guidance was cut.

Plausible hallucination

The paywall gap

When scraper access breaks, an LLM switches from retrieving the ground truth to generating what is probable, and states it with the same confidence.

THE TRUTH TO GO FOR

So what is not changing and what is?

STILL TRUE

Know your Tier 1 and Tier 2 outlets, priority socials as you always have

NEWLY TRUE

Know how each of them specifically shows up in LLM answers.

THE CATCH

A low priority social OR Tier 2 media could be more important for your organisation if it is cited by different LLMs.

Therefore, AI visibility needs a reputation lens that goes beyond GEO.

- Reputation moves slowly, so the reporting rhythm is strategic.
- Three questions for PR leadership:

01

How is my organisation seen?

02

Where do I dial up or down on media tiers?

03

Where do I dial up or down on PESO (paid, earned, shared, owned)?

How this comes together

AI VIEW

Which sources AI cites about you, and about your competitors

CONSUMPTION METRICS

Coverage prioritised by real audience reach, not just mention count

DELIVERY

Insights reporting to ensure these are folded into existing stakeholder reporting

AI View — what AI says about you and where it learned it

1

See which sources matter

Track your source footprint and measure citation strength against competitors

2

Industry-specific insights

See whether AI targets authoritative outlets, and target what shapes perception

3

Catch narrative shifts early

Get alerted when citation patterns changes, before it affects stakeholders

4

Measure your visibility

Weekly or on-demand scoring shows citation trends and competitive standing

AI VISIBILITY SCORE

74

+8 this week



■ Your brand ■ Competitor set

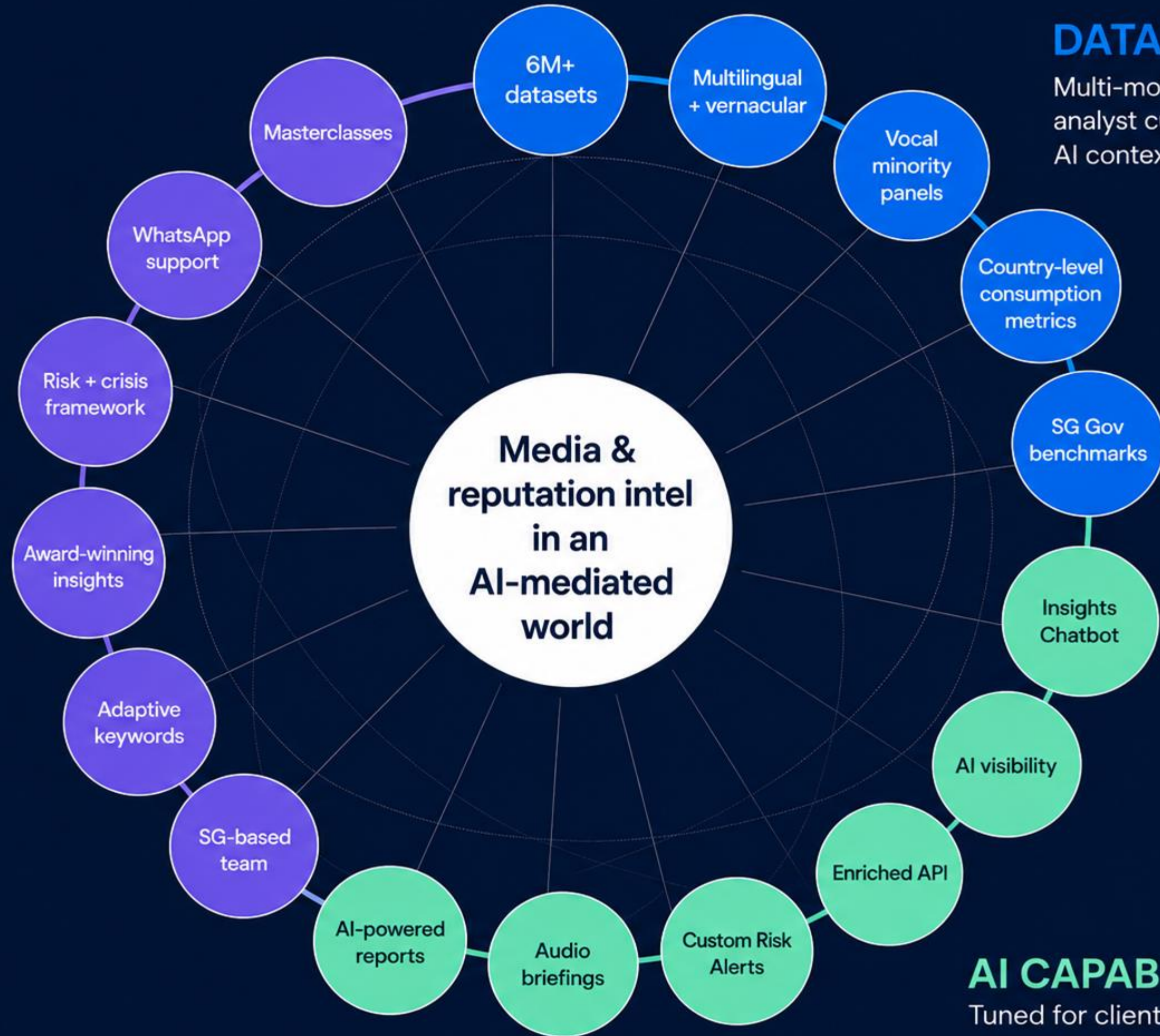
CITATIONS BY MODEL

ChatGPT		312
Gemini		216
Claude		164

NARRATIVE ALERTS

New industry publication cited in 3 models	2h
Competitor citation share up 6% week on week	1d

PEOPLE + AI
Beside you
when it counts



Global reputation & media intelligence, personalised

6000+
global customers

6
continents

700+
employees

- ◆ 15+ years in SG, currently 100+ SG gov agencies, 200+ public sector clients globally.
- ◆ Listed, London Stock Exchange. Singapore, Sydney, London, LA regional offices.
- ◆ Most awarded insights team in the region. 24 global AMEC awards.
- ◆ Best-in-class data security, AI-governance alignment, and integrations.



- ✓ ISO/IEC 27001

✓ ISO/IEC 27017:2015

✓ ISO/IEC 27018:2025

✓ ISO 9001:2015

✓ Cyber Essentials

✓ Cyber Essentials Plus
- ✓ GDPR

✓ EU AI Act

✓ G-Cloud

✓ Cloud Security Guidance

✓ CCPA

✓ WCAG 2.2 AA

- ★ Google Cloud Customer Award

Media and Entertainment
- ★ AMEC Awards 2025

Global Communication Effectiveness
- ★ Financial Review

Most Innovative Companies



Questions are welcome

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