

The Future of Video in AI Search & Recommendations

What multimodal AI changes, what it does not - and what businesses should do next.

THE FUTURE OF VIDEO IN AI SEARCH & RECOMMENDATIONS

How Multimodal AI Could Change Search, Authority, Evidence
and Business Discovery

Independent Evidence-Led Strategic Analysis

Logue Media

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AI Search & Recommendation Optimisation — AISRO

FINAL RESEARCH REPORT — EVIDENCE LOCK CANDIDATE

September 2026

Prepared for executives, strategy and technical audiences. Significant platform and product claims are linked to current primary source documentation.

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Central finding: AI can understand video. But capability does not equal deployment.

Executive Summary

Multimodal AI has crossed an important technical threshold. Leading systems can analyse video, combine visual and audio information, answer questions about scenes and navigate time-based content. That capability is commercially significant. It does not, however, establish that every search engine, AI crawler or answer engine routinely watches and semantically interprets every video embedded on every business website.

The research therefore separates model capability from product capability, platform processing, public-web crawling, indexing, retrieval and answer generation. This distinction matters because businesses risk making investment decisions on claims that sound plausible but are not publicly demonstrated.

The strongest low-regret strategy is to build an evidence system that works in both a text-dominant and a more multimodal future: strong websites, authentic original evidence, technically accessible media, relevant platform distribution and legitimate external corroboration.

Key Findings

- Modern multimodal AI can analyse video, but technical capability is not proof of universal website-video crawling.

- Websites remain the strongest owned layer for canonical business information, conversion, structured facts, documentation and controllable architecture.
- Video is strategically strongest when it documents real business facts, capabilities, people, projects, places, processes or outcomes.
- Captions, transcripts, metadata, stable media URLs, clear page context and appropriate structured data remain useful because they make video easier to discover and interpret.
- Platform-native environments may have richer machine-readable video signals than the open web because they control hosting, processing and behavioural data.
- Comments and shares are not backlinks. Engagement can matter inside recommendation systems, but it is not equivalent to hyperlink authority or independent corroboration.
- Businesses should avoid rebuilding websites or commissioning large volumes of video solely because of undocumented assumptions about AI crawler behaviour.

How the Research Was Built

The investigation began as a chess-like process of hypothesis testing. A theory was put to AI, the response was challenged, assumptions were changed and the next question was generated from the previous answer. AI agreement was treated as a hypothesis signal - never as independent proof.

1. Theory

A proposition about video, search or AI behaviour was put forward.

2. AI sparring

AI responses were used to test, extend and challenge the proposition.

3. Evidence check

Material claims were checked against current platform and technical documentation.

4. Evidence lock

Claims were classified as verified, observed, inferred, hypothetical, insufficiently evidenced or rejected.

Capability Does Not Equal Deployment

A model being able to analyse a supplied video is different from a search product exposing video understanding, a hosted platform processing its own media, or a public-web crawler semantically analysing every embedded video. The research treats these as separate layers.

Do not turn a technically possible capability into a statement about undocumented crawler behaviour.

This is particularly important for AI Search. A business should not assume that embedding a video automatically makes every visual and spoken fact inside it available to every AI answer engine. Instead, the video should be supported by a page that clearly explains what it is, why it matters and what evidence it contains.

Video as Machine-Readable Business Evidence

The strongest concept to survive the research is video as Machine-Readable Business Evidence: original media that documents a business fact, capability, experience, place, person, process or outcome and is represented in forms accessible to humans and one or more machine-retrieval systems.

Project Evidence

Completed work, installation, construction, transformation or delivery.

Product / Process Evidence

Demonstrations of how a product, service or process actually works.

Customer / Outcome Evidence

Legitimate customer experience, results and observable outcomes.

Expert Evidence

A practitioner explaining a method, issue or decision from first-hand experience.

Location / Facility Evidence

Premises, equipment, capacity, teams and physical operations.

Training / Knowledge Evidence

Instruction, curriculum, procedures and repeatable expertise.

The question may increasingly move from “How many people watched this?” to “What does this video prove?”

The AISRO Operating Model

AEO - Answer Engine Optimisation

Human-first answer architecture: have we answered the person's question clearly?

GEO - Generative Engine Optimisation

Original-information layer: have we created authentic, distinctive evidence worth retrieving?

AIO - AI Optimisation

Machine-access layer: can search and AI systems discover, crawl, render, understand and retrieve the information?

XEO - External Evidence Optimisation

External-evidence layer: is legitimate supporting or qualifying evidence visible beyond our own website?

Fetches Findings are the diagnostic output. They show what the external information environment actually confirms, qualifies, contradicts or fails to corroborate about claims made on the website.

What Businesses Should Do Now

- Keep the website strong, crawlable, useful and authoritative.
- Create original evidence where a claim can be shown rather than merely asserted.
- Use video when the underlying business reality is visual, physical, demonstrable or experience-based.
- Provide captions, transcripts, context, descriptive metadata and stable media delivery.
- Distribute strong evidence on relevant platforms rather than relying on one channel.
- Strengthen legitimate external evidence and pressure-test important claims against what search and AI retrieval actually returns.

What Not to Spend Money On Yet

- A website rebuild solely because someone claims AI now watches every video.

- “Special AI schema” presented as a secret ranking mechanism.
- Large-scale video production without a clear evidence or customer purpose.
- CMS migrations based on unproven claims that ordinary page builders inherently block AI.
- Engagement tactics sold as a replacement for genuine links, reputation or independent evidence.

Conclusion

The lowest-regret strategy is to build an evidence system that works under both a text-dominant and a multimodal future.

If multimodal discovery develops quickly, the business is prepared. If it develops more slowly, the same investment still improves human communication, Search visibility, accessibility, platform discovery, trust and conversion.

The full commercial report contains the deeper platform analysis, Claim Verification Register, technical guidance, detailed NOW / NEXT / WATCH framework, source evidence and implementation implications.

About the Researcher

Darren Logue is the founder of Logue Media, the architect of its AI Search & Recommendation Optimisation (AISRO) methodology and a strategic adviser to small and medium-sized enterprises pursuing growth in Australian and international markets. His work brings together research, marketing, business development and sales, supported by information technology, telecommunications, media and systems integration.

Through Strategic Vision International Ltd, Darren was engaged to manage a US\$250 million systems-integration programme for Unefon in Mexico as part of a broader Nortel Networks telecommunications network rollout, implementation and funding initiative. He was also part of a team that secured C\$50 million in funding from Goldman Sachs at the onset of the global financial crisis, leading the marketing and sales discussions that contributed to the transaction.

Today, Darren applies that commercial and systems-integration experience to AI Search, websites, original business evidence, video, entity information and external corroboration.

About Logue Media

Logue Media is an Australian digital strategy, technology and media business focused on AI Search & Recommendation Optimisation (AISRO). Its approach integrates established Search foundations with emerging AI-search disciplines, evidence architecture, websites, video and external corroboration.

Full commercial report: The Future of Video in AI Search & Recommendations