2-PAGE PREVIEW

The Future of Video in AI Search & Recommendations

Evidence-led 2026 research from Logue Media


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

Research Lead: Darren Logue

AI Search & Recommendation Optimisation — AISRO

FINAL RESEARCH REPORT — EVIDENCE LOCK CANDIDATE

September 2026

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

AI can understand video. But capability does not equal deployment.

Multimodal AI is changing what machines can understand. The commercial question is not simply whether AI can analyse video, but what that capability changes for websites, Search, authority, evidence and business discovery.

Five findings from the research

- Video understanding is real, but there is insufficient public evidence that every Search or AI crawler routinely watches every website video.
- Websites remain the owned foundation for canonical information, technical accessibility, conversion and controllable architecture.
- Video is most strategically valuable when it documents real business evidence rather than simply adding visual polish.
- Captions, transcripts, metadata, context and appropriate structured data remain practical ways to make media easier to discover and interpret.
- The lowest-regret strategy is to build evidence that works for humans today and increasingly machine-retrieval systems tomorrow.

The research method

Theory -> AI sparring -> apparent confirmation -> challenge -> evidence check -> correction -> evidence lock.

AI agreement was never treated as proof.

What does the video prove?

The report develops the concept of Machine-Readable Business Evidence: original media or data that documents a business fact, capability, experience, place, person, process or outcome in forms accessible to humans and one or more machine-retrieval systems.

AEO	**AIO**
Answer the human.	Enable the machine.
GEO	**XEO**
Create authentic original evidence.	Strengthen legitimate external evidence.

Fetched Findings then pressure-test website claims against what the external information environment actually returns.

Inside the full commercial report

- Approximately 40 pages of evidence-led analysis
- Platform and ecosystem analysis
- Claim Verification Register and evidence classifications
- Video discoverability and technical guidance
- AEO / AIO / GEO / XEO and Fetched Findings
- NOW / NEXT / WATCH decision framework
- What businesses should not spend money on yet
- Primary source evidence and implementation implications

Founding Release: AU$895 + GST for the first 100 company licences. Standard Company Licence: AU$1,495 + GST.

Research -> Audit -> Strategy -> Implementation -> Monitoring

Logue Media | AI Search & Recommendation Optimisation - AISRO