



IMDb GEO Performance Analysis

Overview

This report provides a snapshot of **IMDb's visibility and authority across generative AI platforms** such as ChatGPT, Gemini, and Perplexity. It measures how often IMDb appears in AI-generated responses, how frequently its content is cited, and how it performs against key entertainment data competitors like **Rotten Tomatoes, Letterboxd, JustWatch, and The Movie Database (TMDb)**.

The data shows that **IMDb dominates generative visibility with 59% share of AI-generated responses**, far ahead of Rotten Tomatoes (36%) and Letterboxd (30%). Sentiment is **exceptionally positive at 98%**, and **69% of mentions appear in top-tier positions**, confirming IMDb's strong authority across film and entertainment-related prompts. However, only **7% of citations come from IMDb-owned content**, while **88% are sourced from third-party domains**, indicating that AI models frequently reference IMDb but rely on external sources to describe it.

Key Insights

1. IMDb Leads Generative Visibility by a Wide Margin

IMDb appears in **59% of AI-generated answers**, making it the dominant brand in entertainment information.

- Leads all competitors in **box office data (63%), streaming guides (65%), and upcoming movie releases (77%)**.
- Maintains strong presence in **film festivals (62%) and celebrity profiles (48%)**, but lower coverage in *film industry insights (9%)* and *career resources (31%)*.

What this means: IMDb is the **primary entertainment authority in generative AI**, though it has room to expand in professional and industry-facing topics where competitors like Letterboxd and TMDb appear.

2. Low Citation Ownership Despite High Mentions

Only **7% of citations come from IMDb's own domain**, compared to 88% from third-party sources and 5% from competitors.

- AI models frequently reference *rottentomatoes.com*, *letterboxd.com*, and *justwatch.com* when generating movie summaries or recommendations.
- Even when IMDb is mentioned as a data source, AI retrievers often cite competitors' descriptions instead of IMDb's own structured pages.

What this means: IMDb enjoys **top visibility but low content authority**, meaning AI systems depend on others to explain its data — a risk for maintaining leadership in AI-driven media discovery.

3. Strong Sentiment and High Placement Rates

Mentions of IMDb are **98% positive**, with **69% appearing in top-tier AI placements** and only 1% negative.

- This demonstrates consistent trust, credibility, and relevance across all major generative engines.

What this means: IMDb's brand reputation is near-unmatched, positioning it as the default source for entertainment metadata in AI-driven environments.

Why This Matters

Generative AI platforms are rapidly becoming the **primary discovery layer for film, TV, and entertainment insights**. When users ask, "*Where can I find cast and crew info?*" or "*What movies are trending this week?*", IMDb dominates visibility — yet **AI engines often cite external summaries** instead of IMDb's own site. Without stronger citation optimization, IMDb risks losing narrative control to Rotten Tomatoes, Letterboxd, and streaming aggregators like JustWatch.

Next Steps

To reinforce leadership and ensure AI citation ownership, IMDb should:

1. **Enhance structured data and schema markup** on *imdb.com* for cast, ratings, and release data.
2. **Publish authoritative content** on topics where coverage is low (industry insights, career resources, and analytics).
3. **Encourage backlinks and third-party mentions** that reference IMDb's official pages to strengthen retriever trust.
4. **Monitor weekly share-of-answer metrics** to track changes in AI citation rates and topical dominance.

AI Performance Summary for IMDb

Last 7 days

Non-branded prompts only

Prompts

175

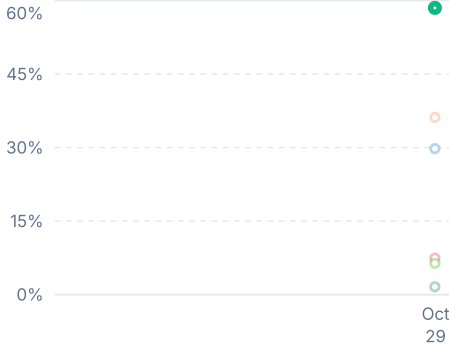
Responses

188

Platforms



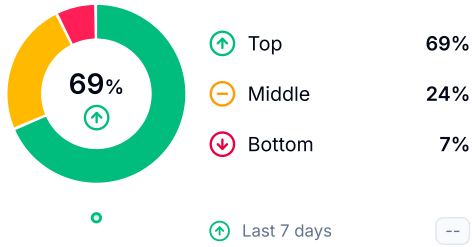
Competitive Presence (% of total)



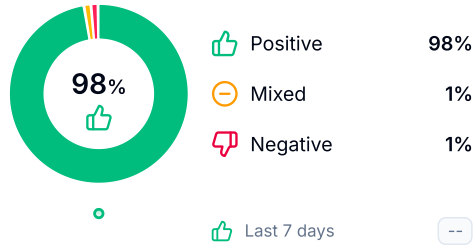
Top brands (avg %)

1. IMDb	59%
2. Rotten Tomatoes	36%
3. Letterboxd	30%
4. JustWatch	7%
5. The Movie Database	6%

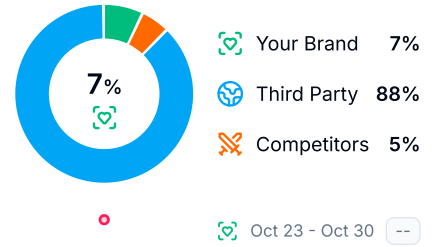
Position (% of total)



Sentiment (% of total)



Citations (% of total)

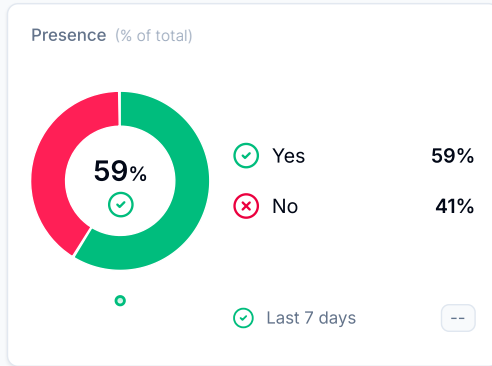
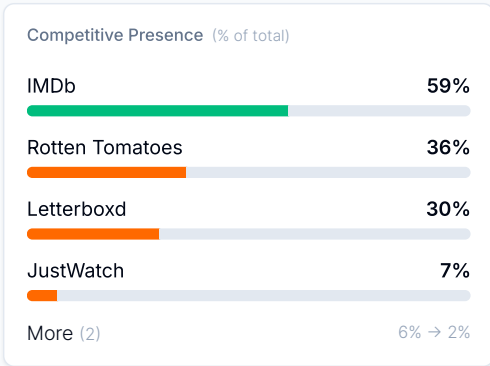


Prompts

📅 Last 7 days

📄 Export

Industry Prompts Coming soon!	Custom Prompts 175	Responses 188	Platforms
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Search By topic ▼

Topics	Data	Presence		Citations		Competitors
Box office performance and statistics	7 prompts 8 responses	● 63%	○	38%	○	Rotten Tomatoes (88%) Letterboxd (50%)
Celebrity biographies and news	21 prompts 21 responses	● 48%	○	19%	○	The Movie Database (14%) Rotten Tomatoes (10%)
Entertainment industry career resources	56 prompts 59 responses	● 31%	○	10%	○	Letterboxd (2%)
Film industry trends and insights	21 prompts 22 responses	● 9%	○	5%	○	--
Streaming platform availability and guides	14 prompts 17 responses	● 65%	○	12%	○	Letterboxd (59%) Rotten Tomatoes (18%) JustWatch (12%) +1
Film festival events and schedules	28 prompts 29 responses	● 62%	○	21%	○	Rotten Tomatoes (28%) Letterboxd (24%) The Movie Database (7%)
Upcoming movie releases	21 prompts 22 responses	● 77%	○	23%	○	Rotten Tomatoes (86%) JustWatch (27%) Letterboxd (18%) +1

☰ 10 rows 🗑️ 2 filters

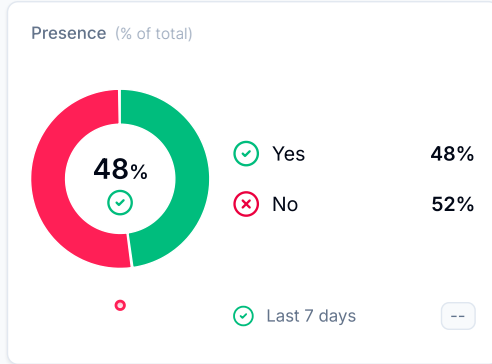
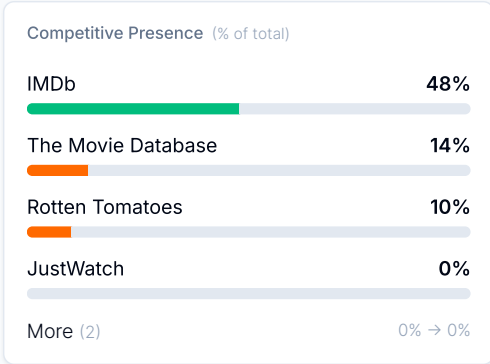
Prompts

📅 Last 7 days

Prompt topic is **Celebrity biographies and news**

📄 Export

Industry Prompts Coming soon!	Custom Prompts 21	Responses 21	Platforms
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Search By **seed prompt** ▾

<input type="checkbox"/>	☆ Seed Prompt	Data	Presence	Citations	Competitors
<input type="checkbox"/>	☆ How can I access up-to-date information on celebrities and their careers? ● Evaluation	7 variants 7 responses	● 29% --	● 0% --	--
<input type="checkbox"/>	☆ How can I find out more about the cast and crew of a specific movie or TV show? ● Evaluation	7 variants 7 responses	● 100% --	● 43% --	The Movie Database (43%) Rotten Tomatoes (29%)
<input type="checkbox"/>	☆ How do entertainment professionals manage their public profiles online? ● Other	7 variants 7 responses	● 14% --	● 14% --	--

☰ 3 rows ⚙️ 3 filters

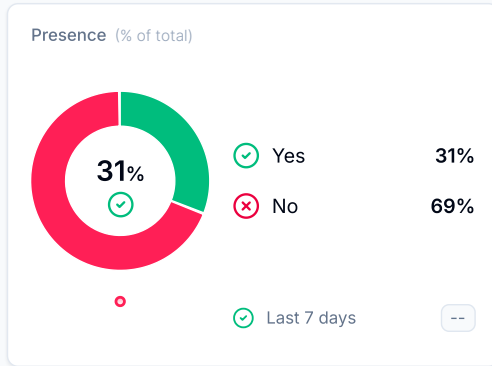
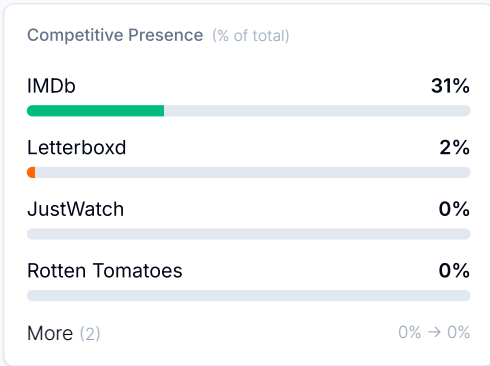
Prompts

📅 Last 7 days

Prompt topic is Entertainment industry career resources

📄 Export

Industry Prompts <small>Coming soon!</small>	Custom Prompts 56	Responses 59	Platforms
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Search By **seed prompt** ▾

<input type="checkbox"/>	☆ Seed Prompt	Data	Presence	Citations	Competitors
<input type="checkbox"/>	☆ How can I access up-to-date information on celebrities and their careers? ● Evaluation	7 variants 7 responses	○ 29%	○ 0%	--
<input type="checkbox"/>	☆ Are there any platforms that offer tools for entertainment industry professionals to manage their profiles? ● Evaluation	7 variants 7 responses	● 57%	○ 14%	--
<input type="checkbox"/>	☆ What services provide data and insights for businesses in the entertainment industry? ● Evaluation	7 variants 7 responses	○ 29%	○ 14%	--
<input type="checkbox"/>	☆ What tools are available for entertainment professionals to network and access industry information? ● Evaluation	7 variants 8 responses	○ 13%	○ 13%	--
<input type="checkbox"/>	☆ Are there any services that provide industry news and updates for film and TV professionals? ● Awareness	7 variants 8 responses	○ 0%	○ 0%	--
<input type="checkbox"/>	☆ How can I access profiles and contact information for actors and directors? ● Evaluation	7 variants 7 responses	● 71%	○ 29%	--

☰ 8 rows ⚙️ 3 filters

Seed Prompt

How can I access up-to-date information on celebrities and their careers?



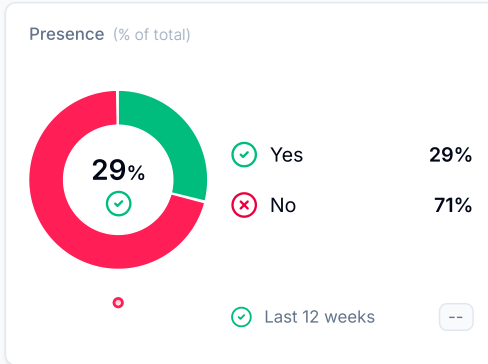
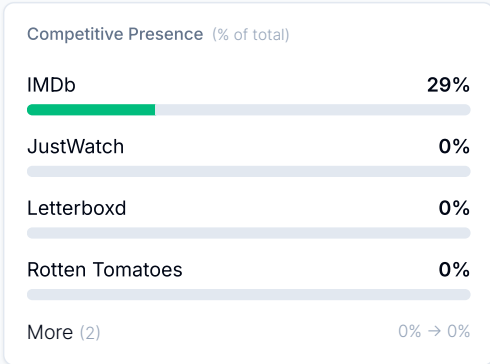
Topics
Celebrity biographies and news, Entertainment ind...

Stage
● Evaluation
Tags
No tags

Created
Oct 29, 2025

Updated
Oct 29, 2025

Industry Prompts Coming soon!	Custom Prompts 7	Responses 7	Platforms
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Prompt Variant	Data	Presence	Citations	Competitors
How can I access up-to-date information on celebrities and their careers? ChatGPT / Generic	1 responses	●○○○○○○○○○ ⊗	●○○○○○○○○○ ⊗	--
How can I access up-to-date information on celebrities and their careers? Meta AI / Generic	1 responses	●○○○○○○○○○ ✓	●○○○○○○○○○ ⊗	--
How can I access up-to-date information on celebrities and their careers? Perplexity / Generic	1 responses	●○○○○○○○○○ ⊗	●○○○○○○○○○ ⊗	--
How can I access up-to-date information on celebrities and their careers? Claude / Generic	1 responses	●○○○○○○○○○ ✓	●○○○○○○○○○ ⊗	--
How can I access up-to-date information on celebrities and their careers? AI Overviews / Generic	1 responses	●○○○○○○○○○ ⊗	●○○○○○○○○○ ⊗	--
How can I access up-to-date information on celebrities and their careers?	1 responses	●○○○○○○○○○ ⊗	●○○○○○○○○○ ⊗	--

7 rows 1 filters

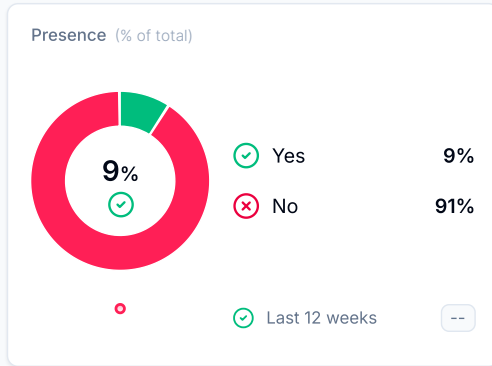
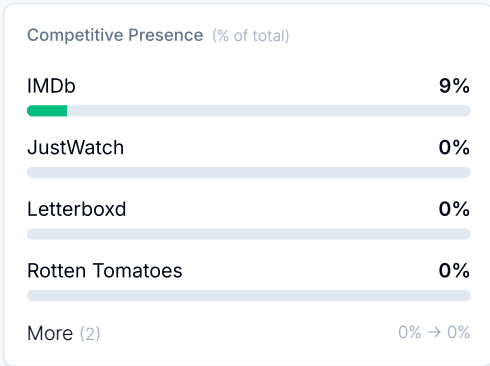
Prompts

📅 Last 12 weeks

Prompt topic is **Film industry trends and insights**

📄 Export

Industry Prompts Coming soon!	Custom Prompts 21	Responses 22	Platforms
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Search

By **seed prompt** ▾

<input type="checkbox"/>	☆ Seed Prompt	Data	Presence	Citations	Competitors
<input type="checkbox"/>	What services provide data and insights for businesses in the entertainment industry? ● Evaluation	7 variants 7 responses	○ 29% --	○ 14% --	--
<input type="checkbox"/>	Are there any services that provide industry news and updates for film and TV professionals? ● Awareness	7 variants 8 responses	○ 0% --	○ 0% --	--
<input type="checkbox"/>	What services provide analytics and data insights for the film and TV industry? ● Evaluation	7 variants 7 responses	○ 0% --	○ 0% --	--

☰ 3 rows

🔍 1 filters

Seed Prompt

What services provide data and insights for businesses in the entertainment industry?



Topics
Film industry trends and insights, Entertainment ind...

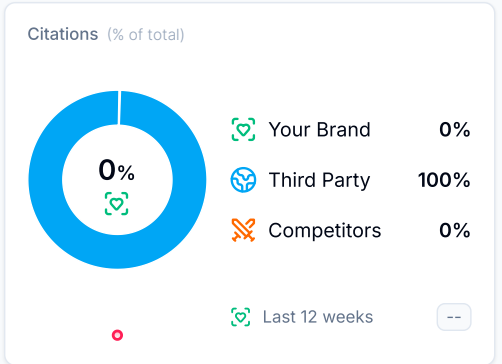
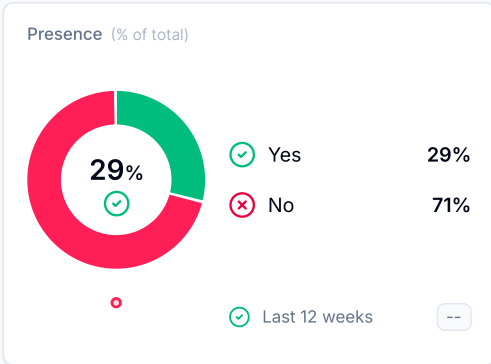
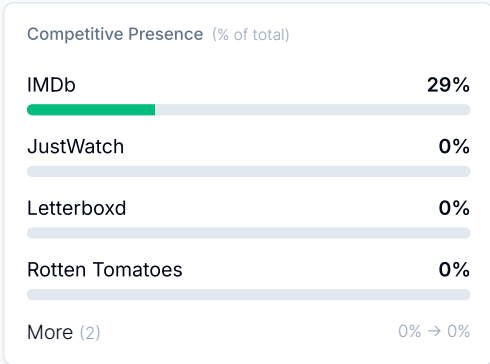
Stage
● Evaluation

Tags
No tags

Created
Oct 29, 2025

Updated
Oct 29, 2025

Industry Prompts Coming soon!	Custom Prompts 7	Responses 7	Platforms
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Prompt Variant	Data	Presence	Citations	Competitors
What services provide data and insights for businesses in the entertainment industry? ChatGPT / Generic	1 responses	●○○○○○○○○○ ⊗	●○○○○○○○○○ ⊗	--
What services provide data and insights for businesses in the entertainment industry? Meta AI / Generic	1 responses	●○○○○○○○○○ ⊗	●○○○○○○○○○ ⊗	--
What services provide data and insights for businesses in the entertainment industry? Perplexity / Generic	1 responses	●○○○○○○○○○ ⊗	●○○○○○○○○○ ⊗	--
What services provide data and insights for businesses in the entertainment industry? Claude / Generic	1 responses	●○○○○○○○○○ ⊗	●○○○○○○○○○ ⊗	--
What services provide data and insights for businesses in the entertainment industry? AI Overviews / Generic	1 responses	●○○○○○○○○○ ⊗	●○○○○○○○○○ ⊗	--
What services provide data and insights for businesses in the entertainment industry?	1 responses	●○○○○○○○○○ ⊗	●○○○○○○○○○ ⊗	--

7 rows 1 filters