



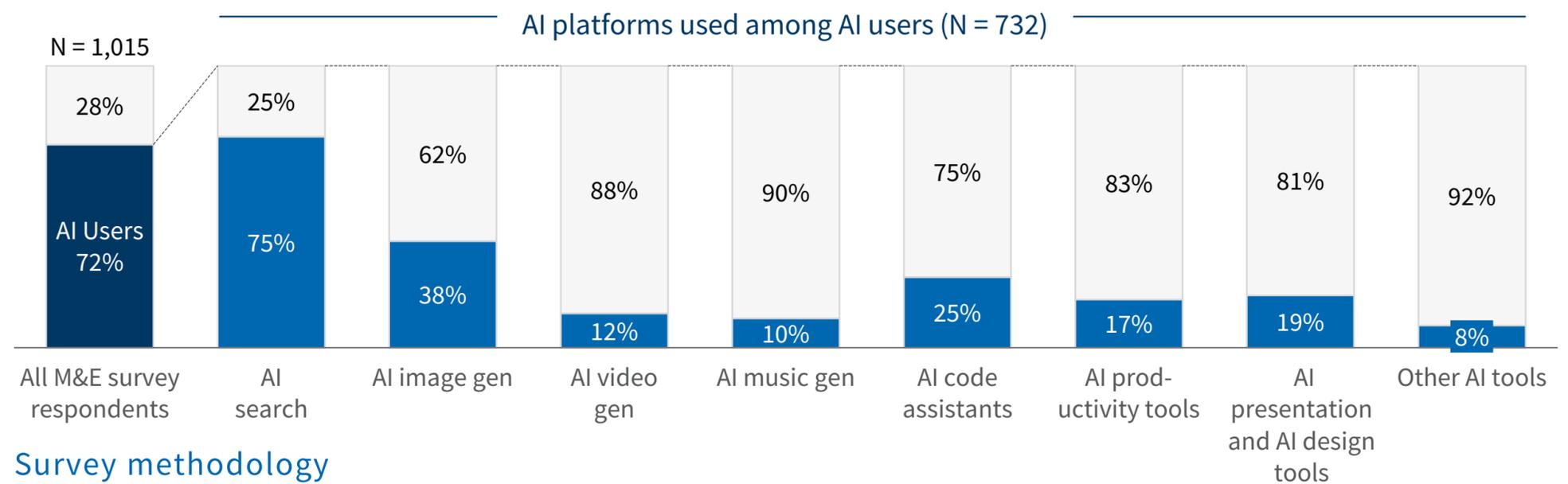
AI Search Enters the Mainstream: Insights into Consumer Trust and Engagement



FTI Consulting surveyed ~1,000 U.S. consumers as part of its Media and Entertainment survey in 2025; roughly 700+ respondents were asked about current AI engagement trends and concepts

SURVEY OVERVIEW

AI user types captured in FTI consulting 2025 media and entertainment survey

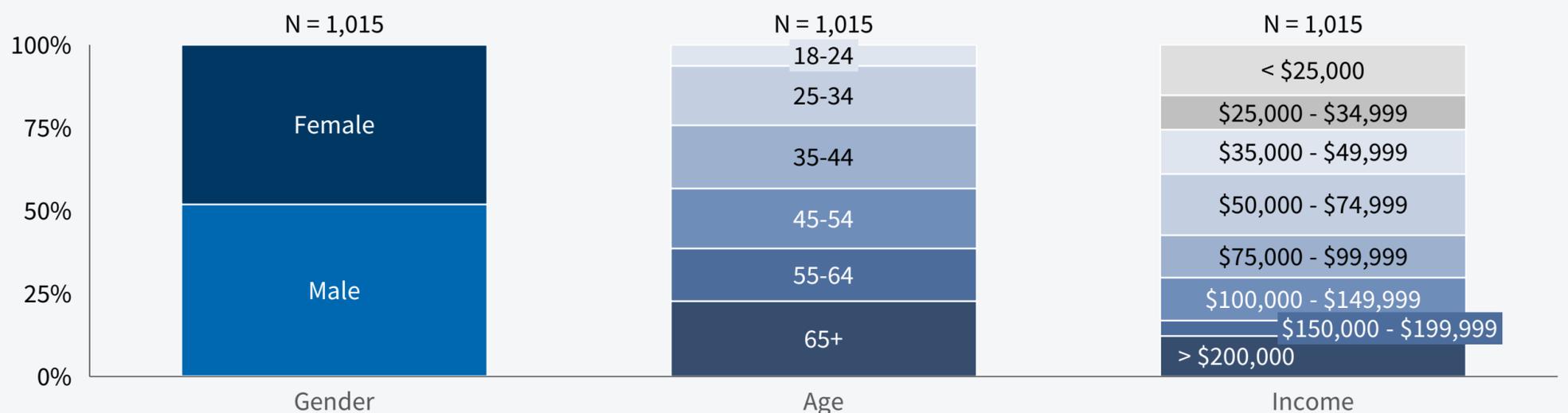


Survey methodology

- All response survey results were balanced to U.S. census demographics data (± 5 pp.)
- Inconsistent /“liar” responses were removed from the sample
- Standard market research procedures have been applied to clean data (e.g., removal of respondents that complete the survey <15 minutes, who did not complete the screener, etc.)
- Likelihood/take-rate responses are further adjusted using market-research standard 70/30/10 overstatement adjustment

SURVEY DEMOGRAPHICS

Demographic profile of respondents



FTI Consulting segmented its respondents into six distinct categories for its analysis based on AI usage/awareness

Overview of AI consumer survey segments

Segment	Description	% of Respondents	Gender		Avg. Age	Avg. Income	Type of AI Platforms Used (% of segment)							
			M	F			Search	Image	Video	Music	Code	Productivity	Design	Other ¹
AI-Committed N = 30	Regular/occasional user with 3 or more paid AI subscriptions	3%	77%	23%	39	\$130K	100%	82%	45%	37%	74%	64%	71%	-
Enthusiast N = 166	Regular/occasional user with 1 or 2 paid AI subscription(s)	16%	75%	25%	39	\$101K	100%	54%	26%	21%	42%	30%	31%	-
Aspirational N = 416	Occasional or regular AI user but has 0 paid subscriptions	41%	45%	55%	47	\$72K	71%	33%	7%	6%	19%	12%	14%	8%
Curious N = 120	Aware of AI and has tried using an AI tool once	12%	39%	61%	51	\$61K	46%	20%	5%	5%	10%	5%	4%	21%
Aware Non-Users N = 233	Aware of AI but has not tried using an AI tool	23%	38%	62%	58	\$58K	N/A							
Unaware N = 50	Unaware of AI or any AI tools	5%	33%	67%	55	\$45K	N/A							

Source: FTI Consulting Media and Entertainment Survey 2025

Notes: 1) Responses categorized as 'Other AI tools' are excluded due to respondents not recalling platform names/types 2) Example platforms by type as follows: Search (e.g., ChatGPT, Perplexity.ai, Claude); Image (e.g., Midjourney, ChatGPT Image Generation); Video (e.g., Sora, Runway, Pika); Music (e.g., Suno, Udio, Mubert, Loudly); Code (e.g., GitHub Copilot, CodeWhisperer, Tabnine); Productivity (e.g., Fireflies.ai, Otter.ai); Design (e.g., Beautiful.ai, Tome, Gamma, Canva Magic Design)

Key takeaways and implications for IP owners — AI Search



1

AI Search has already become mainstream

AI search leads all other AI platform types in both penetration and engagement, and is second only to traditional search engines as a go-to information source

Treat AI search as a critical marketing/discovery channel to remain relevant with consumers as the next wave of information discovery emerges



2

Consumers expect reliability and trust from AI search

Consistency of results is the top driver of platform choice; avid users lean toward credibility and reliable sources, while newer users prioritize basic trust

IP owners with authoritative, verifiable material are well-positioned for partnerships/licensing deals, as AI platforms vie for market share



3

AI Search is not a walled garden — it drives traffic

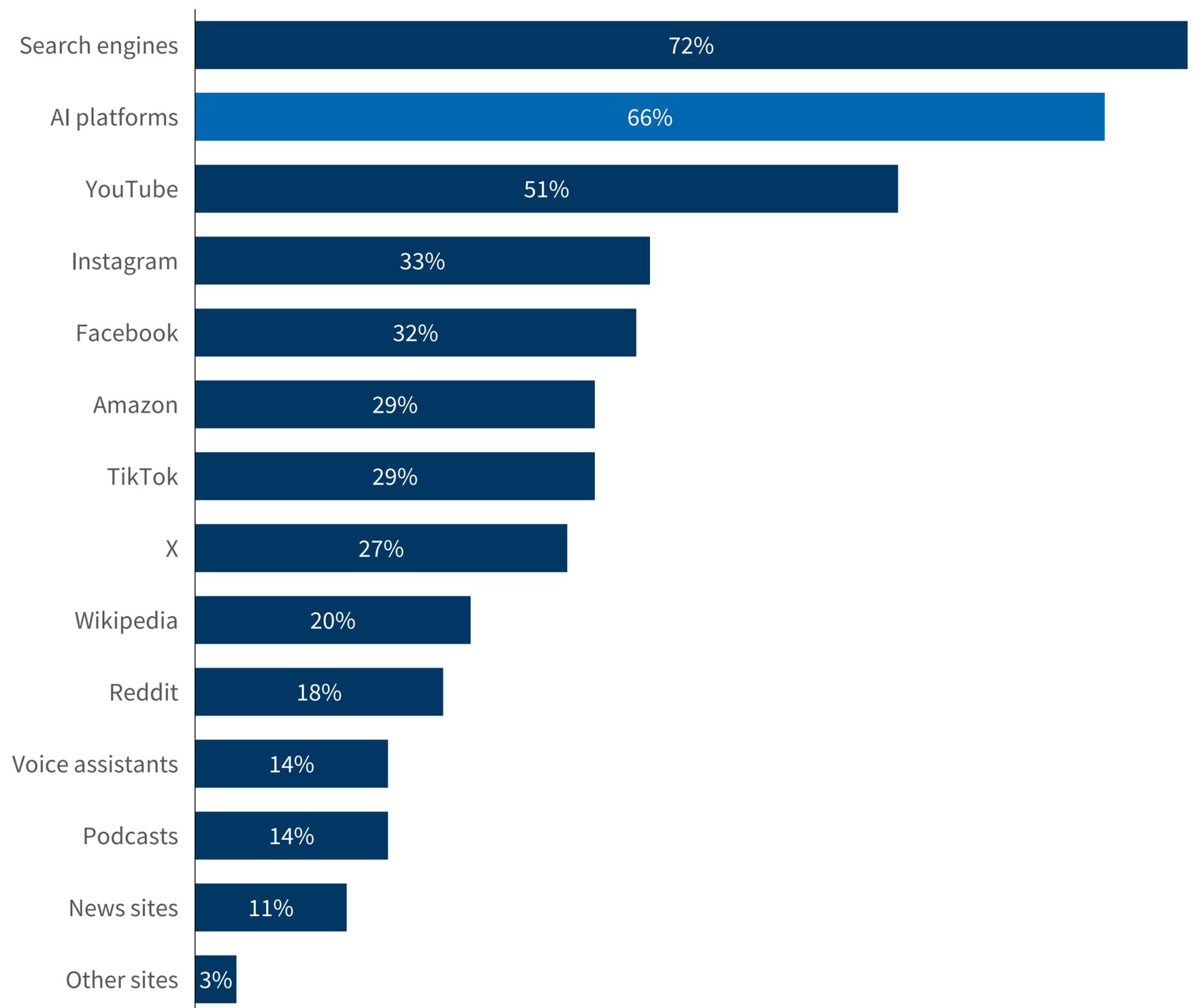
More than 80% of users still click through to source links for verification and deeper exploration and are likely to continue to do so even if platforms deliver highly accurate answers

IP owners should optimize their content for AI searchability and link-through visibility (AIO) to capture valuable traffic from AI platforms

AI platforms have rapidly become a key source for finding information, trailing only traditional search engines

PLATFORMS USED FOR FINDING INFORMATION¹

Gen AI users who find established news partnerships important. N = 465



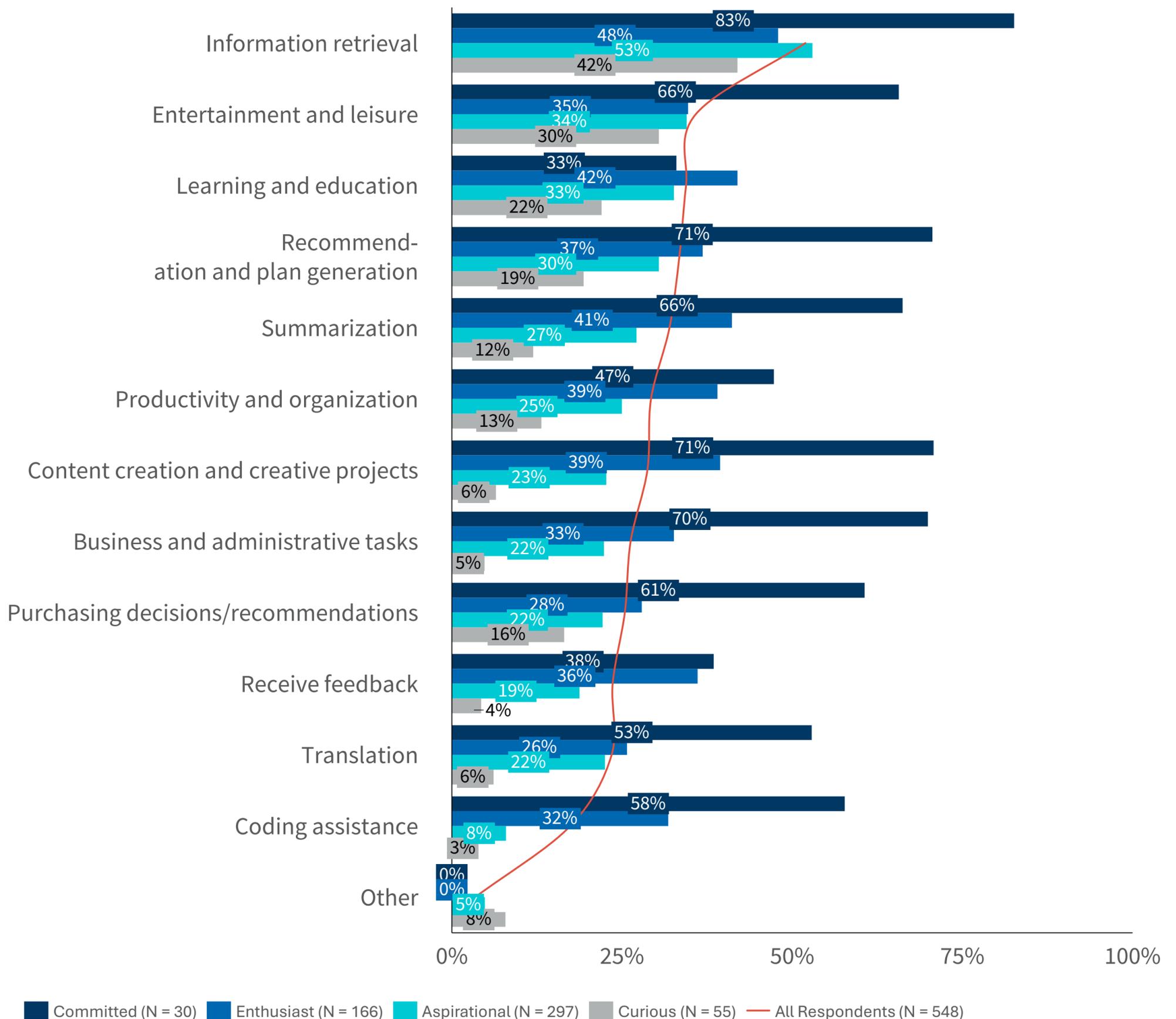
Source: FTI Consulting Media and Entertainment Survey 2025

Notes: 1) Q: Which of the following platforms do you use when searching for information on specific topics (e.g., when you want to learn or seek knowledge about something new)?

Information retrieval is the top Gen AI search use case, underscoring the shift from traditional web search

MAIN PURPOSES FOR USING GENERATIVE AI SEARCH TOOLS¹

Respondents made use of an AI search tool in the last 12 months. N = 548



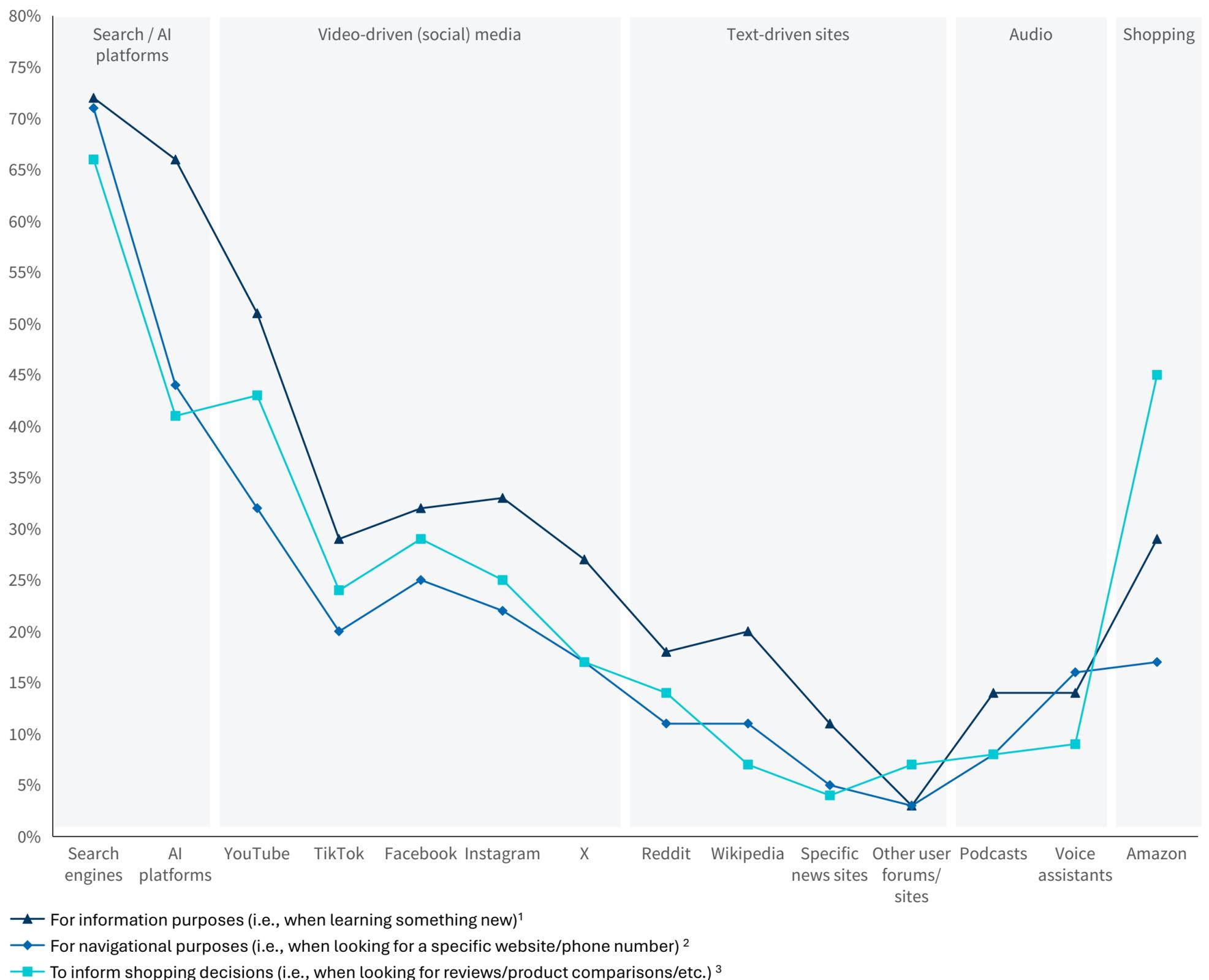
Source: FTI Consulting Media and Entertainment Survey 2025

Notes: 1) Q: Which of the following purposes do you currently use generative AI search tools for?

AI platforms are the second most used for information and navigation purposes; YouTube is used more for shopping vs. AI platforms, indicating users' preferences for multi-modal information

PLATFORM USAGE BY USE CASE¹

Gen AI users who find established news partnerships important. N = 465



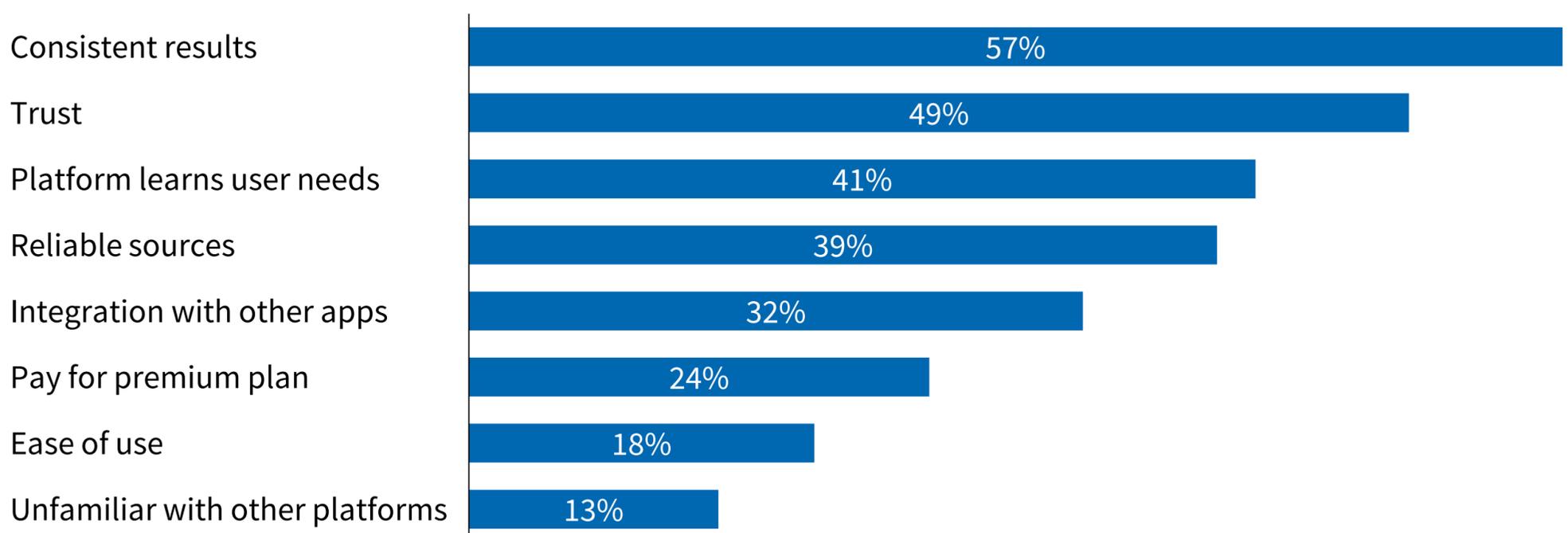
Source: FTI Consulting Media and Entertainment Survey 2025

Notes:1) Q: Which of the following platforms do you use when searching for information on specific topics (e.g., when you want to learn or seek knowledge about something new)? 2) Q: Which of the following platforms do you use for navigational purposes (e.g., you are looking for a specific website or phone number)? 3) Q: Which of the following platforms do you use when you are considering purchasing something? (e.g., reviews, product comparisons, etc.)

Overall, having consistent results is the top reason users have a primary AI search platform; avid users place a stronger emphasis on having reliable sources, while newer users prioritize trust

REASONS FOR USING PRIMARY PLATFORM¹

Gen AI users with a primary platform. N = 3073



All Respondents

Reason	Committed N = 30 <small>Low N</small>	Enthusiast N = 127	Aspirational N = 138	Curious N = 12 <small>Low N</small>
Consistent results	59%	60%	56%	38%
Trust	74%	54%	39%	54%
Platform learns user needs	56%	45%	37%	17%
Reliable sources	85%	36%	33%	27%
Integration with other apps	49%	31%	29%	39%
Pay for premium plan	74%	39%	2%	6%
Ease of use	28%	20%	14%	16%
Unfamiliar with other platforms	8%	15%	12%	11%

Key: ■ Highest within cohort ■ Lowest within cohort

Source: FTI Consulting Media and Entertainment Survey 2025

Notes: 1) Q: What are the main reasons you primarily use a single AI search platform instead of switching between multiple? 2) Excludes 2 respondents who indicated their primary AI search platform as "Other"

More experienced AI search users tend to place higher importance on partnerships with well-known news organizations/publishers compared to newer users

Importance of platform partnerships with well-known news organizations/publishers¹

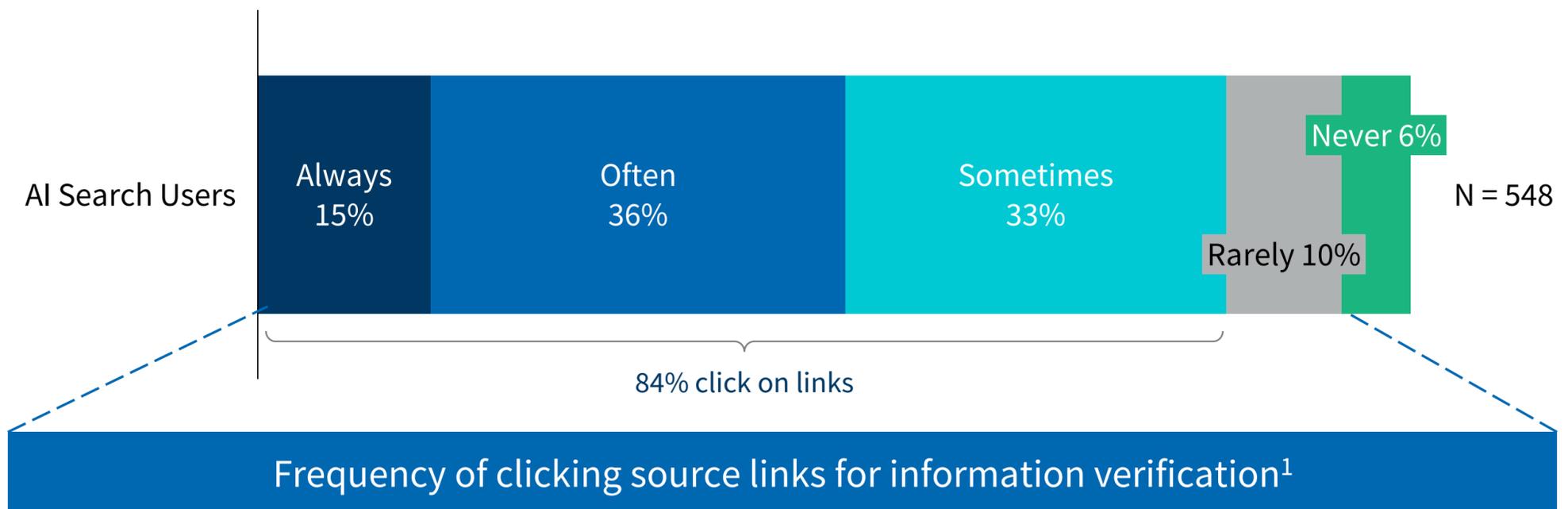
Response	All Respondents (N = 517)	Committed (N = 30) <small>Low N</small>	Enthusiast (N = 165)	Aspirational (N = 277)	Curious (N = 46) <small>Low N</small>
Extremely important	24%	38%	44%	14%	6%
Very important	36%	54%	40%	34%	18%
Important	21%	4%	10%	25%	40%
Slightly important	10%	0%	4%	12%	21%
Not important at all	10%	4%	2%	14%	16%

Source: FTI Consulting Media and Entertainment Survey 2025

Notes: 1) Q: How important is it to you that an AI search platform has established partnerships with a well-known news organization/publisher?

More than 80% of AI search users click on source links to verify answers and engage deeper with content, and are likely to continue to do so even if platforms guarantee accuracy of responses

Frequency of clicking source links for information verification¹



Likelihood to continue clicking on source links even if accuracy is guaranteed

Reasons for clicking on source links	I will definitely stop clicking (N = 1)*	I may stop clicking (N = 21)*	Not sure (N = 71)*	I may still click (N = 181)	I will definitely still click (N = 185)	Total (N = 459)
	To give me sources/verify answer (N = 256)	-	1%	7%	22%	25%
To interact with videos & images/dive deeper into source content (N = 203)	-	3%	8%	17%	15%	44%
Total (N = 459)	-	5%	15%	39%	40%	100%

Source: FTI Consulting Media and Entertainment Survey 2025

Notes: 1) Q: When AI search platforms provide links to the sources of their answers, how often do you click on the links to verify the information? 2) Q: How likely are you to continue clicking on the source links on AI platforms if the AI platforms can guarantee you that the answer is correct and contains no errors? 3) What is the primary reason for clicking on the source link(s) provided by the AI search platforms?