1k 1000AIOverviews

RESEARCH STUDY · GOOGLE AI OVERVIEWS · AUGUST TO NOVEMBER 2026

How much do YouTube and Reddit shape Google's AI Overviews?

We collected 147,017 Google AI Overviews over 15 weeks and checked every link inside them, to see how often Google's AI answer points to YouTube and Reddit, and which videos it picks.

147,017
Google AI Overviews collected (95% of 154,807 searches)

1.2M
links inside those AI Overviews

54%
of AI Overviews link to a YouTube video (79,555)

18.5%
of AI Overviews link to a Reddit thread (27,195)

Sponsored by FoxCue

THE STUDY IN ONE PICTURE

From Google searches to YouTube and Reddit links

An AI Overview is the AI answer Google shows at the top of the results. Each one lists the links it used. We collected them for 15 weeks and counted where they point.

154,807
Google searches
Run between August and November 2026 (100%)

→

147,017
AI Overviews found
95% of searches showed one

→

1.2 million
links inside them
About 8 links in each AI Overview

→

182,635
links to YouTube
15% of all links · in 54% of AI Overviews · 23,691 videos

&

31,392
links to Reddit
2.6% of all links · in 18.5% of AI Overviews · 5,333 threads

The searches were real buyer questions from 28 brands in 8 industries. No client is named; the case study uses our own brand, FieldCamp.

We opened every YouTube link and read the video: title, channel, date, views and what is said in it.

Every number in this report comes from these 147,017 AI Overviews.

FINDING 1 · WHICH WEBSITES GOOGLE'S AI ANSWER CITES MOST

YouTube is cited 5.8× more often than Reddit

Each bar = that website's share of all 1.2 million links in the AI Overviews (brand and software vendor sites left out)



EXAMPLE

In a typical AI answer with 8 sources, about 1 is a YouTube video. A Reddit thread shows up in about 1 answer in 5.

WHAT WE LEARNED

YouTube alone (15%, 182,635 links) is 2× Reddit, LinkedIn, Facebook, Quora, Medium and Wikipedia combined (7.1%).

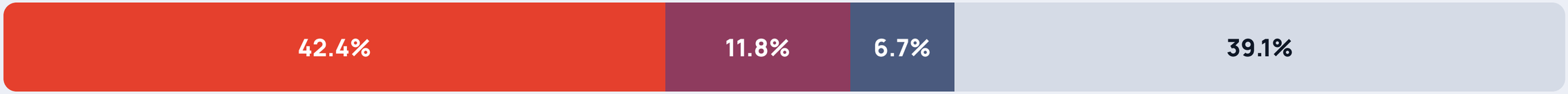
WHAT YOU CAN DO

If you only publish text, you are missing the single biggest source Google's AI uses.

FINDING 2 · YOUTUBE AND REDDIT, HEAD TO HEAD

YouTube is in 54% of AI answers. Reddit is in 18.5%.

All 147,017 AI Overviews, split by which of the two they cite



YouTube only · 62,264 | Both · 17,297 | Reddit only · 9,898 | Neither · 57,558

2.9×

more AI answers cite YouTube than cite Reddit

64%

of AI Overviews that cite Reddit also cite YouTube (17,297 of 27,195)

182,635 vs 31,392

links to YouTube vs Reddit: 15.0% vs 2.6% of all 1.2M links

EXAMPLE

Out of 10 AI answers: 5 or 6 cite a YouTube video, about 2 cite a Reddit thread, 4 cite neither.

WHAT WE LEARNED

Reddit rarely stands alone. When Google cites Reddit, it usually cites YouTube too.

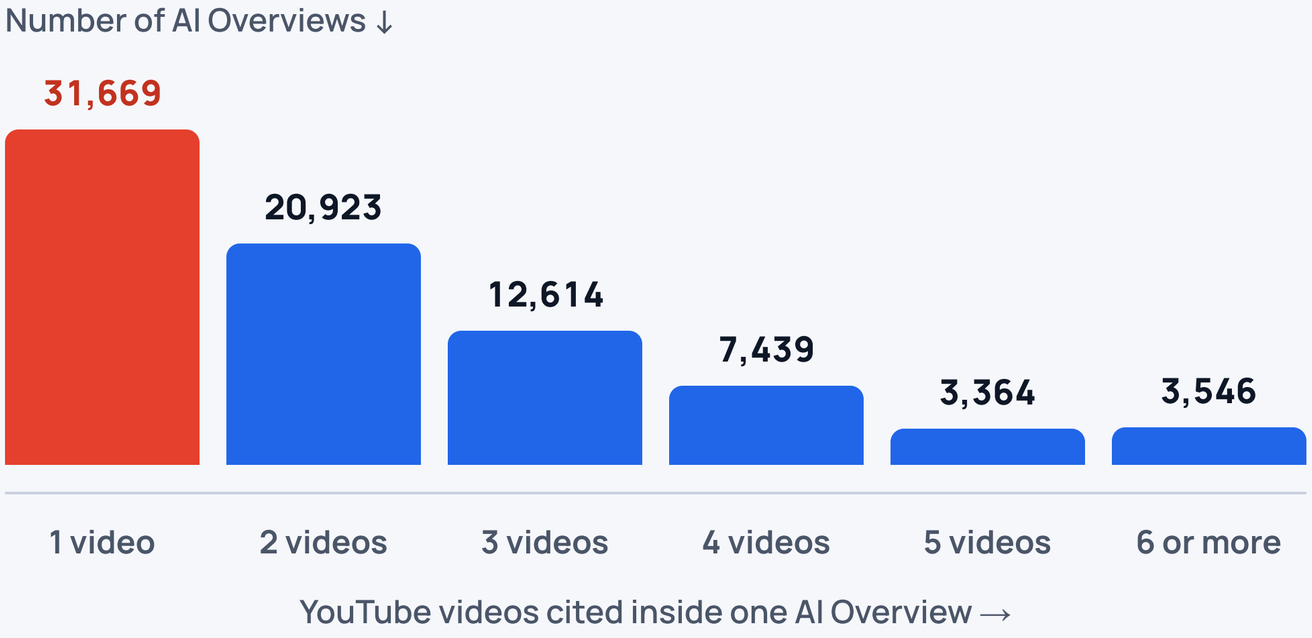
WHAT YOU CAN DO

Put video first. Add Reddit for the topics where people compare tools (see Finding 6).

FINDING 3 · HOW MANY VIDEOS IN ONE ANSWER

When Google cites YouTube, it often cites 2 or more videos

The 79,555 AI Overviews that cite YouTube (54% of all), grouped by how many YouTube videos each one cites



60%

of these answers cite 2 or more YouTube videos (47,886)

13,402

AI Overviews had a YouTube video as the very first link: 17% of those citing YouTube, 9% of all

EXAMPLE

Ask “how to start a podcast” and the answer may cite one video for gear and another for editing.

WHAT WE LEARNED

There is usually more than one video slot per answer. It is not winner-takes-all.

WHAT YOU CAN DO

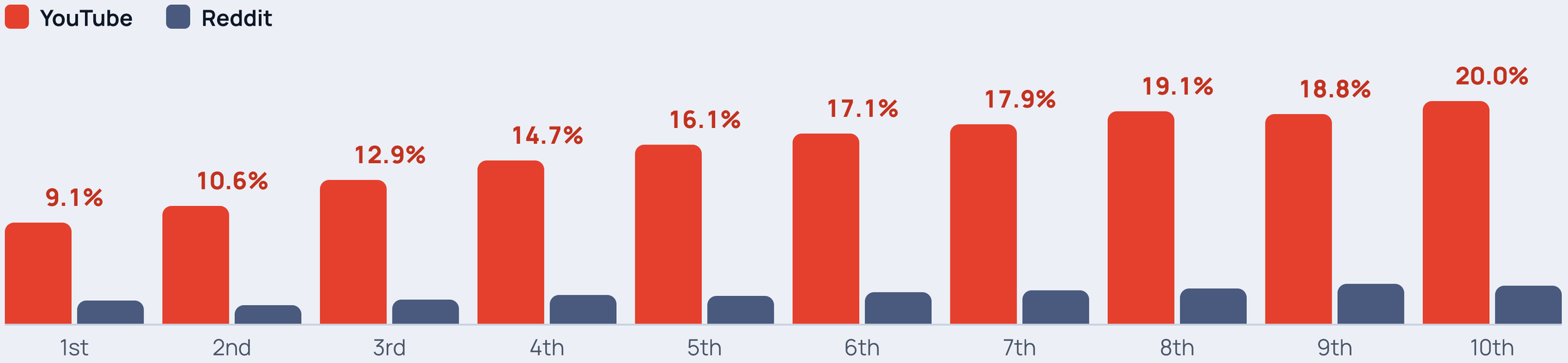
You don’t have to beat the top video. Aim for the 2nd or 3rd video slot.

Based on 147,017 Google AI Overviews, Aug to Nov 2026

FINDING 4 · WHERE IN THE ANSWER

Lower down the source list, YouTube's share doubles

For each source position in the AI Overview (1st = first source listed): how often that slot is YouTube or Reddit



Source position in the AI Overview → · Reddit stays between 1.7% and 3.6% at every position

EXAMPLE

An answer often leads with 2 or 3 articles, then backs them up with a "watch how" video.

WHAT WE LEARNED

Video is the go-to supporting source (20% of 10th spots, 2.2× the 1st), yet it led 13,402 AI Overviews (9%).

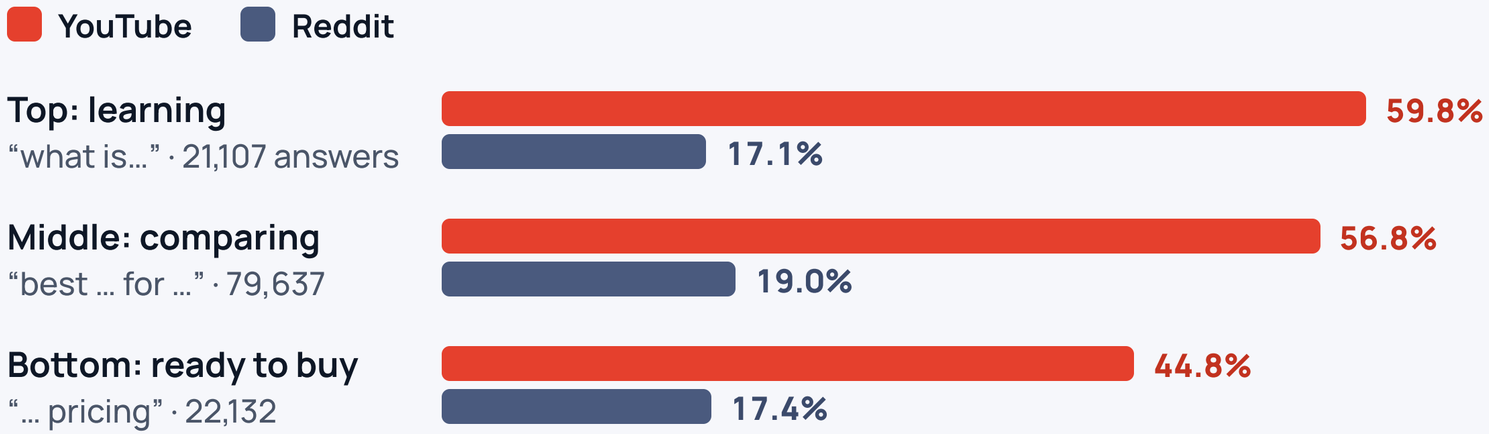
WHAT YOU CAN DO

Pair your article with a video on the same topic, so you can win both kinds of slot.

FINDING 5 · BUYER'S STAGE (TOP, MIDDLE, BOTTOM OF THE FUNNEL)

YouTube leads at every stage. Reddit stays flat.

Share of AI Overviews that cite at least one YouTube video or Reddit thread



EXAMPLE

"What is an invoice?" gets a video 6 times in 10. "Invoice app pricing" still gets one 4 or 5 times in 10.

WHAT WE LEARNED

YouTube is 3.5× Reddit while buyers learn and still 2.6× when they are ready to buy. It drops 15 points from top to bottom.

WHAT YOU CAN DO

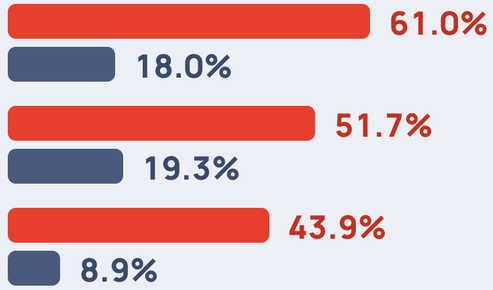
Make one learning video and one buying video (pricing, setup, demo) for each product.

FINDING 6 · INTENT AND PAGE TYPE

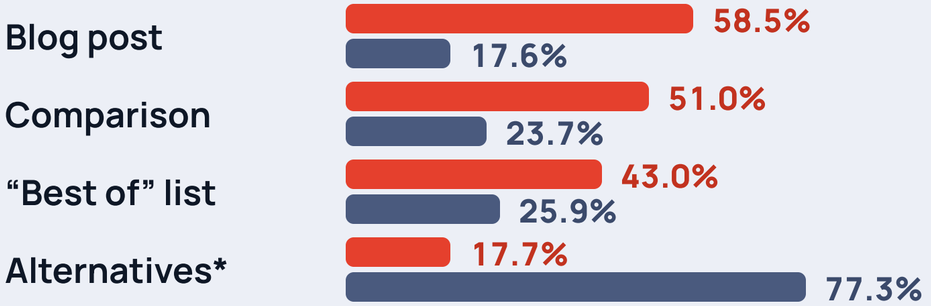
“How” searches go to YouTube. “Alternatives” go to Reddit.

YouTube Reddit Share of AI Overviews citing each

By what the searcher wants



By the kind of page the question is for



* “Alternatives to X” questions: 203 answers, a small sample.

EXAMPLE

“How to make a budget sheet” pulls in a tutorial video. “Alternatives to [a big tool]” pulls in a Reddit thread.

WHAT WE LEARNED

YouTube owns teaching (61%, 3.4× Reddit). Reddit owns switching: 77% on “alternatives” vs 18% for YouTube.

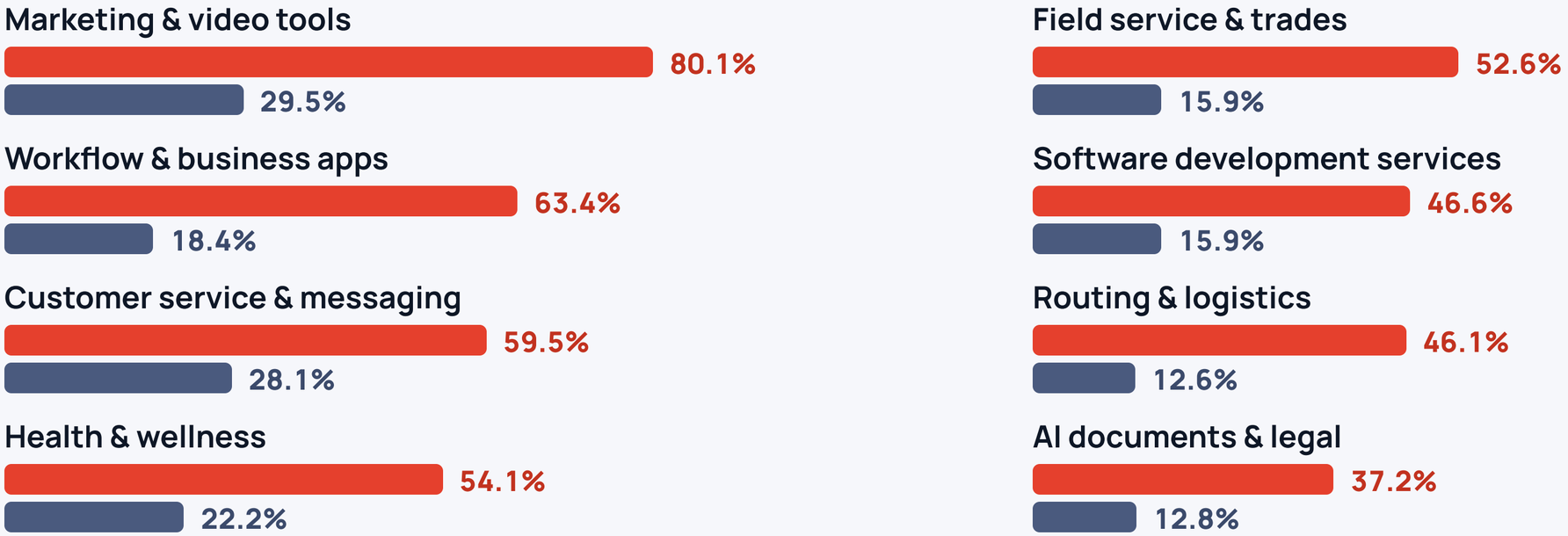
WHAT YOU CAN DO

Make tutorials for “how” topics. Join Reddit threads where people compare you with others.

FINDING 7 · INDUSTRIES

Every industry we track sees YouTube in over a third of answers

YouTube Reddit Share of AI Overviews citing each, by the brand's industry



EXAMPLE

In marketing and video tools, 8 answers in 10 cite YouTube, and one source in three is a video.

WHAT WE LEARNED

Video tools see YouTube 2.2× more than AI documents (80% vs 37%). YouTube beats Reddit 2.1× to 3.7× everywhere.

WHAT YOU CAN DO

Check your own industry's numbers and set your video and Reddit effort to match.

Based on 147,017 Google AI Overviews, Aug to Nov 2026

FINDING 8 · DEVICES AND COUNTRIES

Phone or desktop makes no difference. Country does.

YouTube Reddit Share of AI Overviews citing each

	YouTube	Reddit
Mobile · 64,640 answers	54.8%	19.6%
Desktop · 82,377 answers	53.5%	17.6%
United States · 144,683	54.4%	18.7%
United Kingdom* · 2,334	34.8%	3.6%

* UK data comes from one industry only, so treat it as an early sign, not a rule.

EXAMPLE

The same question on a phone and on a laptop cites YouTube almost equally (55% vs 54%).

WHAT WE LEARNED

Device moves YouTube by 1.3 points only. The UK sample: YouTube 36% lower, Reddit 81% lower than the US.

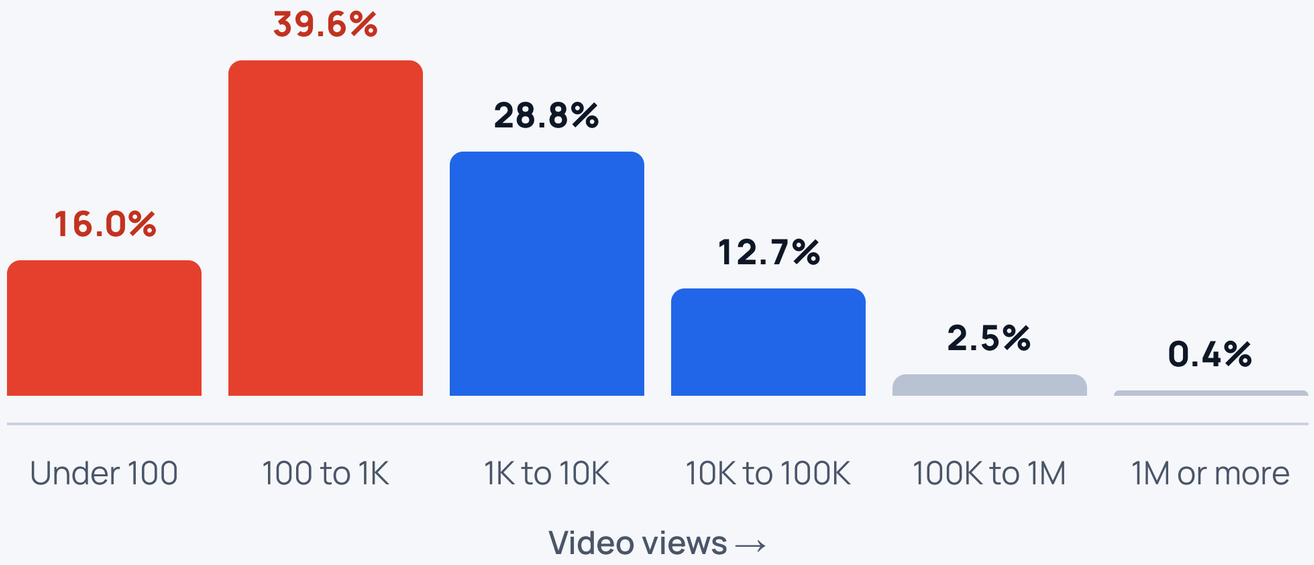
WHAT YOU CAN DO

One video plan covers phone and desktop. Check each country before copying a US plan.

FINDING 9 · VIEWS

Most cited videos have fewer than 1,000 views

Share of all YouTube citations, grouped by the cited video's view count



55.6%

of YouTube citations go to videos with under 1,000 views (101,137 links)

84%

go to videos with under 10,000 views

0.4%

go to videos with 1 million views or more (717 links): 140× fewer

EXAMPLE

A 400-view video from a small channel that answers the exact question gets picked over a viral one.

WHAT WE LEARNED

Google picks the video that answers the question, not the most popular one.

WHAT YOU CAN DO

Don't wait for an audience. A brand-new channel can be cited from its first videos.

Based on 147,017 Google AI Overviews, Aug to Nov 2026

FINDING 10 · DOES A SMALL VIDEO STILL MATTER?

Yes. More views don’t buy a better spot.

27% vs 25%

Top-3 spots: small videos vs big ones

Citations to videos under 1K views land in the top 3 sources 27% of the time. For 100K+ view videos: 25%.

5th to 6th

The usual source position, at every view level

From under 100 views to over a million, the middle position barely moves.

57%

of ready-to-buy video citations have under 1K views

Typical view count: 680 at the bottom of the funnel, 678 in the middle, 801 at the top.

EXAMPLE

For a “pricing” question, a 600-view demo can sit right next to the market leader’s big video.

WHAT WE LEARNED

Small videos rank as high as big ones, even when the buyer is ready to buy.

WHAT YOU CAN DO

Judge a video by whether it gets cited, not by its views.

Based on 147,017 Google AI Overviews, Aug to Nov 2026

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FINDING 11 · A FAIR TEST: WHICH VIDEO DOES GOOGLE PICK?

5 to 15 minutes, and a few weeks old, gets picked most

Google often shows a few videos on the same page as the AI Overview. We checked 120,693 of those videos: which ones did the AI Overview pick? On average, 1 in 3.

By video length



By video age



Other signals

38% vs 29%

1st video shown on the page vs 3rd: earlier spots get picked more

30% vs 34%

with chapters vs without: chapters gave no lift

EXAMPLE

A 6-minute video is picked 37% of the time, a 40-second clip 24%. A 2-month-old video 37%, a 5-day-old one 19%.

WHAT WE LEARNED

5 to 8 minute videos are 56% more likely to be picked than under-1-minute ones. 1 to 3 month-old videos are 2× a week-old one.

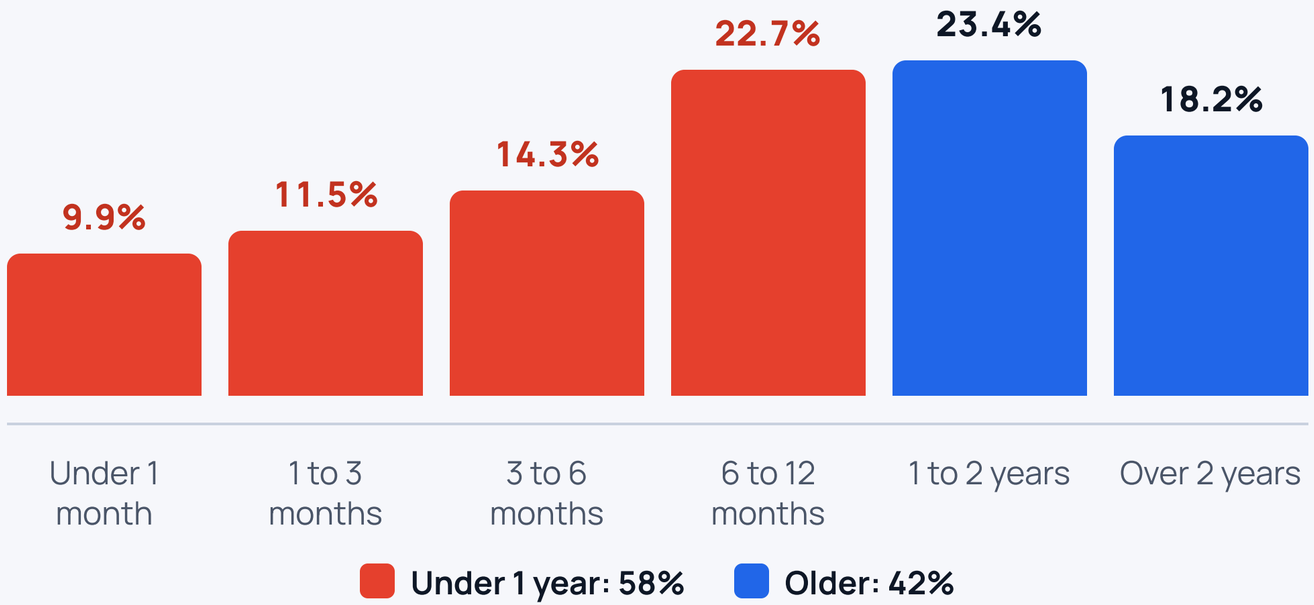
WHAT YOU CAN DO

Aim for 5 to 15 minutes. Publish early, before the moment you need the video to be cited.

FINDING 12 · VIDEO AGE AT THE TIME IT WAS CITED

Fresh beats famous: most cited videos are under a year old

Share of all YouTube citations, by how old the video was on the day Google cited it



58%

of YouTube citations go to videos less than a year old (103,044 of 176,388)

74%

of cited videos came out in 2025 or 2026 (16,708 videos)

EXAMPLE

A “2026 guide” video posted in spring is cited all year; the 2023 version slowly drops out.

WHAT WE LEARNED

Google prefers up-to-date videos. Older ones still count, but less.

WHAT YOU CAN DO

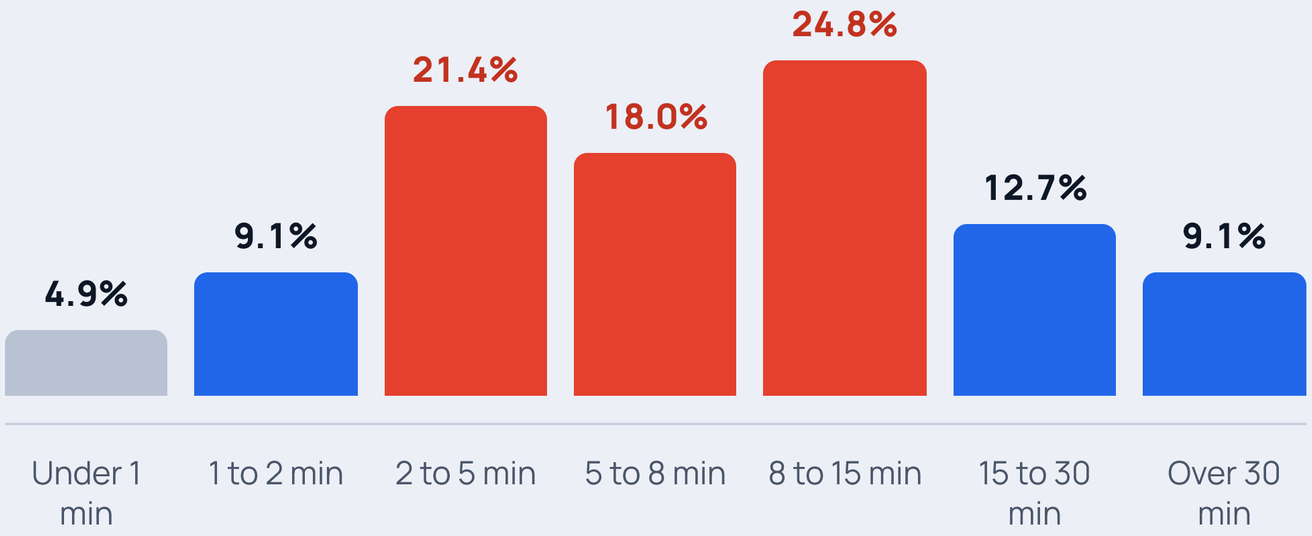
Re-record your most important videos once a year, and keep the title current.

Based on 147,017 Google AI Overviews, Aug to Nov 2026

FINDING 13 · WHAT GOOGLE ACTUALLY READS

Google reads the words, and links to the exact second

Left: share of YouTube citations by the video's real length (7,745 cited videos whose length Google showed)



45%

of YouTube citations jump to an exact second of the video (82,215)

94.7%

of cited videos have a transcript (22,399 of 23,659); the typical one is 1,123 words

14%

of YouTube citations are Shorts (25,853); 86% are regular videos

EXAMPLE

You say "The best way to cut costs is…" at 2:41. Google's answer links straight to 2:41.

WHAT WE LEARNED

Google treats the transcript like a web page. Clear spoken answers get quoted.

WHAT YOU CAN DO

Say the question out loud, then answer it in one or two plain sentences.

FINDING 14 · WHO GETS CITED

A long tail of small creators, not a few big ones

11,311

different YouTube channels were cited, about 2 videos each

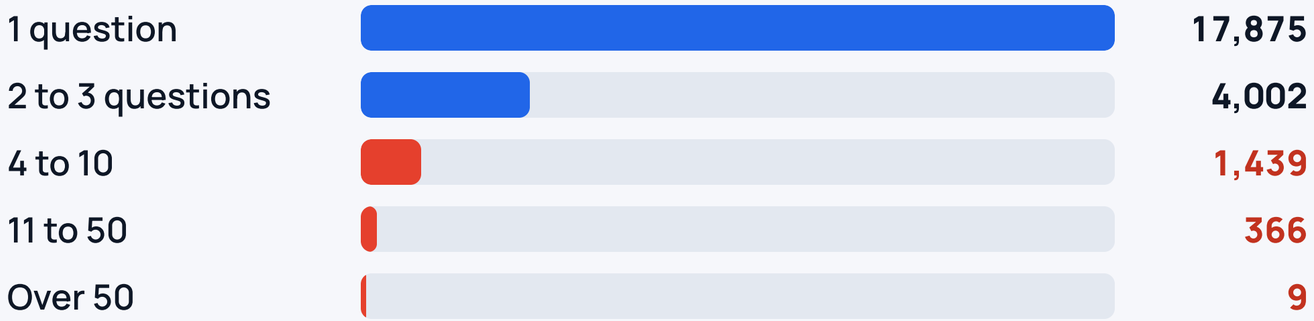
70%

of those channels had just one cited video (7,929)

9.1%

of citations went to the 10 most-cited channels combined; the top 1% of channels get 31.8%

Videos, by how many different questions cite them



EXAMPLE

One clear 8-minute explainer can be cited for 10 or more related questions at once.

WHAT WE LEARNED

No one owns YouTube in AI answers. 7 in 10 cited channels had just one video picked.

WHAT YOU CAN DO

A brand channel with a handful of focused videos can join the list. Start with your top 10 questions.

Based on 147,017 Google AI Overviews, Aug to Nov 2026

HONEST LIMITS · WHAT THIS STUDY CAN AND CAN'T SAY

What we measured, and what comes next

Measured for every cited video

- Views
- Publish date and age
- Real length
- Channel
- Full transcript
- Exact second cited
- Shorts or long video
- Chapters

Not measured yet: next study

- Likes
- Comment count
- Channel subscribers
- Channel age
- Reddit upvotes
- More countries

> Views were counted on the day we read each video. The UK numbers come from one industry only.

EXAMPLE

We know a cited video had 800 views. We don't yet know if it had 3 comments or 300.

WHAT WE LEARNED

Views don't predict citations. Whether likes, comments or channel age do is still open.

WHAT YOU CAN DO

Follow 1000aioverviews.com for the next study on engagement and channel age.

CASE STUDY · AI-GENERATED VIDEOS · OUR OWN FIELDCAMP DATA

Does Google cite AI-generated videos? We tested it on our own brand.

FieldCamp (fieldcamp.ai) is our own field-service software. We tracked its buyers' questions in Google from September 23 to November 19, 2026, and read every YouTube video the AI Overviews cited.

12,177
Google AI Overviews collected (96% of 12,645 searches)

49%
of them cite a YouTube video (5,959)

1,757
cited videos, 100% read in full: views, channel, date, length

62
of them labelled AI-made by YouTube (3.5% of cited videos)

> AI-made means YouTube's "altered or synthetic content" label, which creators set themselves. Unlabelled AI videos count as human here, so the AI numbers are a minimum.

> The question we wanted answered: if someone uploads hundreds of AI-generated videos, will Google still put them in its AI Overviews?

CASE STUDY 1 · DOES GOOGLE CITE AI-MADE VIDEOS?

Yes. Google cites AI-made videos, even tiny new ones.

250

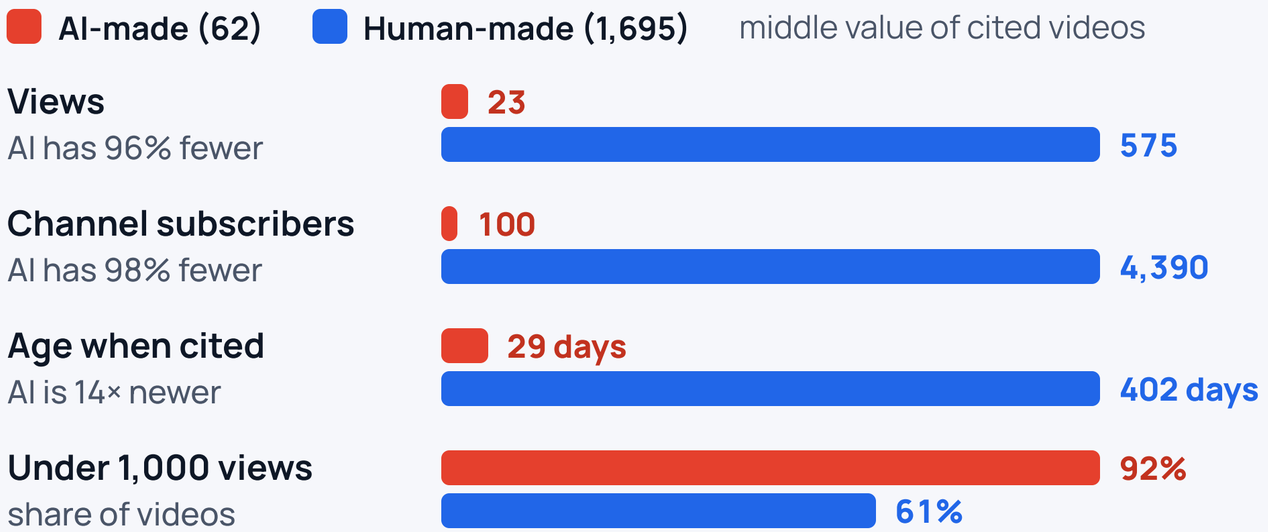
AI Overviews cited an AI-made video: 2.1% of all, 4.2% of those citing YouTube

62

AI-made videos from 46 channels, cited 256 times (2.1% of YouTube citations)

48%

of them were cited more than once (30 videos); one was cited in 44 AI Overviews



Length is the same: about 6 minutes for both (6:02 AI, 6:20 human).

EXAMPLE

A “6 tools compared” AI video with 74 views, from a channel with 1 subscriber, was cited in 44 AI Overviews for 13 different searches.

WHAT WE LEARNED

AI-made videos get in when they are new and exactly on the question. Views and subscribers are not the gate.

WHAT IT MEANS

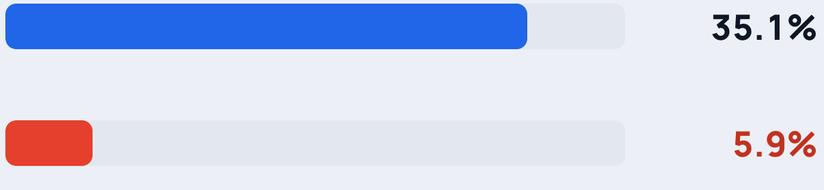
Google does not block AI-made videos. 46 different channels got one cited in 8 weeks.

CASE STUDY 2 · THE FAIR TEST: WHEN GOOGLE HAS A CHOICE

Given a choice, Google picks an AI-made video 6× less often

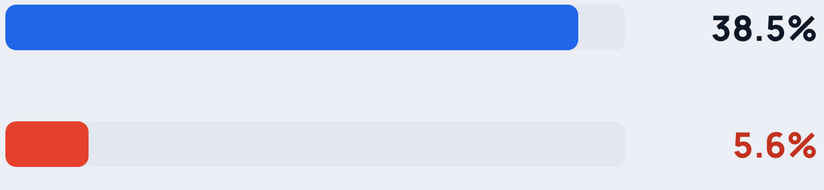
Google often shows videos next to the AI Overview. Which ones did the AI answer itself pick?

Picked by the AI Overview, out of times shown



Same test, small and new videos only

Under 1,000 views, channel under 1,000 subscribers, under 90 days old



6×

fewer picks for AI-made videos: about 1 in 17, against 1 in 3 for human-made

7×

fewer, even against human videos just as small and new. It is not views or age.

34% vs 6%

videos under 100 views: human-made vs AI-made

EXAMPLE

One AI channel's 2 videos were shown 78 times. The AI answer picked them once (1.3%).

WHAT WE LEARNED

Tiny, new human videos still get picked 38% of the time. The AI label goes with an 83% drop.

WHAT IT MEANS

An AI-made video gets in front of Google, but loses most head-to-head picks.

CASE STUDY 3 · FIELDCAMP'S OWN YOUTUBE CHANNEL

A 90-subscriber channel, cited in 612 AI Overviews

41

FieldCamp videos cited, 741 times in all, most with under 100 views

10.3%

of FieldCamp AI Overviews that cite YouTube cite a FieldCamp video (612 of 5,959)

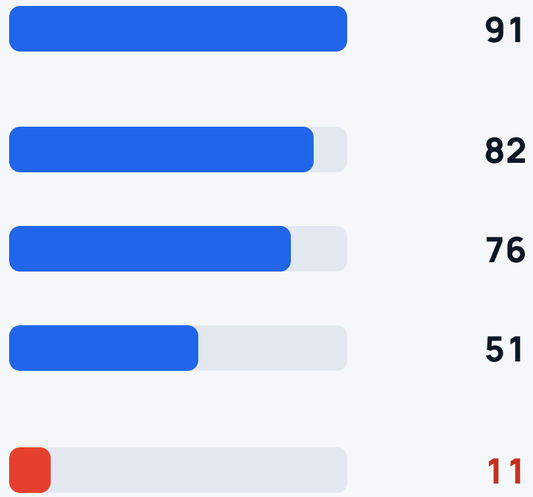
51% vs 35%

picked when shown: FieldCamp's human-made videos (255 of 497) vs all human-made videos

1 of 5

picked when shown: FieldCamp's 3 AI-labelled videos (cited 22 times in all)

FieldCamp's most-cited videos



EXAMPLE

A 303-view, 15-minute dispatching walkthrough is cited in 91 AI Overviews.

WHAT WE LEARNED

Focused, human-made product videos from a small channel were picked 51% of times shown.

WHAT YOU CAN DO

Make one focused video per buyer question, with a real person showing the real product.

CASE STUDY · WHAT IT MEANS

If you upload 1,000 AI-generated videos, will Google cite them?

Some will get in

256

citations went to 62 AI-made videos, many with under 100 views. Google does not block them.

Each one has worse odds

6×

fewer picks when shown: 5.9% for AI-made vs 35.1% for human-made, and 5.6% vs 38.5% against equally small, new videos.

Volume does not fix it

12.5%

The best AI channel: 6 videos shown 72 times, picked 9 times. FieldCamp's 38 human-made videos: picked 51% of the time.

Our advice: use AI to plan, script and edit, but put a real person and the real product on screen.

Limits: one brand and its field-service questions, 8 weeks of data. YouTube's AI label is set by creators, so some AI videos look human here. 304 head-to-head showings of 36 AI-labelled videos. A strong sign, not proof of why.

WHAT THIS MEANS · THE PLAYBOOK

Six rules for getting into Google’s AI answer

01 · ANSWER OUT LOUD

One question per section, answered in plain words

45% of video citations link to the exact second the answer is spoken.

02 · VIEWS ARE OPTIONAL

Publish even if nobody watches yet

56% of citations go to videos under 1,000 views, and they rank as high as big ones.

03 · 5 TO 15 MINUTES

Not a 30-second clip, not a 1-hour webinar

5 to 15 minute videos were picked 36 to 37% of the time, under 1 minute only 24%.

04 · PUBLISH EARLY, REFRESH YEARLY

Give it a few weeks, keep it under a year old

Week-old videos were picked 19% of the time, 1 to 3 month-old ones 37%.

05 · EVERY STAGE

Make buying-stage videos too

45% of ready-to-buy AI answers still cite YouTube: pricing, setup, demos.

06 · VIDEO FIRST, REDDIT FOR SWITCHERS

Give each key page a video twin

YouTube is in 54% of answers. Reddit leads only on “alternatives to” questions.

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1000aioverviews.com

TURN THIS STUDY INTO VIDEOS · FOUR ANGLES

Four short videos this data can carry on its own

VIDEO 1 · 60-SECOND SHORT

“Google picked the 500-view video over the viral one”

Hook on the views chart. Proof: 56% of citations go to videos under 1K views. End: “Google wants answers, not audiences.”

VIDEO 2 · 90-SECOND SHORT

“YouTube vs Reddit: who does Google’s AI trust?”

Race the two bars: 54% vs 18.5%. Twist: Reddit wins “alternatives to” questions. End: “Video first, Reddit for switchers.”

VIDEO 3 · 6-MINUTE EXPLAINER

“Google quotes the exact second of your video”

Show a citation jumping to a timestamp. Proof: 45% of YouTube links do. Teach the question-then-answer format.

VIDEO 4 · 10-MINUTE DEEP DIVE

“The perfect video for AI search, by the numbers”

Length 5 to 15 min, a few weeks old, clear spoken answers, every funnel stage. End with the six-rule playbook.

FoxCue

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You know which videos to make. Make them faster.

The video OS for SaaS, with you on camera.

FoxCue turns the pages you already have (your site, blog and docs) into on-camera videos. It is built for exactly what this study shows Google cites: clear spoken answers, one topic per video.

1 · Script
Written from your own pages, so every answer is accurate.

2 · Record
A built-in teleprompter keeps you on the answer.

3 · Edit
AI makes the first cut; you review it cut by cut.

Try it at foxcue.com Give every key page a video twin, far faster than starting from a blank page.

1k 1000AIOverviews

Where does your brand stand in Google's AI answers?

We track the Google AI Overviews for your buyers' questions and show which pages, videos and Reddit threads Google links to, where you are missing, and what to make next.

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