

What an Analysis of 8,000 Press Releases Reveals About AI Visibility

How long does it take for your press release to get cited in LLMs? We analyzed 8,000 GlobeNewswire releases* and charted time to first and second citations across both ChatGPT and Claude.



Biggest takeaway? Speed to visibility. Citations in hours, not days. Data that proves one of the core tenets of press release value: visibility.

Your press releases are key inputs for AI-generated answers. This new data shows how and when AI models discover, prioritize, and cite your news.

Here’s what you need to know to stay visible.

Press Releases Are Now AI Visibility Engines



99.3%

of analyzed releases were cited by ChatGPT or Claude.

SO WHAT?

Your release is no longer just a media announcement. It is a source asset for answer engines.

PR STRATEGY

Treat every release as content that must be easy for journalists, stakeholders, and AI systems to find, read, trust, and cite.

SOAR AI VISIBILITY SIGNALS

AUTHORITY + STRUCTURE

Not All AI Models Treat Press Releases the Same

Leading LLMs prioritized press releases as cited sources in this order:

1. ChatGPT
2. Apple Intelligence
3. Perplexity
4. Claude
5. Google Gemini & Notebook

SO WHAT?

AI visibility is not one-size-fits-all. Different answer engines select and cite sources differently.

PR STRATEGY

Track citation performance by model, not just in aggregate. Use those differences to refine distribution, timing, and content structure.

SOAR AI VISIBILITY SIGNALS

STRUCTURE + RECENCY

Press Releases Send a Strong Authority Signal

2x

Owned content was 2x more likely to be cited in the first 30 days when supported by a press release.



SO WHAT?

Your newsroom, blog, or campaign page performs better when it is reinforced by an official release.

PR STRATEGY

Use releases to validate owned content and connect the dots across your content ecosystem.

SOAR AI VISIBILITY SIGNAL

AUTHORITY

Press Releases Can Move Fast in AI Search



average time to first AI citation



median time to first AI citation

SO WHAT?

AI visibility can begin the same day you publish. Early discovery matters.

PR STRATEGY

Make sure the release is complete, structured, and campaign-ready at launch. Do not wait to add key facts, links, quotes, or context later.

SOAR AI VISIBILITY SIGNALS

RECENCY + STRUCTURE

AI Attention Is Front-Loaded

17%

of all AI citations happened in the first 24 hours.

Only 5%

of releases had no citations after the first 5 days.

SO WHAT?

The first few days after publication are critical. That is when AI systems are most likely to start forming an answer around your news.

PR STRATEGY

Plan launch-day amplification, newsroom updates, executive posts, media outreach, and supporting content before the release goes live.

SOAR AI VISIBILITY SIGNAL

RECENCY

Early Momentum Predicts Long-Term Visibility



15x

Releases cited in the first 24 hours averaged 15x more citations over 30 days than releases with no Day 1 citations.

SO WHAT?

Day 1 visibility is not just a spike. It is a leading indicator.

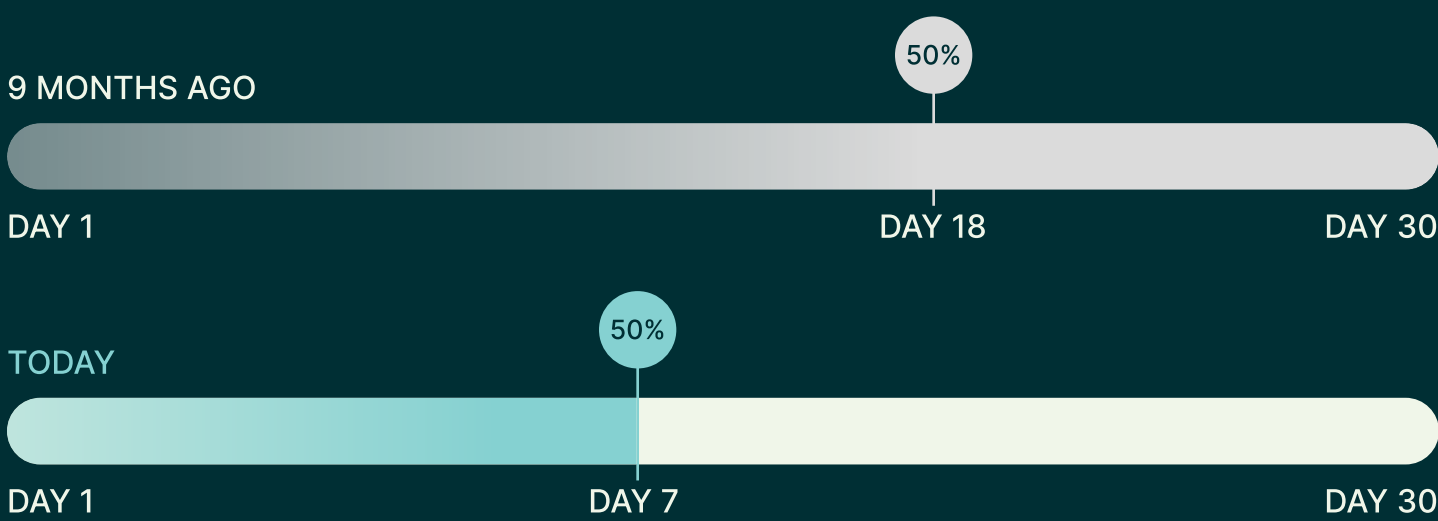
PR STRATEGY

Monitor AI citations in the first 24 hours and respond quickly. If your release is not being picked up, strengthen supporting pages, social signals, FAQs, and owned content links.

SOAR AI VISIBILITY SIGNALS

RECENCY + AUTHORITY

AI Models Are Favoring Fresher Sources



50% of all citations happen by Day 7. Nine months ago, that midpoint was Day 18.

SO WHAT?

The AI citation window is getting shorter. Freshness is becoming a competitive advantage.

PR STRATEGY

Build faster content cycles around major announcements. Publish follow-up context, FAQs, executive commentary, and supporting data within the first week.

SOAR AI VISIBILITY SIGNAL

RECENCY

Morning Publishing Has a Slight Edge

5%

Releases published before 12 p.m. generated about 5% more citations in the first 30 days.



SO WHAT?

Timing will not save weak content, but it can improve strong content's odds of being discovered early.

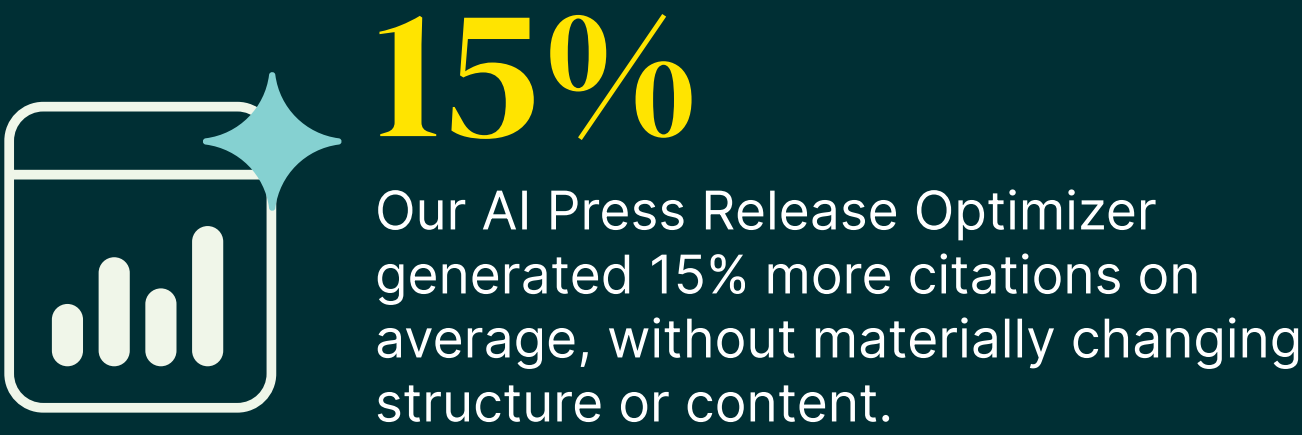
PR STRATEGY

When possible, publish early enough for same-day indexing, media pickup, stakeholder sharing, and AI discovery.

SOAR AI VISIBILITY SIGNAL

RECENCY

Small Optimizations Can Create Measurable Lift

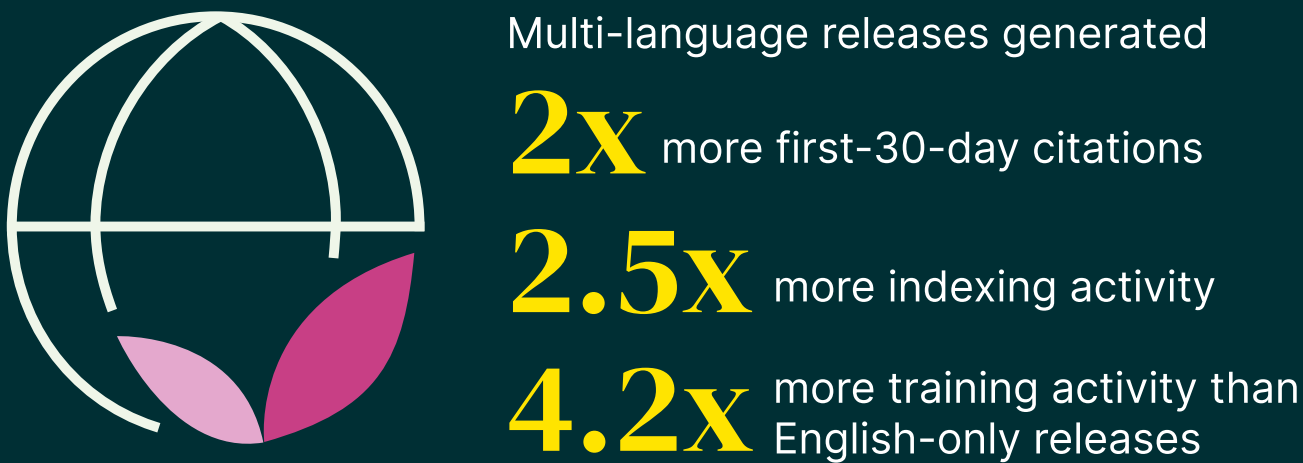


SO WHAT?
AI visibility does not always require a full rewrite. Sometimes it comes from clearer signals.

PR STRATEGY
Before publishing, check whether the release is specific, quotable, structured, and easy to extract.

SOAR AI VISIBILITY SIGNALS **STRUCTURE + ORIGINALITY + AUTHORITY**

Translation Can Double AI Visibility



SO WHAT?
Language expansion does more than localize your message. It can expand your AI footprint.

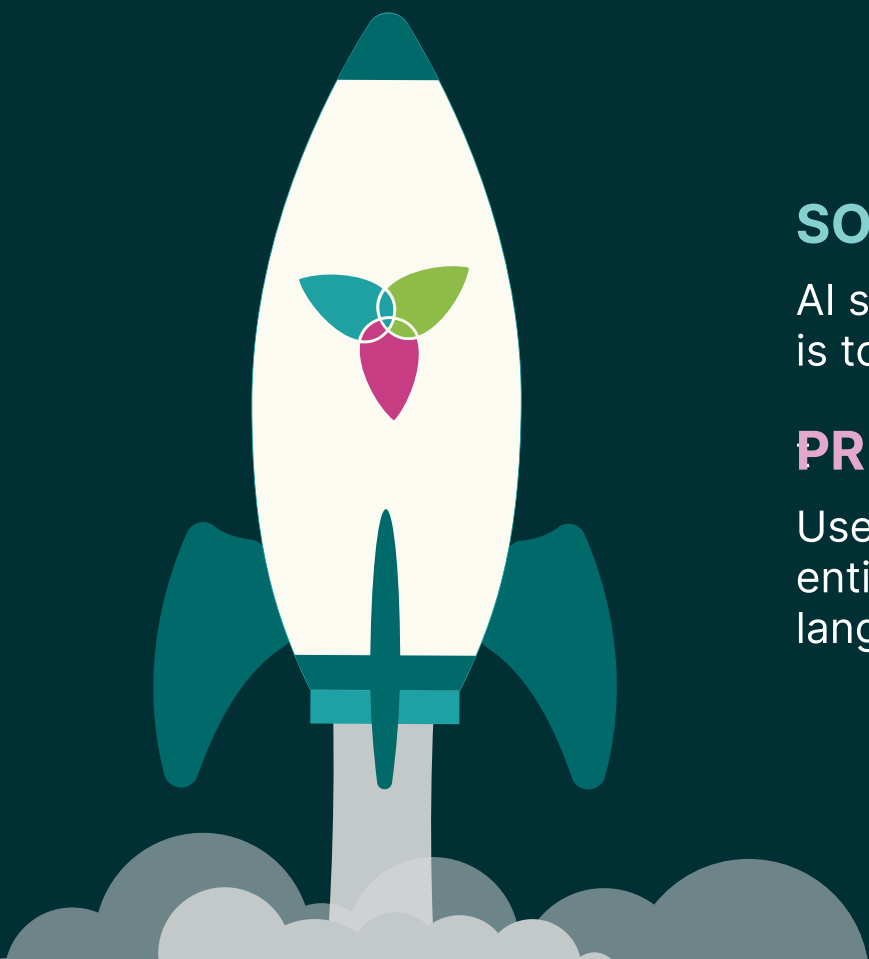
PR STRATEGY
For global announcements, plan translation as part of the launch strategy, not as an afterthought.

SOAR AI VISIBILITY SIGNALS **AUTHORITY + RECENCY**

Structure Is the Biggest Visibility Lever

Within the **SOAR** Content Framework, Structure was the single biggest determinant of visibility.

2.6x Content optimized for Structure generated 2.6x more citations on average.

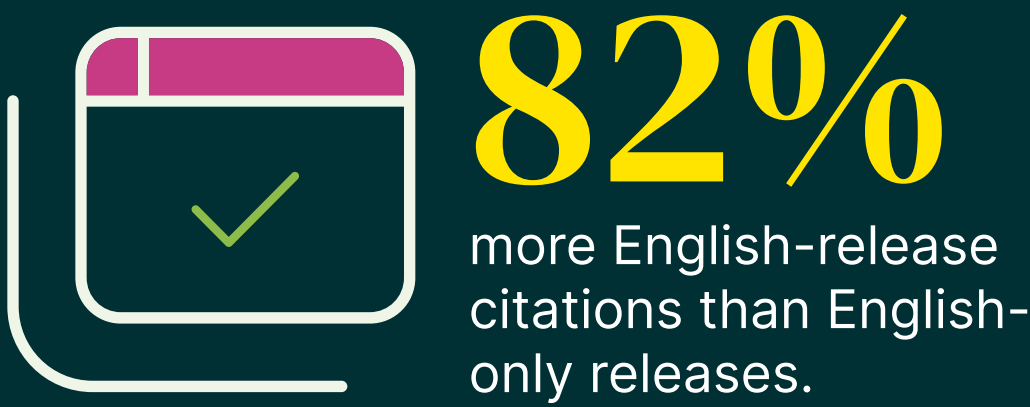


SO WHAT?
AI systems reward clarity. The easier your release is to parse, the easier it is to cite.

PR STRATEGY
Use clear headlines, key facts, dates, named entities, consistent sections, schema, and direct language.

SOAR AI VISIBILITY SIGNAL **STRUCTURE**

Multi-Language Releases Can Strengthen the English Version



SO WHAT?
A broader international footprint may reinforce the canonical English announcement.

PR STRATEGY
Connect translated releases back to the official English version and keep messaging consistent across markets.



SOAR AI VISIBILITY SIGNALS **AUTHORITY + STRUCTURE**

Wrap-Up and Resources

 The question for PR & comms teams isn't just, *"Who saw my release?"* It's also, *"Will AI cite it, trust it, and use it to shape the answer?"*



SOAR Content Framework™: Structure, Originality, Authority, and Recency. Notified's proprietary content optimization framework helps you structure your press releases, so they are easily read, cited, and recommended by AI search engines.



AI Press Release Optimizer: Guided, explainable AI recommendations that help make your press releases more discoverable, understandable, and citable by AI answer engines. Integrated directly into GlobeNewswire to perfectly fit your workflow.



Want more help with your AI-optimized press releases?

Ready to send a release? [Register with GlobeNewswire](#)
ContactUs@Notified.com and we'll get things started!