

AI Reputation Analysis and Signal Evaluation - Luminate

BRAND AI REPUTATION

Arts, Culture & Entertainment Reputation: Luminate (luminatedata.com)

https://luminatedata.com

Industry: Arts, Culture & Entertainment



REPUTATION LEVEL

ARTS, CULTURE & ENTERTAINMENT

67.5 Avg Reputation

Based on 1884 businesses audited.

HIGHER REPUTATION THAN AVERAGE

Luminate has 7.5 points more reputation than the average for Arts, Culture & Entertainment.

EXPERT VERDICT

Luminate is a high-substance data authority that backs its grandiose claims with specific metrics and verifiable industry partnerships. The small amount of bullshit detected stems from unverified internal review counts and standard corporate value jargon. It is the rare site where the trillion-point data claims actually feel earned rather than fabricated.

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INFO DENSITY

Power-words vs. Substance ratio.

21

70% Reputation

The site exhibits a high substance-to-fluff ratio, particularly in the body text where it cites specific figures such as 23 trillion data points, 1.5 million talent profiles, and 30 trillion data points for film/TV. While headings like Unleashing entertainment?s essential data and Answers beyond the numbers utilize power words, they are consistently anchored by specific nouns and measurable units (ISRCs, daily streams, 50 genres). Repetition of the essential data value proposition occurs across all four pages, but it is supported by new contextual details in each instance (e.g., streaming viewership beta on the homepage vs. Quansic acquisition on the music page).

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

19

95% Reputation

There is virtually zero semantic drift between the homepage signal and sub-page substance. The H1 promise of unleashing essential data is immediately quantified on the Music sub-page through descriptions of 500+ authorized data partners and the integration of Billboard Charts. The About page provides a forensic timeline of the company's evolution from SoundScan (1991) to the 2022 Luminate rebrand, proving the homepage's claim of having an unrivaled legacy is historically grounded.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

12

60% Reputation

DIAGNOSIS: TRUST THEATRE

The site triggers trust theatre flags because it displays review_counts (4 on homepage, 3 on sub-pages) while maintaining a proof_links_count of 0 across all audited pages. These reviews appear as internal metrics without external verification paths or links to third-party platforms like G2 or Trustpilot. However, this is partially offset by the high-visibility logo soup of massive entities like Disney, Sony Pictures, and Apple, which serve as heavy, albeit unlinked, social proof.

EVIDENCE: PROOF DENSITY

The proof density is exceptionally high for the B2B analytics space. Verifiable evidence points include the Quansic database size (2.5 million ISNIs), the specific market count (48 international markets for music), and the detailed historical timeline from 1990 to 2022. Vague assertions are few, though the site does use some typical marketing filler in the Values section of the About page (e.g., Open the mind, See the way).

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

11

73% Reputation

Luminate avoids the commodity trap by leveraging its unique position as the provider for the Billboard Charts, a claim that would be impossible for a competitor to copy-paste. Cliché density is moderate, with usage of terms like preeminent and expert's lens, but the presence of specific reports (e.g., 2025 Year-End Film & TV Report) differentiates the content from generic data marketing. Template language is minimal, as sections like Our Evolution contain highly specific dates and acquisition history.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

12

80% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is well-established through a named leadership team including CEO Rob Jonas and Chief Data Officer Glenn J. Walker, which is reflected in the schema_json. There is a minor authority gap as these individuals lack direct sameAs links to LinkedIn or external profiles within the structured data provided. Technical credibility is high, evidenced by a clean heading hierarchy and sophisticated Organization schema that correctly identifies the brand's history and parent organization links.

EVIDENCE: PERFORMANCE VS. CLAIMS

There is a strong connection between marketing claims and demonstrated capabilities. The claim of being the industry's trusted source is backed by the mention of powering the Billboard Charts for over 30 years and the recent acquisition of Quansic. Unlike most BS-heavy sites, Luminate identifies the specific sources of its data (500 authorized partners, retail, and airplay) rather than relying on vague proprietary algorithm claims.

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INDUSTRY MATCH & SCORE SUMMARY

Arts, Culture & Entertainment Reputation: Luminate (luminatedata.com)

Reputation: 75 / 100

INDUSTRY CLASSIFICATION

The site strongly matches the Arts, Culture & Entertainment industry, specifically positioning itself as a B2B data and analytics provider for music, film, and television. The content emphasizes verified metrics, industry-standard charts like Billboard, and metadata tracking, confirming its role as a high-authority intelligence hub.

"The score of 75 is driven primarily by Trust Theatre (8 points) due to unlinked reviews and Information Density (9 points) due to some power-word saturation in H2 headings. The site scored exceptionally low in Semantic Coherence (1) and Identity (3), indicating a highly honest and technically sound digital presence."

ANALYSIS DISCLOSURE & SOURCE ATTRIBUTION

This analysis is part of a non-adversarial audit conducted by 1 Euro SEO. The results are intended as professional feedback to help improve any website's machine-readability and authority signals. The evaluation is free, and any company can request a fresh audit at any time.

Any company can use the insights for free and improve its voice. When a company has updated its content, it can always submit a new audit request, which will be reflected in a new current score.

You are encouraged to visit the live site at <https://luminatedata.com> to view the most current version of its content and see directly what this company is about and what it offers.

Verified Analysis Date: May 25, 2026

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