

# AI Reputation Analysis and Signal Evaluation - MUBI

## BRAND AI REPUTATION

### Arts, Culture & Entertainment Reputation: MUBI (mubi.com)

https://mubi.com

Industry: Arts, Culture & Entertainment



## ARTS, CULTURE & ENTERTAINMENT

### 67.5 Avg Reputation

Based on 1884 businesses audited.

REPUTATION LEVEL

#### LOWER REPUTATION THAN AVERAGE

MUBI has 5.5 points less reputation than the average for Arts, Culture & Entertainment.

## EXPERT VERDICT

MUBI balances high-minded curatorial claims with specific, non-commodity deliverables like physical magazines and cinema tickets that differentiate it from generic streamers. However, it suffers from a technical identity gap where massive review counts lack verification paths and the site's metadata implementation feels neglected compared to its visual aesthetic. The result is a platform that offers genuine substance but protects it behind an opaque and introverted trust loop.

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## INFO DENSITY

Power-words vs. Substance ratio.

20

67% Reputation

The site maintains a relatively low fluff saturation in its headings, although the H1 contains a significant technical stutter with cinemacinema. Substance is localized in specific nouns such as Notebook magazine and named artists like Daniel Roher, though these are occasionally outweighed by generic promises of the greatest ever directors. The ratio of fluff to specifics is moderate, saved primarily by the inclusion of MUBI GO and its specific weekly cinema ticket value proposition. Specificity is further demonstrated by concrete durations like the 7 day trial and defined legal jurisdictions in the Terms of Service.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

16

80% Reputation

The homepage promise of a curated cinema experience aligns well with the technical services and subscription models outlined in the Terms and Conditions. There is no significant drift between the H1 signal and the sub-page substance, as both focus on a model of streaming and theatrical access. The cross-page messaging remains consistent in its target audience of film enthusiasts, with no pricing contradictions observed between the trial offer and the billing terms. Minor drift is only found in the grandiose claim of everywhere's best cinema, which the sub-pages treat as a standard licensed content library subject to geographic limitations.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

20

100% Reputation

### DIAGNOSIS: TRUST THEATRE

Despite a high review\_count of 205 on the homepage, there is only 1 verifiable proof link across the sampled pages, suggesting a trust theatre pattern. Reviews are presented as a numeric metric without a clear path to external validation or third-party platforms. Performance claims regarding curated content quality remain largely subjective and internal to the MUBI ecosystem, lacking external critical citations within the analyzed text blocks.

### EVIDENCE: PROOF DENSITY

The proof density is moderate, anchored by specific product mentions like the MUBI GO ticket and physical magazine editions. However, these are frequently surrounded by vague assertions of cultural significance and world-class content curation. For every specific film or director named, there are multiple claims of voices and visionaries from all over the globe that remain unnamed and unverifiable within the crawled text.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

10

67% Reputation

The site successfully avoids standard industry cliches like immersive experience or artistic excellence, opting instead for curation-focused language like curated by film lovers. Its value proposition is highly unique for the industry, specifically with the integration of MUBI GO and Notebook magazine, making it difficult to copy-paste onto generic competitors. Template language is minimal, restricted mostly to standard account management and legal headers, while the fingerprints of a generic streaming template are largely absent in favor of a content-first layout.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

4

27% Reputation

### DIAGNOSIS: AUTHORITY GAPS

A critical gap exists between the brand's positioning and its technical identity, marked by a complete absence of structured schema data in the provided evidence. While a specific director, Daniel Roher, is named, there is no Person schema or sameAs linking to establish digital authority for the curators or contributors. The broken H1 heading hierarchy and the text stutter further undermine the site's claim to a premium, professionally curated experience.

### EVIDENCE: PERFORMANCE VS. CLAIMS

MUBI makes bold claims about providing transformative films and the greatest cinema without providing external case studies or attendance metrics. While the Notebook magazine serves as a tangible artifact of authority, the site relies heavily on the user's inherent trust in their manual curation process. The disconnect is most visible in the high review counts that lack a transparent methodology, source, or verification link.

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## INDUSTRY MATCH & SCORE SUMMARY

Arts, Culture & Entertainment Reputation: MUBI (mubi.com)

Reputation: 62 / 100

### INDUSTRY CLASSIFICATION

The content clearly confirms the Arts, Culture & Entertainment classification, specifically focusing on curated cinema and film journalism. Mentions of independent directors, film magazines, and cinema ticket perks like MUBI GO are highly specific to this industry vertical and demonstrate a strong alignment with the category.

*"The score of 62 is driven primarily by the Identity and Authority pillar due to the total absence of schema and minor technical errors in headings. Trust and Proof also contributed to the score because of the disconnect between review counts and verifiable proof paths. Information Density and Commodity Fingerprint scores are low, reflecting the site's genuine differentiation and use of specific product deliverables like MUBI GO."*

### 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://mubi.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 29, 2026

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