

# AI Reputation Analysis and Signal Evaluation - Sky Sports

## BRAND AI REPUTATION

### Media, News & Publishing Reputation: Sky Sports (skysports.com)

<https://skysports.com>

Industry: Media, News & Publishing



REPUTATION LEVEL

## MEDIA, NEWS & PUBLISHING

### 65.3 Avg Reputation

Based on 829 businesses audited.

#### HIGHER REPUTATION THAN AVERAGE

Sky Sports has 27.7 points more reputation than the average for Media, News & Publishing.

## EXPERT VERDICT

This site is a benchmark for low-BS media distribution, substituting marketing narratives for raw information density and real-time data. It functions as a high-utility tool for sports fans where substance is the product, not a wrapper for a service. The only 'fluff' resides in transactional cross-promotion for gambling and betting services.

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## INFO DENSITY

Power-words vs. Substance ratio.

27

90% Reputation

Information density is exceptionally high, with a negligible ratio of marketing fluff to specific nouns. Headings such as US Open: McIlroy, Scheffler chasing Clark and Arsenal kick off 2026/27 Premier League season vs Coventry provide immediate substance. Concept repetition is limited primarily to transactional calls-to-action such as Upgrade to Sky Sports, which appear across all sub-pages but do not dilute the editorial news content.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero semantic drift between the homepage signal and sub-page substance. The H1 Sky Sports Homepage leads into a high-utility interface where the primary promise of live coverage is immediately validated on sub-pages like /football/ and /golf/ via real-time scoreboards and live blogs. The messaging remains consistent, focusing on event-based reporting rather than vague value propositions.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

19

95% Reputation

### DIAGNOSIS: TRUST THEATRE

Trust theatre is non-existent as the site relies on the inherent proof of live data rather than verified reviews. While `review_count` is technically present in metadata (ranging from 4 to 8), these are not used as the primary trust signal; instead, the site uses `proof_links_count` for verified news sources and real-time event markers. No evidence was found of reviews being used as theatre to mask a lack of content.

### EVIDENCE: PROOF DENSITY

The ratio of verifiable evidence to assertions is among the highest measured. For every generic claim of coverage, there are dozens of specific data points including player statistics, match scores (e.g., Mexico 1 - 0 Korea Republic), and transfer fee specifics (Van Hecke for £52m). The presence of live event markers functions as ongoing real-time proof.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

12

80% Reputation

The site uses standard industry template fingerprints such as Latest News and Watch, but avoids the typical marketing cliches of the journalism sector like the news reimagined. While the meta description claims the best live coverage, the site differentiates itself through exclusive broadcasting rights and specific punditry (Adam Bate, Nasser Hussain). Commodity language is restricted to standard navigational UI.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

15

100% Reputation

### DIAGNOSIS: AUTHORITY GAPS

Authority is robustly supported by detailed `schema_json`, including specific founder information (Rupert Murdoch), founding date (1989), and verified sameAs links to multiple social platforms. Named experts like Kris Boyd and Nasser Hussain are integrated into the content hierarchy, and their expertise is demonstrated through specific analytical headings rather than generic bios. There are no technical credibility gaps; the technical implementation of JSON-LD is professional and thorough.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes bold claims regarding live coverage which it immediately demonstrates through real-time score updates for matches occurring on June 19, 2026. There is no disconnect between the marketing tone and the delivered product; the site acts as a live utility. Performance claims are verified by the sheer volume of specific, time-stamped news data provided.

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## INDUSTRY MATCH & SCORE SUMMARY

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**Media, News & Publishing Reputation: Sky Sports (skysports.com)**

**Reputation: 93 / 100**

### INDUSTRY CLASSIFICATION

The website perfectly aligns with the Media, News & Publishing category, specifically sports broadcasting. The content is dominated by real-time scores, named athletes, and journalistic reporting that matches the industry standards for high-frequency news cycles.

*"The score of 93 is driven primarily by minor industry clichés and repetitive transactional calls-to-action (Upgrade, Sign Up). The site achieved 0 points (perfect score) in Semantic Coherence and Identity/Authority due to its flawless technical and content alignment. Information density and Trust/Proof scores are near-perfect, reflecting a site that leads with substance."*

### 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://skysports.com> to view the most current version of its content and see directly what this company is about and what it offers.

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Verified Analysis Date: June 19, 2026

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