

AI Reputation Analysis and Signal Evaluation - Vivendi

BRAND AI REPUTATION

Media, News & Publishing Reputation: Vivendi (vivendi.com)

https://vivendi.com

Industry: Media, News & Publishing



MEDIA, NEWS & PUBLISHING

65.3 Avg Reputation

Based on 829 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Vivendi has 5.7 points more reputation than the average for Media, News & Publishing.

EXPERT VERDICT

Vivendi exhibits a professional-grade signal-to-substance ratio, using high-level branding as a wrapper for dense financial and legal reporting. The BS score is primarily driven by technical schema omissions and abstract ESG headings rather than actual deception.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

21

70% Reputation

The Information Density is high, with a Body Substance Ratio that favors specific data over fluff. While the H1 'Creation unlimited' is pure power-word marketing, the body text immediately grounds this with exact ownership percentages (e.g., 'Universal Music Group, 9,91 %', 'Banijay, 19,17 %'). Specific legal and tax references, such as 'article 120, 3 du Code général des impôts', provide technical weight rarely seen in high-BS sites.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

Semantic drift is minimal. The homepage promises a 'strategic world position' in media, and the sub-pages deliver the structural evidence of this through the 'Scission du groupe Vivendi' (Group Split) details and AGM 2026 logistics. There is a slight drift in the ESG section where headers like 'inspirer le changement à travers la culture' lean into abstract sentiment, but the presence of hard numbers for GHG reduction (34%) maintains alignment.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

13

65% Reputation

DIAGNOSIS: TRUST THEATRE

The site triggers a trust_theatre_flag because it reports a review_count of 2 without corresponding proof_links_count for those specific entries. However, this is largely neutralized by the high volume of verifiable proof paths, including links to the 'Document d'enregistrement universel 2025' and 'Avis de réunion BALO'. Performance claims like 'leader mondial' are technically unsubstantiated by direct external links on the page but are standard for a holding of this scale.

EVIDENCE: PROOF DENSITY

Proof density is exceptional for a corporate site. Across the 4 pages, there are 8+ instances of hard evidence including specific dates (April 21, 2026), physical addresses (16 rue de Clichy), and percentage-based ownership stakes. The ratio of vague assertions to verifiable corporate data is significantly in favor of substance.

COMMODITY FINGERPRINT

Detection of industry clichés/templates.

11

73% Reputation

The commodity fingerprint is low due to the highly specific nature of the corporate actions described, such as the spin-off of Canal+. While the ESG section uses industry clichés like 'monde plus durable et plus responsable', the core value proposition of a diversified media conglomerate with specific equity stakes is unique and cannot be copy-pasted onto a competitor. Template language is restricted to necessary shareholder sections like 'Publications' and 'Communication'.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

8

53% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is established through legal transparency, yet a gap exists in the structured data. The schema_json provided is limited to generic WebSite and WebPage types, failing to utilize Organization or Person schema to identify the 'Directoire' or 'Conseil de surveillance' members referenced in the text. While the company's authority is historically known, the digital footprint in the metadata doesn't fully reflect its complex corporate hierarchy.

EVIDENCE: PERFORMANCE VS. CLAIMS

There is very little disconnect between marketing tone and demonstrated reality. The 'Creation unlimited' slogan is lofty, but the site provides the 'Slides de présentation' and 'Résultats du scrutin' from the 2026 AGM to prove active governance. The only disconnect is in the visual trust theatre (reviews) which feels out of place for a B2B holding company.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Media, News & Publishing Reputation: Vivendi (vivendi.com)

Reputation: 71 / 100

INDUSTRY CLASSIFICATION

The website aligns strongly with a large-scale Media and Holding entity. While the industry dictionary focuses on newsroom editorial standards, Vivendi's content proves its role as a strategic manager of media

assets through granular financial disclosure and subsidiary management details.

"The score of 71 reflects a 'Low BS' environment. The Information Density (9) and Identity (7) pillars contributed the most to the score due to abstract mission statements and missing organizational schema, while Semantic Coherence (2) was nearly perfect, showing strong alignment between the hero-level promises and the shareholder-level data."

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://vivendi.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 24, 2026

(c) 1EuroSEO Independent Evaluator - Non-Sponsored Result