Dated interpretation correction

AI search visibility: source evidence and two registered analyses

November 3, 2026 (UTC). This notice corrects our interpretation of the historical record. It leaves the published scientific archive intact.

GEO literature correction

We withdraw the earlier quotable-numbers row's “different presentation precision” interpretation as an adopted conclusion. The old row remains in the unverified-numbers ledger as a historical statement under review.

GEO experiment: Aggarwal et al. (KDD 2024) headline a gain of up to 40% in a position-adjusted word-count visibility metric. Treat it as fragile: the ICLR 2024 draft reported 37%, the paper's own five-seed rerun (appendix Table 6) gives 36.9%, and on Perplexity adding citations cut the judged score by 23% (19.0 vs 24.7) while keyword stuffing raised it 14%. It is not a citation, traffic or conversion gain.

We have not recovered the exact ICLR submission for an independent check of the reported 37% headline. That version comparison remains a reported historical claim, not a newly verified result. The percentages concern the cited paper's specified metrics and experiments; they are not new Broadcastwell measurements.

Scope of the related association

The nonsignificant association is limited to the 85 observed company sweeps. It does not establish that a most named company cannot affect a challenger. The original coefficient, p-value, base and DOI 10.5281/zenodo.21586091 remain unchanged.

Canonical report and contact

Canonical report and its 53 original CSV files: 10.5281/zenodo.23804758. The original 80-page PDF, data files and DOI version remain unchanged. The dated authorship notice remains a separate record. We have made no new answer measurement.

For academic data access or a Claim Registry correction, email research@broadcastwell.com.

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