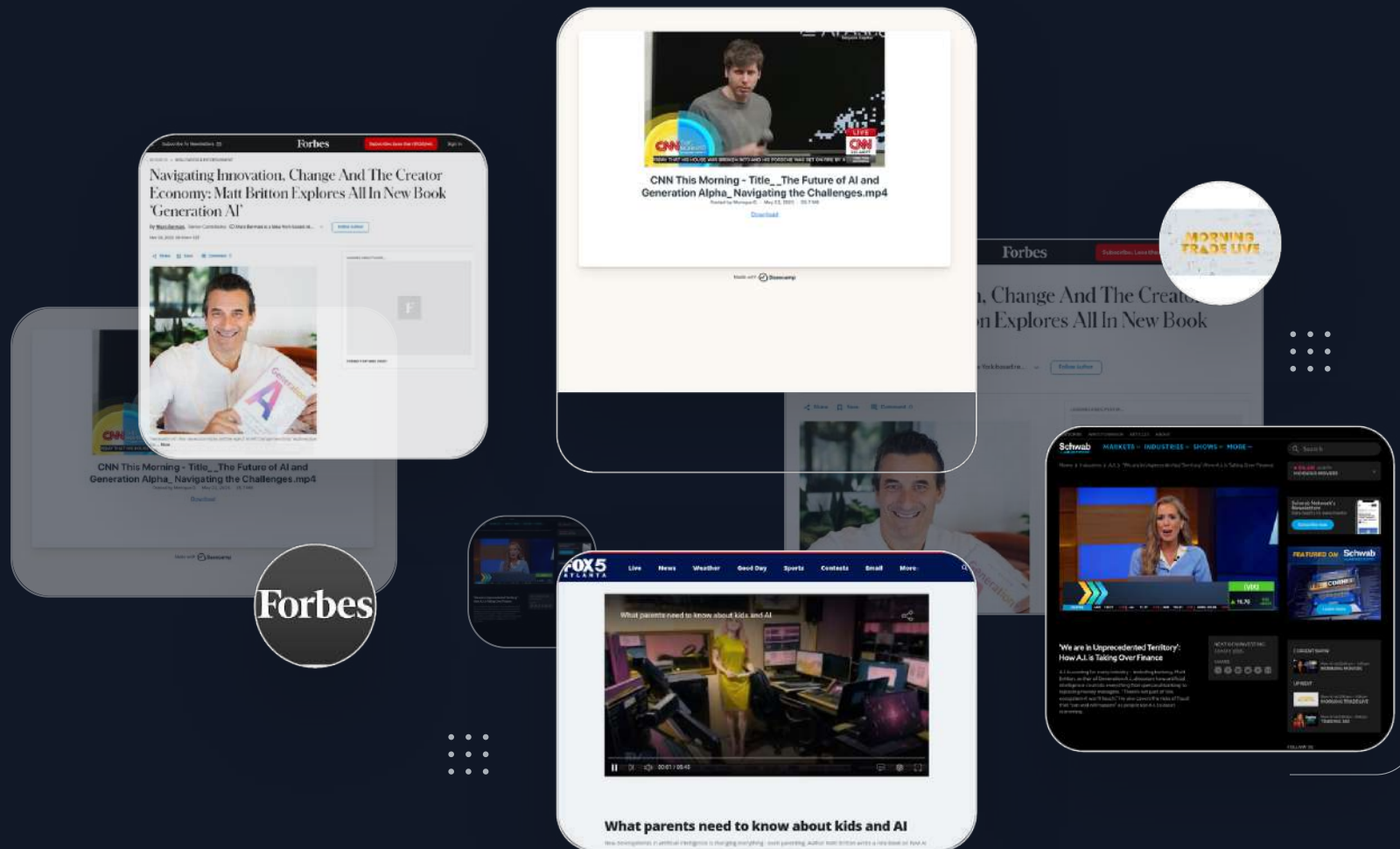




Matt Britton Case Study

- June 2025



Contents

Summary	3
Highlights	5
Basecamp	7
Coverage	21

Summary



26

Pieces of Coverage

Total number of online, offline and social clips in this book



3.17M

Estimated Views

Prediction of lifetime views of coverage, based on audience reach & engagement rate on social



511M

Audience

Combined total of publication-wide audience figures for all outlets featuring coverage



233

Engagements

Combined total of likes, comments and shares on social media platforms



99

Max. Domain Authority

A 0-100 measure of the authority of the site coverage appears on. Provided by Moz





21

Online Pieces




Amount of coverage published on websites, blogs and online outlets


Highlights




CNN This Morning 

CNN This Morning

 210K
  80
  210K










Forbes 

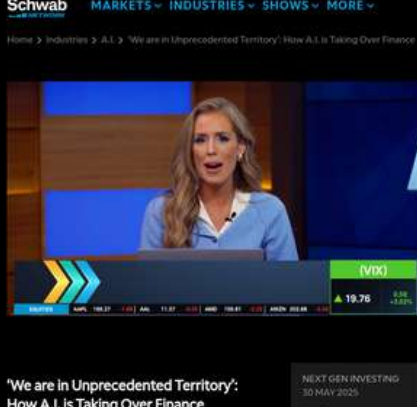
Navigating Innovation, Change And The Creator Economy: Matt Britton Explores All In New Book 'Generation AI'


By Marc Berman, Senior Contributor. Marc Berman is a New York-based re... [Follow Author](#)

May 06, 2023, 05:00pm EDT









 63.2M
  94
  94.9K
  46



Schwab Network 


'We are in Unprecedented Territory': How A.I. is Taking Over Finance | Schwab Network

 61.4K
  46
  5.91K



FOX 5 Atlanta 

What parents need to know about kids and AI

 1.93M
  81
  9.04K

Basecamp

13 pieces

ARC Seattle

ARC Seattle, a news show on the CW channel that focuses on community-centered content.

391

Audience 

March 10, 2025

 TV

ARC Seattle - How Gen Alpha's AI Upbringing is...

public.3.basecamp.com/p/Uptmip33azQk...

Views

391

Total number of views.
User-provided.



KEYT-TV

KEYT-TV (Santa Barbara, CA), NewsChannel 3 broadcasts throughout Santa Barbara, San Luis Obispo and Ventura Counties on KEYT-TV.

170K

Audience ⓘ

February 20, 2025



KEYT-TV Santa Barbara - The impact of AI amongst...

public.3.basecamp.com/p/Uptmip33azQk...



Views

170K

Total number of views.
User-provided.

Domain Authority

67

Domain Authority

WUPA-TV (Atlanta, GA)

Atlanta's CW69 is next-generation television. With some of the most dynamic and buzzworthy shows on network TV, Atlanta's CW69 is home to "All American,"...

4.23K

Audience 

April 25, 2025

 TV

Focus Atlanta - How Gen Alpha's AI Upbringing is...

public.3.basecamp.com/p/Uptmip33azQk...



Views

4.23K

Total number of views.
User-provided.

Domain Authority

92

Domain Authority

KBEE-FM (Salt Lake City, UT)

KBEE, branded as B98.7, is a radio station in Salt Lake City, Utah which broadcasts at 98.7 MHz. The station's studios are located in South Salt Lake (behind the I-15/...

1.36K
Listenership?

April 29, 2025

 RADIO

KBEE-FM Salt Lake City - Book | How Gen Alpha's AI Upbringin...

public.3.basecamp.com/p/Uptmip33azQk...



Views

1.36K



Total number of views.
User-provided.

Domain Authority

33

Domain Authority

ARC Seattle

80
Domain
Authority 
Provided by


100K
Unique
Visits 
Provided by


May 06, 2025  ONLINE

ARC Seattle

public.3.basecamp.com/p/Uptmip33azQk...



ARC Seattle (2).mp4

Posted by Ledora B. · May 6, 2025 · 371 MB

[Download](#)

Notes:
Generation AI

Made with  Basecamp

Views

1.2K



Total number of views.
User-provided.


Est. Local Publicity
Value


1.66K

Est. Local Publicity Value

Spectrum News National

80
Domain
Authority 
Provided by


200K
Unique
Visits 

May 19, 2025  ONLINE

Spectrum News National

public.3.basecamp.com/p/Uptmip33azQk...

Views

200K
Total number of views.
User-provided.





Spectrum New 1 SoCal - Parenting and AI 5-19-25.mp4


Posted by Monique D. · May 20, 2025 · 12.6 MB

[Download](#)

Made with  Basecamp

AZ Daily Mix


80
Domain
Authority 
Provided by


563
Unique
Visits 

May 21, 2025  ONLINE

AZ Daily Mix

public.3.basecamp.com/p/Uptmip33azQk...



For Internal Use Only

AZ Daily Mix - Matt Britton 5-21-25.mp4

Posted by Monique D. · May 21, 2025 · 77 MB



[Download](#)


Made with  Basecamp

Views **563**
Total number of views.
User-provided.

Est. Local Publicity Value **582**
Est. Local Publicity Value

CNN This Morning

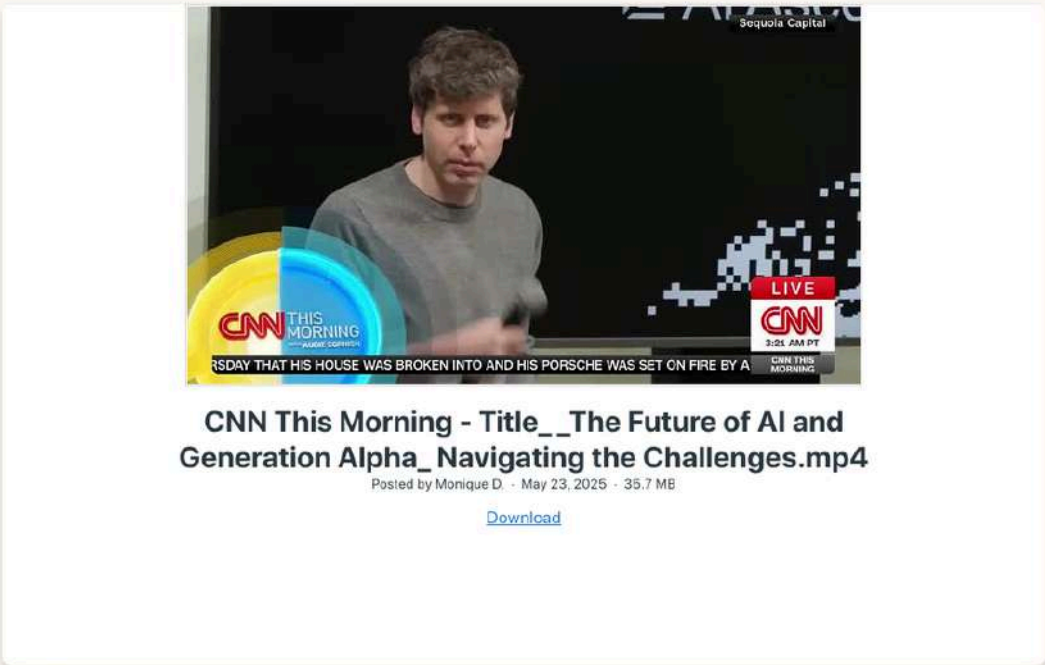
80
Domain
Authority 
Provided by


210K
Unique
Visits 

May 23, 2025  ONLINE

CNN This Morning

public.3.basecamp.com/p/Uptmip33azQk...






Made with  Basecamp

Views **210K**
Total number of views.
User-provided.

Est. Local Publicity Value **210K**
Est. Local Publicity Value

Pix 11 morning News

80
Domain
Authority 
Provided by


28.8K
Unique
Visits 

May 06, 2025  ONLINE

PIX11 Morning News

public.3.basecamp.com/p/Uptmip33azQk...

Views **28.8K**
Total number of views.
User-provided.

Est. Local Publicity
Value **42.4K**
Est. Local Publicity Value



Made with  Basecamp

NBC News Now Segment

80

Domain
Authority [?]

Provided by



100K

Unique
Visits [?]

Provided by



June 04, 2025

🌐 ONLINE

Scripps News - The Rise of AI in Banking 6-4-25.mp4

public.3.basecamp.com/p/Uptmip33azQk...

Estimated Views

604 [✓]

Calculated based on
audience size and social
engagement





Scripps News - The Rise of AI in Banking 6-4-25.mp4

Posted by Monique D. · June 4, 2025 · 33 MB

[Download](#)

Made with Basecamp

NBC News Now Segment

80
Domain
Authority 
Provided by


100K
Unique
Visits 
Provided by


June 16, 2025  ONLINE

ARC PDX - Matt Britton - Travel and AI 6-16-25.mp4

public.3.basecamp.com/p/Uptmip33azQk...



ARC PDX - Matt Britton - Travel and AI 6-16-25.mp4

Posted by Monique D. · June 16, 2025 · 44.5 MB

[Download](#)



Made with  Basecamp

Estimated Views


604 

Calculated based on
audience size and social
engagement

NBC News Now Segment

80
Domain
Authority 
Provided by


100K
Unique
Visits 
Provided by


June 16, 2025  ONLINE

ABC Dallas - AI and Travel - Matt Britton 6-16-25.mp4

public.3.basecamp.com/p/Uptmip33azQk...

Estimated Views

604 

Calculated based on
audience size and social
engagement





ABC Dallas - AI and Travel - Matt Britton 6-16-25.mp4

Posted by Monique D. · June 16, 2025 · 10.5 MB

[Download](#)

Made with  Basecamp

NBC News Now Segment

80
Domain
Authority 
Provided by


100K
Unique
Visits 
Provided by


June 18, 2025  ONLINE

TODAY Show - Matt Britton - 6-18-25.mp4

public.3.basecamp.com/p/Uptmip33azQk...

Estimated Views

604 

Calculated based on
audience size and social
engagement



TODAY Show - Matt Britton - 6-18-25.mp4

Posted by Monique D. · June 18, 2025 · 65.4 MB

[Download](#)

Made with  Basecamp

Coverage

13 pieces



KOMO

KOMO 4 TV provides news, sports, weather and local event coverage in the Seattle, Washington...

84

Domain Authority

Provided by
MOZ

2.11M

Unique Visits

Provided by
SimilarWeb

March 10, 2025

ONLINE


KOMO News (ARC Seattle) - Generation AI: How Generation...

komonews.com/news/arc-seattle/ai-gene...

Estimated Views


13.3K

Calculated based on audience size and social engagement

NEWS WEATHER REFINED GAME CENTER CHIME IN WATCH52°🔍👤


Generation AI: How Generation Alpha and AI are growing up with each other


by Alice Kim | Fri, March 14th 2025 at 11:56 AM



00:00 07:35

FILE - A photo of a robotic and human hand touching on a data network connection background. (Photo: Adobe Stock)

 **TOPICS:** [ARC SEATTLE](#) [MATT BRITTON](#) [AI](#) [GENERATION ALPHA](#) [DIGITAL FOOTPRINT](#)

 **SEATTLE** — As the world is pivoting towards a reliance on artificial intelligence, usage from individuals and companies are growing at an exponential rate.


People are often surprised at how prevalent it's become, but it's no surprise for the younger generation. AI is on its constant journey in development and Generation Alpha is joining them along for the ride.

Consumer trends expert Matt Britton joined ARC Seattle co-anchors Tyrah Majors and Steve McCarron to talk about Gen Alpha's digital footprint and relationship with AI, which we'll learn more about in his upcoming book, *Generation A.I.*, coming out this May!


Watch the full interview in the video player above.

[See more clips from ARC Seattle on the KOMO News YouTube page.](#)


TRENDING




\$165 million claim filed against Washington state after baby severely burned in shed fire




13-year-old released from custody after shooting at Lakeland Elementary School



Washington giving out \$4M in instant rebates to buy e-bikes



Bullet hits University of Washington sorority house after interrupted car prowl



Seattle City Light rocked by misconduct report detailing harassment and extortion



Newsweek

Newsweek provides in-depth analysis, news and opinion about international issues, technology,...

93

Domain Authority

Provided by
MOZ

54.2M

Unique Visits

Provided by
SimilarWeb

March 27, 2025

ONLINE

Why Some Gen X and millennials might be "Generation Goonie..."

newsweek.com/gen-x-millennials-might-g...

The screenshot shows the Newsweek website interface. At the top, there's a navigation bar with the Newsweek logo, a 'GO AD-FREE' button, and a 'Login' link. Below the navigation bar, there's a 'LATEST' section with the headline 'Trump Official Lays Down 'Red Line' Ahead Of Iran Nuclear Talks'. The main article is titled 'Why Some Gen X and Millennials Might Be 'Generation Goonies' Instead', published on Mar 27, 2025 at 10:30 AM EDT. The article is by Alyce Collins, a Life and Trends Reporter. The article text starts with 'It's often said that Generation X (people born between 1965 and 1980) are the forgotten generation who don't get any attention. But that's about to change, as people are finally talking about Gen Xers and even giving the majority of them a new name. It's not just any old name either, as a recent TikTok trend has seen many internet users rename Gen Xers to Generation Goonie instead. If you didn't already guess, it's after the iconic 1985 movie, The Goonies, about a group of kids setting out on an adventure to find long-lost pirate treasure (naturally). The idea is that those who were born between 1970 and 1985—the first millennials were'. On the right side, there's a 'Trending' section with five items: 01 Plane Crashes in Boca Raton, Florida (30 comments), 02 Donald Trump's DOJ Arrests Democratic Lawmaker (47 comments), 03 Does SAVE Act Stop Married Women From Voting? What to Know (100 comments), 04 Marjorie Taylor Greene Faces 'Insider Trading' Probe Calls Over Stock Buys (208 comments), and 05 Xi Jinping Breaks Silence on US Tariff War (101 comments). At the bottom, there's a 'THE DEBATE' section with the title 'Trump's Tumultuous'.

Estimated Views

93.2K

Calculated based on audience size and social engagement

Engagements

186

Total number of social engagements



Atlanta 69

The official YouTube account for Atlanta69, WUPA-TV. Feel free to like us on Facebook: <https://www.facebook.com/ATL69tv/> Follow along...

4.25K

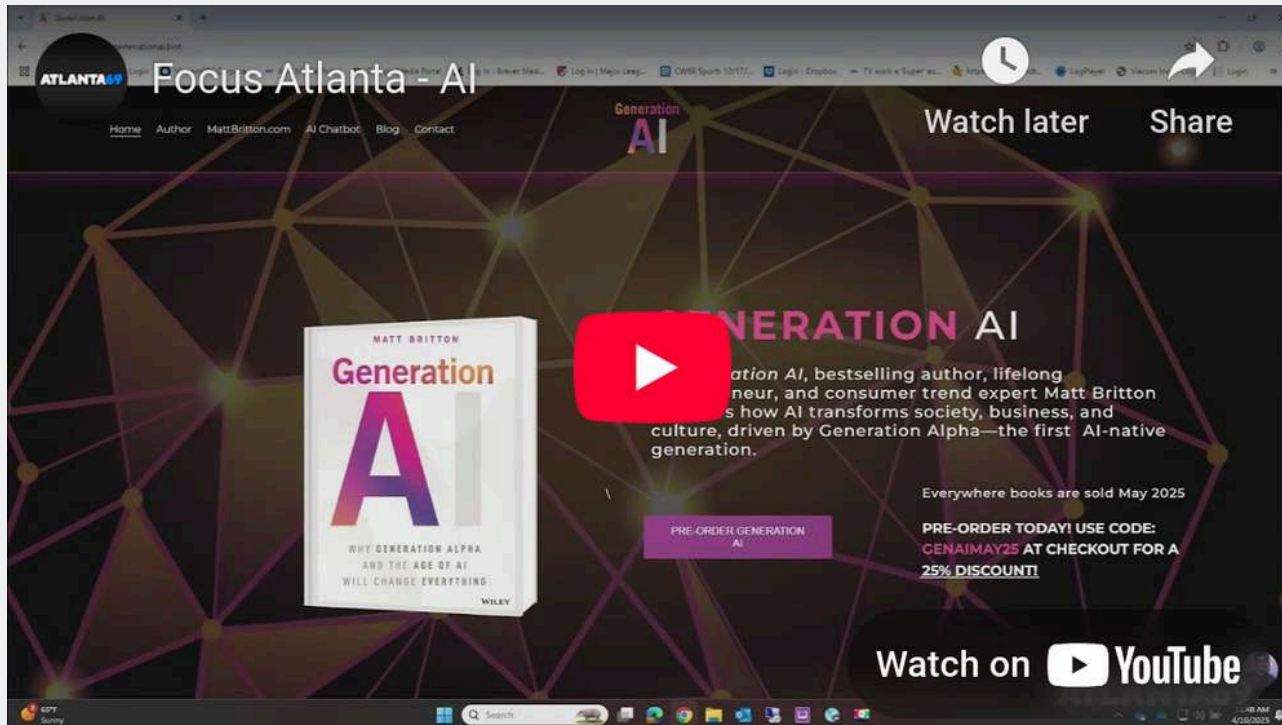
Subscribers?

April 21, 2025

YOUTUBE

Focus Atlanta - AI

youtube.com/watch?v=HOZe7i3YEI8



Views

11

Number of views

Domain Authority

92

Domain Authority



News 12 - Be Well

News 12 is the exclusive 24-hour local news service dedicated to bringing you the best local news and...

73

Domain
Authority

Provided by
MOZ

258K

Unique
Visits

Provided by
SimilarWeb

April 29, 2025

ONLINE

Be Well - The AI Doctor is In: How AI is Transforming...

bronx.news12.com/be-well-ai-and-health-...



Views

29.7K

Total number of views.
User-provided.



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99

Domain
Authority [?]

Provided by
MOZ

May 05, 2025

🌐 ONLINE

Mick Unplugged: Matt Britton: How AI's Breakneck Speed is...

podcasts.apple.com/us/podcast/matt-britt...

Apple Podcasts


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MAY 5 • EPISODE 132 • 28 MIN

Matt Britton: How AI's Breakneck Speed is Transforming the Future of Work and Life

Mick Unplugged

▶ Play

Welcome to the electrifying world of "Mick Unplugged," where the visionary grip on the pulse of future tech meets the influential vibes of a maverick rapper. This episode is a whirlwind journey with Mick Hunt and his guest, AI innovator Matt Britton, diving into the future of artificial intelligence and its society-shifting ripple effects. As they break down cutting-edge breakthroughs and personal insights, they shine a light on the daunting yet thrilling road humans and machines will trek together. Prepare to be blown away by visionary conversations that inspire and intrigue, all packed into this not-to-miss episode.

Key Takeaways:

- Understanding AI's Layers: Matt Britton elaborates on the foundational layers of AI, including the essential role of large language models, data, and application in consumer technology like chatbots.
- AI's Impact on Employment: AI is set to revolutionize human labor, with roles in customer service and other repetitive tasks increasingly being overtaken by efficient AI solutions.

Engagements

1 [✓]

Total number of social
engagements



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99

Domain
Authority [?]

Provided by
MOZ

May 06, 2025

🌐 ONLINE

Matt B. Britton with Jason Barnard on Fastlane Founders...

podcasts.apple.com/us/podcast/matt-b-br...

Apple Podcasts


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MAY 6 • 22 MIN

Matt B. Britton with Jason Barnard on Fastlane Founders And Legacy. Generation AI

Fastlane Founders and Legacy with Jason Bar...

Play

Matt B. Britton talks with Jason Barnard about Generation AI. Matt B. Britton is a consumer trend expert, and the founder and CEO of Suzy. Matt discusses the impact of Generation Alpha (born 0-15) and their relationship with AI, positioning them as the first generation to grow up with AI seamlessly integrated into their lives. Matt B. Britton and Jason Barnard discuss how AI will redefine everything from career paths to parenting, education, and business, significantly impacting how we live and work. Matt emphasizes the potential mental health consequences of AI influence on interpersonal relationships. Matt B. Britton and Jason Barnard also delve into corporate AI adoption and the growing need for AI literacy, both agreeing that AI will disrupt industries, particularly knowledge-based fields. They highlight how AI will redefine traditional job roles, urging professionals to adapt to remain competitive in an increasingly automated world.

What you'll learn from Matt B. Britton 00:00 Matt B. Britton and Jason Barnard 01:20 Why Did Jason Barnard Say He is Out of Touch With the World When Talking About Generation Alpha? 01:42 What is Generation Alpha? 01:51 What is Generation Z? 01:57 What are Millennials? 02:11 What Did Jason Barnard Emphasize About the Brand SERP of Matt Britton? 02:42 What Did Jason Barnard Find Interesting About Google Associating Matt Britton With Footballers? 02:58



Forbes

Forbes is a global media company, focusing on business, investing, technology, entrepreneurship,...

94

Domain Authority

Provided by
MOZ

63.2M

Unique Visits

Provided by
SimilarWeb

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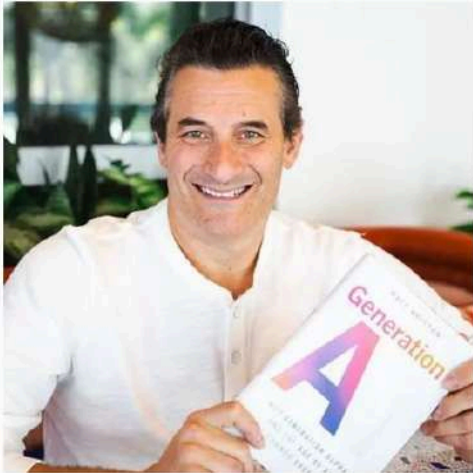
BUSINESS > HOLLYWOOD & ENTERTAINMENT

Navigating Innovation, Change And The Creator Economy: Matt Britton Explores All In New Book 'Generation AI'

By **Marc Berman**, Senior Contributor. Marc Berman is a New York-based re... [Follow Author](#)

May 06, 2025, 08:00am EDT

[Share](#) [Save](#) [Comment](#) 0



LOADING VIDEO PLAYER...

FORBES' FEATURED VIDEO

"Generation AI": Why Generation Alpha and the Age of AI Will Change Everything" explores how the... [More](#)

SUEZY

Embracing the change.

For Matt Britton, a new media entrepreneur, author, global brand advisor, keynote speaker and consumer trend analyst who assists companies in understanding and incorporating change and transformation driven by new technologies, the time was ripe for his new book, *Generation AI: Why Generation Alpha and the Age of AI*

May 06, 2025

ONLINE

Navigating Innovation, Change And The Creator...

forbes.com/sites/marcberman1/2025/05/...

Estimated Views

94.9K

Calculated based on audience size and social engagement

Engagements

46

Total number of social engagements



IVY

47

Domain
Authority ?

Provided by
MOZ

3.15K

Unique
Visits ?

Provided by
SimilarWeb

May 19, 2025

🌐 ONLINE

Generation AI: Why Generation Alpha and the Age Of AI Will...

ivy.com/learning-modules/generation-ai-...

Estimated Views

195 ✓

Calculated based on
audience size and social
engagement

IVY

Search

INSIGHTS

MODULES

JOURNAL

COURSES

SIGN IN

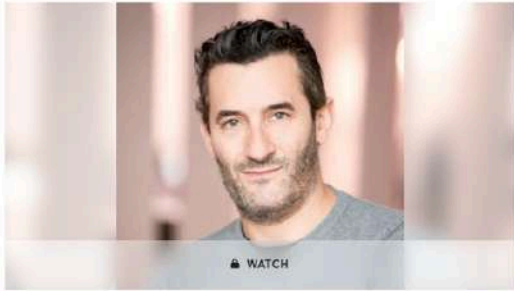
SIGN UP

<

MODULE

Generation AI: Why Generation Alpha and the Age Of AI Will Change Everything

BY MATT BRITTON ✓
CEO of Suzy and Renowned Expert on Consumer Trends



WATCH

ACTIVATE FREE MONTH TO ACCESS

A: GENERATION AI

B: HOW TO EMBRACE THE AI REVOLUTION IN HOME AUTOMATION AND ENTERTAINMENT

C: HOW TO NAVIGATE THE SHIFTING ECONOMY IN THE AGE OF AI

D: HOW TO PREPARE YOUR CHILDREN FOR SUCCESS IN AN AI-DRIVEN WORLD

E: HOW AI IS RESHAPING INDUSTRIES



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99

Domain
Authority [?]

Provided by
MOZ

May 19, 2025

🌐 ONLINE

After Hours Entrepreneur: AI Will Replace You Unless...

podcasts.apple.com/us/podcast/ai-will-re...

Apple Podcasts


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MAY 19 · EPISODE 492 · 23 MIN

**AI Will Replace You Unless You Do This ft.
Matt Britton**

After Hours Entrepreneur with Mark Savant

▶ Play

Is your business ready for the age of AI, hyper-personalized content, and digital transformation?

Matt Britton is the CEO of Suzy, a real-time consumer insights platform trusted by global giants like Netflix and P&G. He's also the author of Generation AI, a powerful new book exploring how Generation Alpha is the first truly AI-native generation—and what that means for brands, leaders, and innovators.

In this episode, Matt unpacks how AI is transforming marketing, content creation, SEO, and influence. He shares real strategies businesses can use to train custom GPTs, build first-party data systems, and use automation to reclaim time and increase impact.

You'll also learn how the influencer economy is evolving with AI-generated personas, what the future of search looks like, and how companies can futureproof their people and processes in a world changing at exponential speed.

In this conversation, you'll learn:

- Why the future of marketing belongs to AI-native generations.



FOX 5 Atlanta

Atlanta breaking news, weather, and sports from FOX 5 Atlanta, WAGA, FOX 5, Atlanta news, Atlant...

81

Domain Authority [?]

Provided by
MOZ

1.93M

Unique Visits [?]

Provided by
SimilarWeb

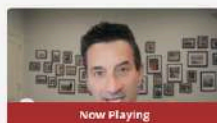


What parents need to know about kids and AI

New developments in artificial intelligence is changing everything - even parenting. Author Matt Britton wrote a new book on how AI is shaping the new generation, and he joined Natalie McCann to talk about the big changes AI is bringing.

Posted May 23, 2025 10:30am EDT |

Top Videos



What parents need to know about kids and AI



Residents jump from burning DeKalb apartments



Two shootings in less than a day in Snellville



GBI investigating officer involved shooting

May 23, 2025

ONLINE

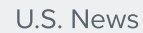
What parents need to know about kids and AI

fox5atlanta.com/video/1646345

Estimated Views

9.04K [✓]

Calculated based on audience size and social engagement



Provided by
MOZ

Provided by
 **SimilarWeb**

 ONLINE

[newsnationnow.com/us-news/education/t...](https://www.newsnationnow.com/us-news/education/t...)

Calculated based on
audience size and social
engagement

32



**Yahoo | Mail, Weather,
Search, Politics, News,
Finance, Sports & Videos**

Latest news coverage, email, free stock quotes, live scores and video are just the beginning. Discover...

95

Domain
Authority [?]

Provided by
MOZ

382M

Unique
Visits [?]

Provided by
SimilarWeb

May 29, 2025

🌐 ONLINE

Teachers bring back blue books to curb AI cheating in...

yahoo.com/news/teachers-bring-back-blue-books-to-outsmart-cheating-in-classrooms

Estimated Views

2.28M [✓]

Calculated based on
audience size and social
engagement

The screenshot shows the Yahoo News homepage. At the top, there's a search bar and navigation links for News, Finance, Sports, and More. Below the navigation bar is a large advertisement placeholder. The main content area features a 'Top Stories' section with a list of headlines. The first headline is 'Teachers bring back blue books to curb AI cheating in classrooms' by Brooke Shafer, dated Thursday, May 23, 2025. Below the headline is a video player showing a woman in a news studio. The video has a red banner that reads 'OUTWITTING A.I. CHEATERS?' and a blue banner that reads 'RETURN OF BLUE BOOKS TO OUTSMART CHEATING'. Below the video player is a button that says 'Generate Key Takeaways'. At the bottom of the article, there's a caption that reads '(NewsNation) — Teachers nationwide are turning to a low-tech solution to curb AI cheating in classrooms'.



Schwab Network

Schwab Network empowers investors with market news and programming that interprets real-time...

46

Domain
Authority [?]

Provided by
MOZ

61.4K

Unique
Visits [?]

Provided by
SimilarWeb

May 30, 2025

🌐 ONLINE

'We are in Unprecedented Territory': How A.I. i...

schwabnetwork.com/video/-we-are-in-un...

Estimated Views

5.91K [✓]

Calculated based on
audience size and social
engagement

The screenshot shows the Schwab Network website interface. At the top, there's a navigation bar with links for 'SUBSCRIBE', 'WAYS TO WATCH', 'ARTICLES', and 'ABOUT'. Below this, the Schwab Network logo is followed by 'MARKETS', 'INDUSTRIES', 'SHOWS', and 'MORE'. A search bar is located on the right. The main content area features a video player for the article 'We are in Unprecedented Territory': How A.I. is Taking Over Finance. The video player shows a woman speaking. Below the video player, there's a section for 'NEXT GEN INVESTING' dated 30 MAY 2025, with a 'SHARE' button and social media icons. To the right of the video player, there's a 'Schwab Network's Newsletters' section with a 'Subscribe now' button. Below that, there's a 'FEATURED ON Schwab' section with a 'Learn more' button. At the bottom, there's a 'CURRENT SHOW' section with a 'MORNING MOVERS' banner and a 'UP NEXT' section with 'MORNING TRADE LIVE' and 'TRADING 360' banners. A 'FOLLOW US' section at the very bottom includes social media icons for Twitter, Facebook, Instagram, LinkedIn, and YouTube.