



5W Public Relations
Research · 2026

5W RESEARCH · 2026 SERIES

AI COMPANIES VISIBILITY INDEX

Which AI companies the engines name
288 AI answers · October 26, 2026

Measured :

October 26, 2026

24 questions × 3 runs · 288 AI answers

Engines :

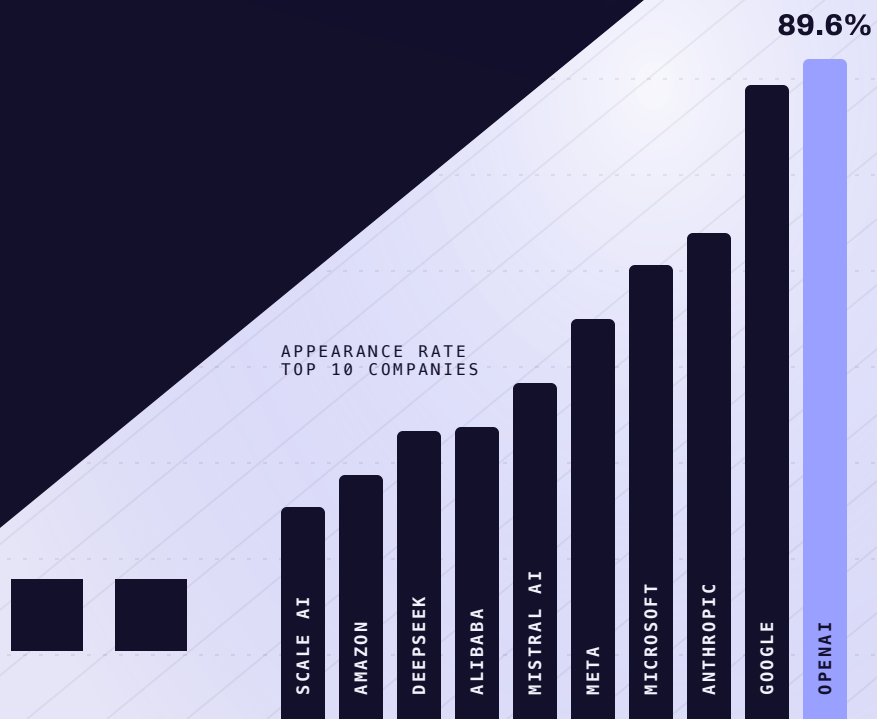
ChatGPT · Claude · Gemini · Perplexity
plus 72 Google AI Overviews

Prepared by :

5W

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APPEARANCE RATE
TOP 10 COMPANIES



AT A GLANCE

OpenAI and Google lead. Statistically tied at the top

OpenAI was named in 258 of 288 four-engine answers (89.6%) and Google in 248 of 288 (86.1%), with overlapping intervals. OpenAI was named first in 87 answers. ChatGPT named OpenAI in 71 of 72 answers. AI Overviews appeared for all 72 lookups, and company sites supplied 83% of citations.

Version 2. This version replaces the first version of this study, first published August 11, 2026. It uses measured counts, so the two versions are not comparable.

288

AI answers analyzed across
ChatGPT, Claude, Gemini
and Perplexity

89.6%

of answers named OpenAI,
the most-named (258 of
288)

50

tracked names named at
least once (of 50)

100%

of Google searches showed
an AI Overview (72 of 72)

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01

What the data shows

KEY FINDINGS

TOP TIER

89.6% vs 86.1%

OpenAI was named in 258 of 288 four-engine answers (CI 85.5–92.6%) and Google in 248 of 288 (CI 81.6–89.6%). The intervals overlap, so the two are statistically tied at the top.

NAMED FIRST

87/288 (30.2%)

OpenAI was the first company named in 87 of 288 answers. Anthropic followed with 56 of 288, Microsoft with 30 and Google with 29. Google's high mention rate comes with a later average first position (3.4, against 2.7 for OpenAI).

SECOND TIER

66% vs 61.5%

Anthropic (190 of 288, CI 60.3–71.2%) and Microsoft (177 of 288, CI 55.7–66.9%) overlap and cannot be ranked against each other. Meta (156 of 288, 54.2%) overlaps Microsoft.

CHATGPT AND OPENAI

71/72 (98.6%)

ChatGPT named OpenAI in 71 of 72 answers (98.6%, CI 92.5–99.8%), compared with 187 of 216 answers (86.6%) from the other three engines. It named OpenAI first in 35 of 72 answers (48.6%).

CLAUDE AND CHINA

40/72 (55.6%)

Claude named DeepSeek in 40 of 72 answers (55.6%), against 11 of 72 (15.3%) on ChatGPT. Claude also named Moonshot AI in 26 of 72 answers, compared with 6 of 72 on ChatGPT and 5 of 72 on Gemini.

AI OVERVIEWS

72/72 (100%)

A Google AI Overview appeared for all 72 lookups (100%, CI 94.9–100%). Inside the overviews, Google was named in 62 of 72 (86.1%) and OpenAI in 58 of 72 (80.6%).

SOURCE MIX

83%

Of 2,545 four-engine citations, company and brand sites supplied 1,249 (49.1%), directories and rankings 390 (15.3%) and community and social sites 235 (9.2%).

OVERVIEW SOURCES

26/72 (36.1%)

youtube.com was cited in 26 of 72 AI Overviews (36.1%) and reddit.com in 16 of 72 (22.2%). Community and social sites made up 33.5% of overview citations, against 4.8% for the four engines. Of 209 Google AI Overview citations, company and brand sites supplied 89 (42.6%) and community and social sites 77 (36.8%).

TASK LEADERS

10/12 (83.3%)

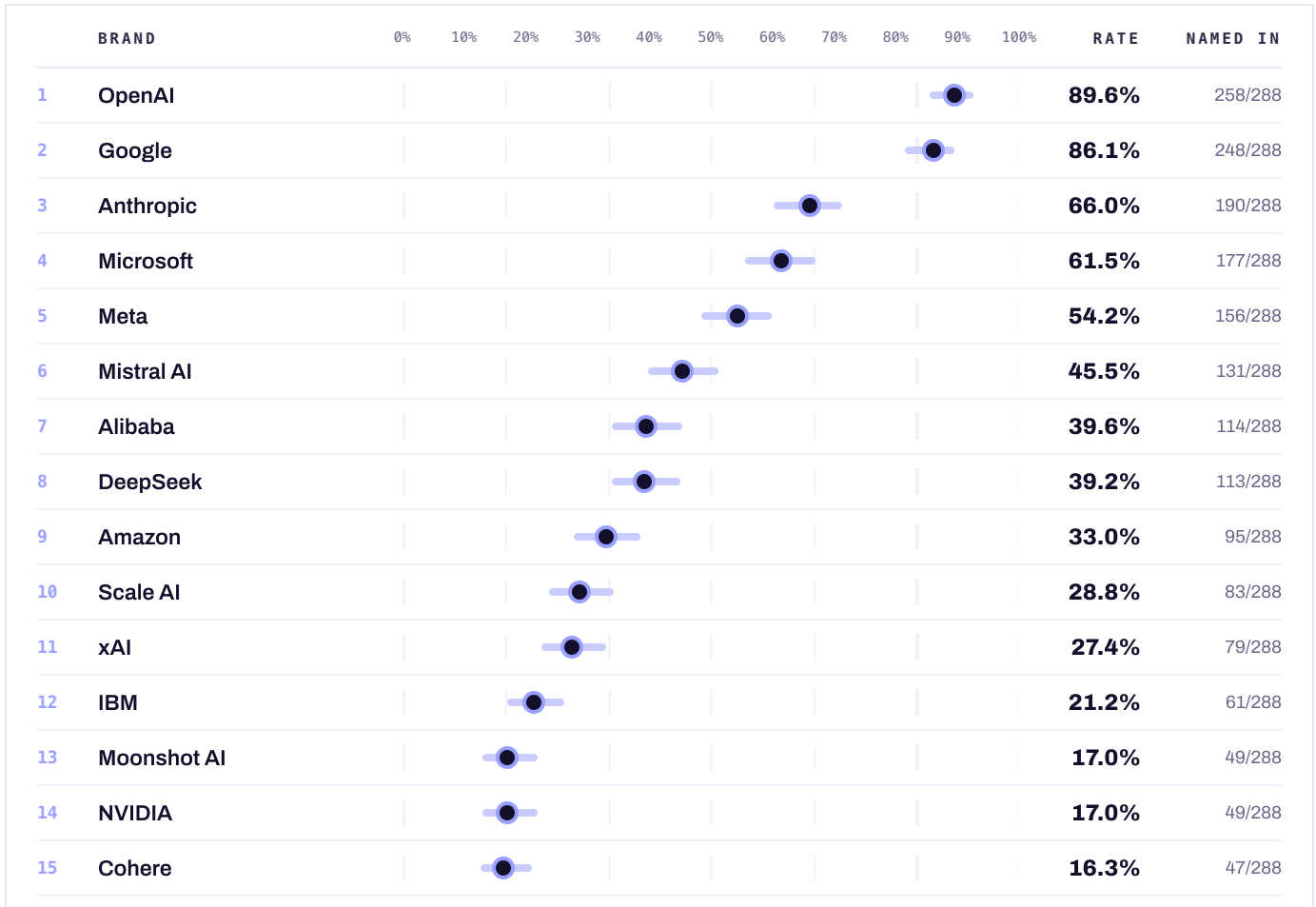
Anthropic was named first in 10 of 12 answers about the best AI model for coding. OpenAI was named first in all 12 answers about AI assistants for small businesses.

02

THE LEADERBOARD

Which names AI engines name

Appearance rate across 288 four-engine answers. The bar is the 95% confidence interval; overlapping bars cannot be told apart at this sample size.



02

THE LEADERBOARD

The full list

Own-domain citation is the share of 285 grounded answers that cited the entity's own domains (subdomains included). Citation share is of all 2,545 citations.

#	NAME	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	OpenAI	258/288	<div><div></div></div> 89.6%	85.5–92.6%	2.7	5.3% (15/285)	0.6%
2	Google	248/288	<div><div></div></div> 86.1%	81.6–89.6%	3.4	4.6% (13/285)	0.6%
3	Anthropic	190/288	<div><div></div></div> 66%	60.3–71.2%	2.9	4.2% (12/285)	0.6%
4	Microsoft	177/288	<div><div></div></div> 61.5%	55.7–66.9%	4	3.5% (10/285)	0.4%
5	Meta	156/288	<div><div></div></div> 54.2%	48.4–59.8%	5.3	0.4% (1/285)	0%
6	Mistral AI	131/288	<div><div></div></div> 45.5%	39.8–51.3%	6.5	2.5% (7/285)	0.3%
7	Alibaba	114/288	<div><div></div></div> 39.6%	34.1–45.3%	5.1	0.4% (1/285)	0%
8	DeepSeek	113/288	<div><div></div></div> 39.2%	33.8–45%	5.6	0.4% (1/285)	0%
9	Amazon	95/288	<div><div></div></div> 33%	27.8–38.6%	5.6	3.2% (9/285)	0.4%
10	Scale AI	83/288	<div><div></div></div> 28.8%	23.9–34.3%	5.6	0% (0/285)	0%
11	xAI	79/288	<div><div></div></div> 27.4%	22.6–32.9%	6.3	0% (0/285)	0%
12	IBM	61/288	<div><div></div></div> 21.2%	16.9–26.3%	7	2.8% (8/285)	0.3%
13	Moonshot AI	49/288	<div><div></div></div> 17%	13.1–21.8%	4.8	0% (0/285)	0%
14	NVIDIA	49/288	<div><div></div></div> 17%	13.1–21.8%	7.5	1.4% (4/285)	0.2%
15	Cohere	47/288	<div><div></div></div> 16.3%	12.5–21%	7.4	2.1% (6/285)	0.2%
16	Databricks	41/288	<div><div></div></div> 14.2%	10.7–18.7%	6.3	2.1% (6/285)	0.2%
17	Zhipu AI	40/288	<div><div></div></div> 13.9%	10.4–18.4%	5.5	0.4% (1/285)	0%
18	Salesforce	40/288	<div><div></div></div> 13.9%	10.4–18.4%	6.4	0% (0/285)	0%
19	Hugging Face	36/288	<div><div></div></div> 12.5%	9.2–16.8%	5.8	7.7% (22/285)	1.1%
20	MiniMax	32/288	<div><div></div></div> 11.1%	8–15.3%	6.9	0% (0/285)	0%
21	Baidu	30/288	<div><div></div></div> 10.4%	7.4–14.5%	7.7	0.4% (1/285)	0%
22	Tencent	29/288	<div><div></div></div> 10.1%	7.1–14.1%	7.2	0.7% (2/285)	0.1%
23	Stability AI	29/288	<div><div></div></div> 10.1%	7.1–14.1%	5.5	1.1% (3/285)	0.1%
24	Perplexity	24/288	<div><div></div></div> 8.3%	5.7–12.1%	6.1	1.1% (3/285)	0.1%
25	Zapier	23/288	<div><div></div></div> 8%	5.4–11.7%	4.7	8.4% (24/285)	0.9%

03

PROFILES

The top eight, side by side

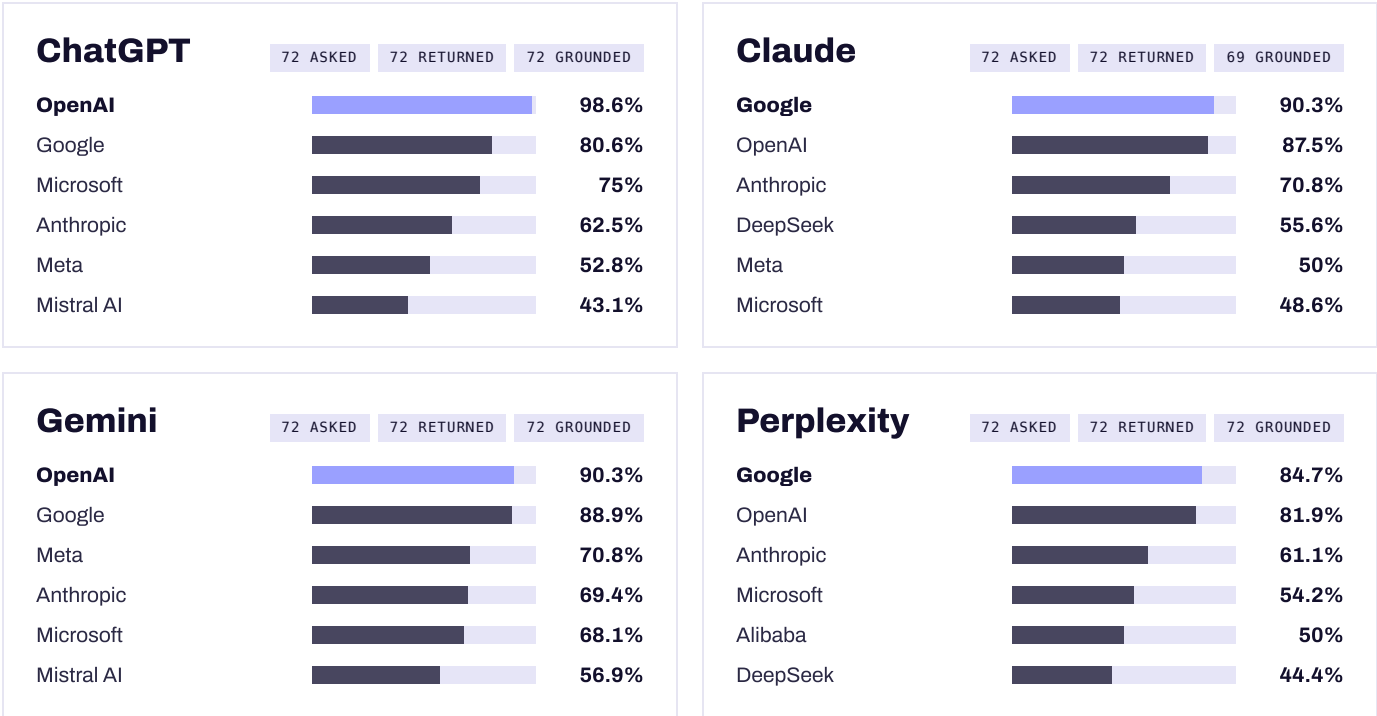


04

Same questions, different answers

HOW THE ENGINES DIFFER

All four engines returned 72 answers. ChatGPT, Gemini and Perplexity grounded all 72 in sources, and Claude grounded 69. ChatGPT named OpenAI in 71 of 72 answers and Microsoft in 54 of 72 (75%), compared with 35 of 72 (48.6%) on Claude. Claude named Chinese labs more often than the other engines. Zhipu AI appeared in 21 of 72 Claude answers and 4 of 72 ChatGPT answers.



05 The fifth engine

GOOGLE AI OVERVIEWS

Google AI Overviews were captured through 72 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 72 = 360 answers.

TRIGGER RATE



Google AI Overviews appeared for all 72 of 72 lookups, a trigger rate of 100% (CI 94.9–100%), and every overview was scored. Google was named in 62 of 72 overviews (86.1%), OpenAI in 58 of 72 (80.6%), Anthropic in 45 of 72 (62.5%) and Microsoft in 36 of 72 (50%). Some companies appeared much less often in overviews than in four-engine answers. Mistral AI was named in 7 of 72 overviews (9.7%), against 45.5% across the four engines. Cohere did not appear in any of the 72 overviews. Zapier appeared in 13 of 72 overviews (18.1%).

FIVE-ENGINE RANK (FOUR-ENGINE RANK IN ARROWS)

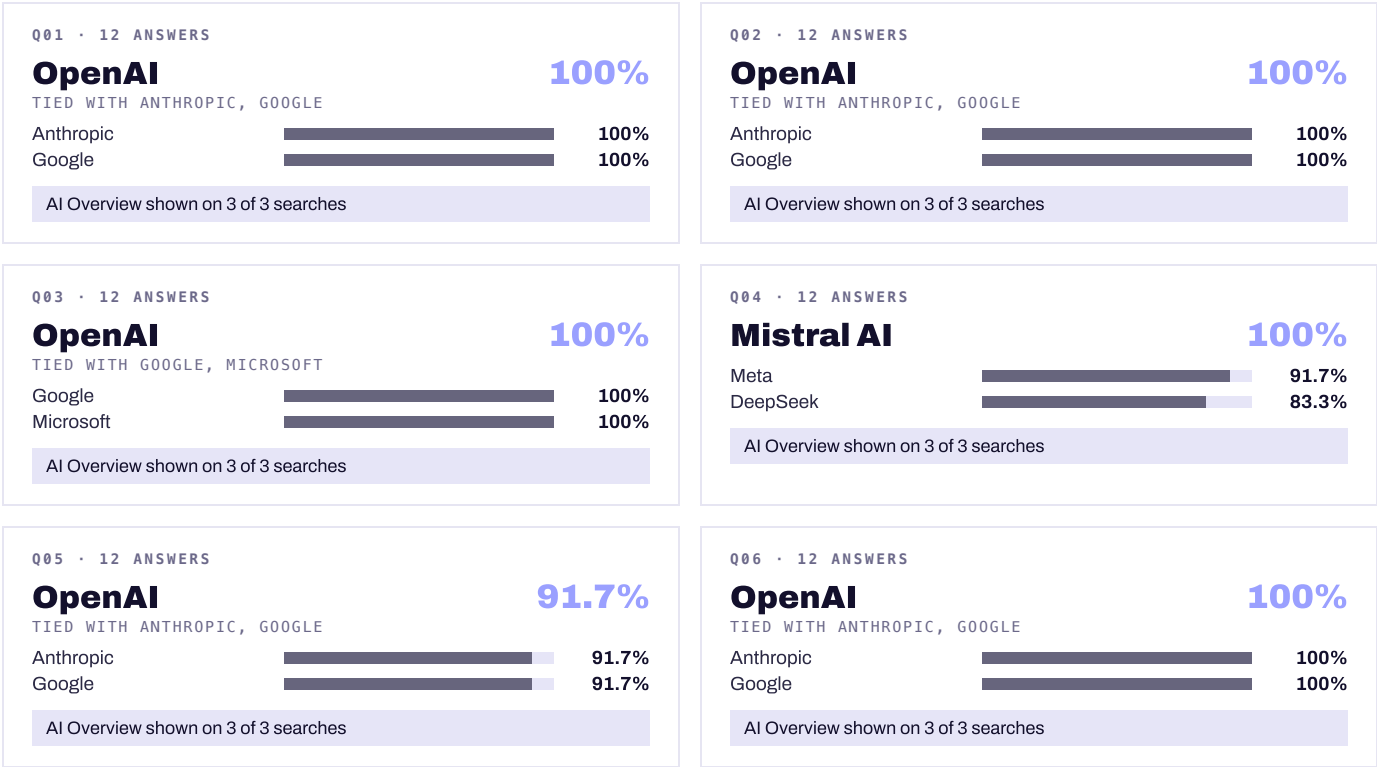
1	OpenAI	<div><div></div></div>	87.8%	=
2	Google	<div><div></div></div>	86.1%	=
3	Anthropic	<div><div></div></div>	65.3%	=
4	Microsoft	<div><div></div></div>	59.2%	=
5	Meta	<div><div></div></div>	50.0%	=
6	Mistral AI	<div><div></div></div>	38.3%	=
7	DeepSeek	<div><div></div></div>	36.4%	▲ 1
8	Alibaba	<div><div></div></div>	34.2%	▼ 1

06

LEADERS BY QUESTION

Who each question surfaces first

Six questions from the set. Each tile uses that question's own four-engine answers as the denominator.



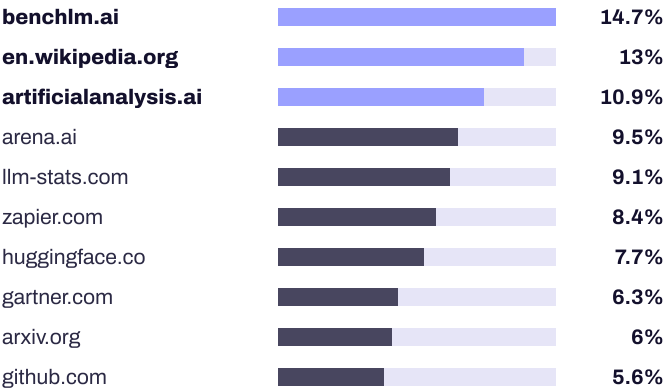
07

WHO THE ENGINES CITE

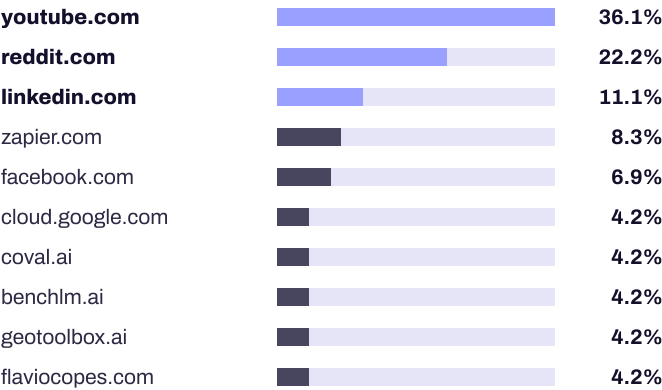
Most-cited domains

The four engines cited 2,545 sources. Of 2,545 four-engine citations, company and brand sites supplied 1,249 (49.1%), directories and rankings 390 (15.3%), community and social sites 235 (9.2%) and institutions and trade bodies 63 (2.5%). The most-cited domains were benchlm.ai (62 citations, in 42 answers), en.wikipedia.org (60, in 37 answers), artificialanalysis.ai (38, in 31 answers) and llm-stats.com (38).

FOUR AI ENGINES · SHARE OF 285 GROUNDED ANSWERS



GOOGLE AI OVERVIEWS · SHARE OF 72 OVERVIEWS

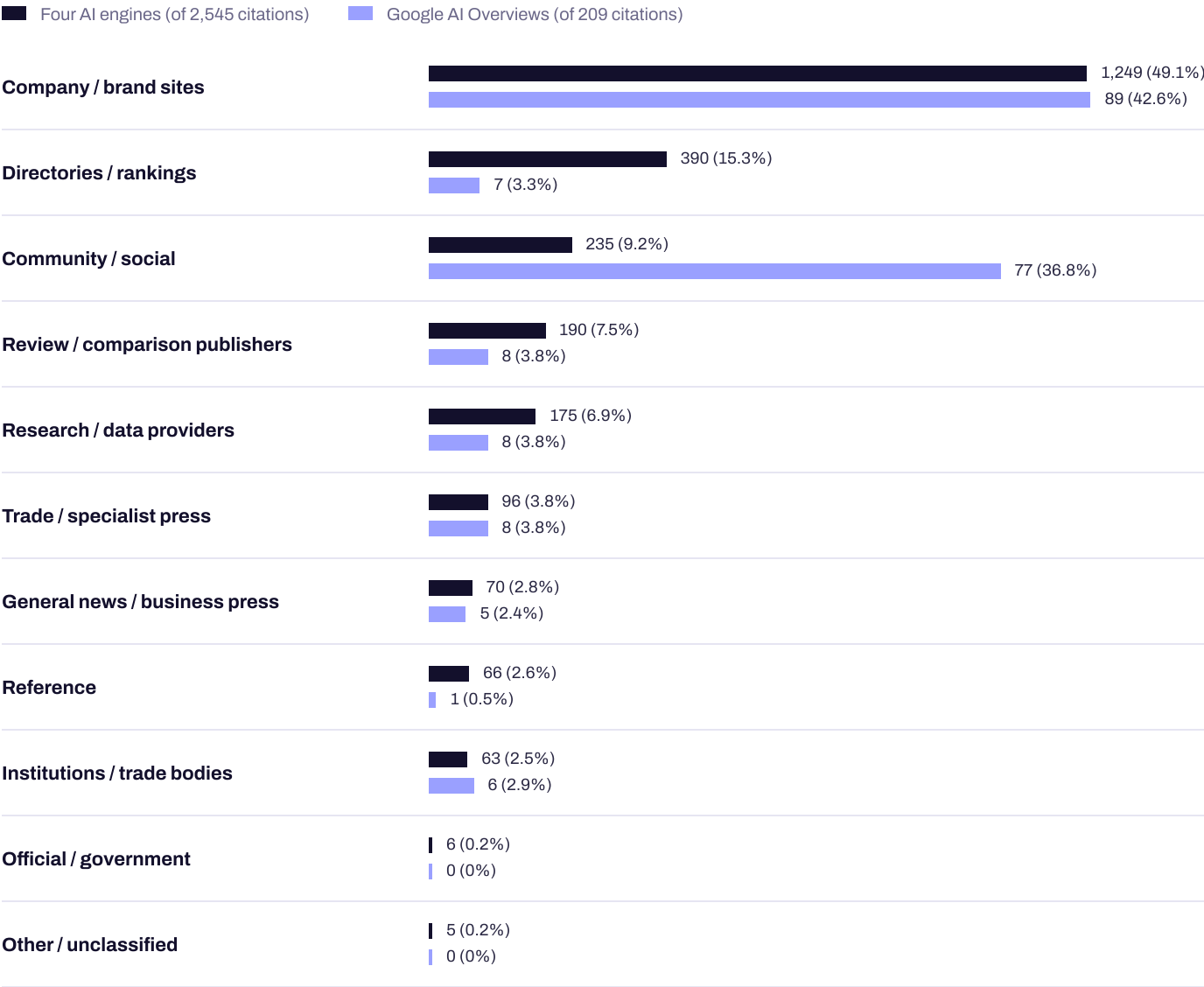


07

WHO THE ENGINES CITE

Citation share by source type

Share of all citations by the type of site cited. Source types were reclassified on October 29, 2026. 'Company / brand sites' now covers only the official sites of companies, brands and schools; publishers, directories, trade bodies and other sites have their own types, and sites that could not be placed are 'Other / unclassified'.



07

WHAT THE DATA SUGGESTS

How can names improve their AI visibility?

These steps follow from the measured results above. They describe what the engines cited in this study and are not a guarantee of results.

STEP	WHAT THIS STUDY MEASURED
Put your facts on your own domain.	OpenAI's own domains were cited in 5.3% of grounded answers, Google's in 4.6% and Anthropic's in 4.2%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were benchlm.ai (in 14.7% of grounded answers), en.wikipedia.org (13.0%), artificialanalysis.ai (10.9%), arena.ai (9.5%) and llm-stats.com (9.1%). Directories and rankings supplied 15.3% of citations and community and social 9.2%.
Check each engine separately.	Claude named DeepSeek in 55.6% of answers against 15.3% on ChatGPT. Gemini named Scale AI in 47.2% of answers against 11.1% on Claude.
Do not ignore video and community sites.	Community and social sites supplied 36.8% of Google AI Overview citations against 9.2% in the four chat engines. youtube.com was cited in 36.1% of overviews, reddit.com in 22.2% and linkedin.com in 11.1%.
Re-run the same questions every month.	Compare counts and intervals, not ranks. The 24 questions are in the appendix.

08 QUESTIONS PEOPLE ASK Frequently asked questions

Q1 Which AI company do AI assistants mention most often?

OpenAI and Google. OpenAI was named in 258 of 288 four-engine answers (89.6%, CI 85.5–92.6%) and Google in 248 of 288 (86.1%, CI 81.6–89.6%). The intervals overlap, so neither company can be called the leader. OpenAI was named first more often, in 87 of 288 answers against 29 for Google.

Q2 Does ChatGPT favour OpenAI?

ChatGPT named OpenAI in 71 of 72 answers (98.6%, CI 92.5–99.8%). The other three engines named OpenAI in 187 of 216 answers (86.6%). ChatGPT placed OpenAI first in 35 of 72 answers (48.6%).

Q3 Does Claude favour Anthropic?

Claude named Anthropic in 51 of 72 answers (70.8%, CI 59.5–80.1%), while the other engines named it in 139 of 216 (64.4%). The interval includes the other engines' rate. Claude named Anthropic first in 20 of 72 answers (27.8%) and did not cite Anthropic's domain in any of its 69 grounded answers.

Q4 How often do Google AI Overviews appear for questions about AI companies?

An overview appeared for all 72 of 72 lookups (100%, CI 94.9–100%). Google was named in 62 of 72 overviews and OpenAI in 58 of 72.

Q5 What sources do AI engines cite about AI companies?

Of 2,545 four-engine citations, company and brand sites supplied 1,249 (49.1%), directories and rankings 390 (15.3%) and community and social sites 235 (9.2%). AI Overviews leaned on youtube.com, which was cited in 26 of 72 overviews.

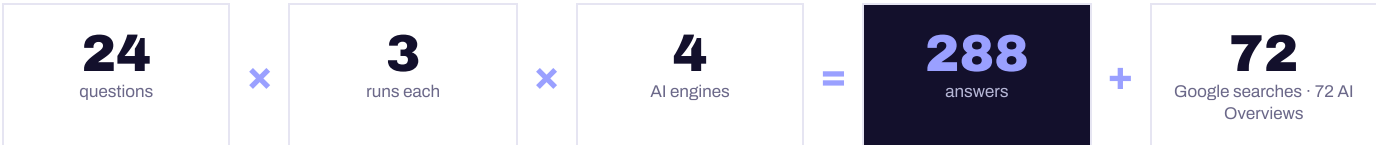
Q6 Which Chinese AI companies appear most often?

Alibaba was named in 114 of 288 answers (39.6%) and DeepSeek in 113 of 288 (39.2%). Their intervals overlap. Claude named DeepSeek in 40 of 72 answers, and ChatGPT named it in 11 of 72.

09

METHODOLOGY

How this study was measured



24 questions, each asked 3 times on each engine, measured October 26, 2026. Market: United States, English. The destination site was not mentioned to any engine. Entities count as named when they appear in the answer text or the extracted entity list; products, imprints and research arms roll up to their parent.

ENGINE	MODEL IDS CALLED	ASKED	RETURNED	GROUNDED
ChatGPT	gpt-5-mini	72	72	72
Claude	claude-sonnet-5-5	72	72	69
Gemini	gemini-3.7-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	72	72 shown	72

Own-domain citations count a domain plus all its subdomains, with the same rule in every table.

METRIC DEFINITIONS

- Appearance rate: answers naming the entity ÷ answers returned, with Wilson 95% intervals.
- First mention: average order in which the entity first appears (1 = first).
- Own-domain citation: grounded answers citing the entity's domains ÷ grounded answers.
- Citation share: citations to the entity's domains ÷ all citations.

LIMITATIONS

- Measured on one day, October 26, 2026. Answers came from each engine's API (model IDs above); the consumer apps can answer differently.
- The question set has 24 questions with 12 four-engine answers each. Questions 1–12 came from the original card and questions 13–24 were added. A different question mix would produce different rates.
- Claude returned 72 answers, but only 69 were grounded in sources. Rates based on its own-domain citations use 69 as the denominator.
- Mention rate measures whether a company is named, not whether the description is accurate or favourable.
- Names are counted when they appear in an answer's text, so longer forms such as legal company names (for example "Meta Platforms, Inc." or "Ralph Lauren Corporation") count toward the brand.
- One question, "OpenAI vs Anthropic vs Google for enterprise AI?", names three companies, so those counts include up to 12 answers to it. Without it, OpenAI and Google are still the top two.
- Intervals treat each answer as independent, so they understate uncertainty for the 24 repeated questions.

A

APPENDIX

The 24 questions

Questions marked "Core question" are the original study questions, asked word for word. The others are added neutral questions.

#	QUESTION	GROUP	SOURCE
01	Which AI company makes the best large language model in 2026?	AI companies	CORE QUESTION
02	What is the best AI model for coding?	AI companies	CORE QUESTION
03	Which AI assistant is best for a small business?	AI companies	CORE QUESTION
04	What are the best open-source large language models?	AI companies	CORE QUESTION
05	Which AI companies lead on AI safety research?	AI companies	CORE QUESTION
06	OpenAI vs Anthropic vs Google for enterprise AI?	AI companies	CORE QUESTION
07	What is the best AI API for building a customer support chatbot?	AI companies	CORE QUESTION
08	Which AI labs are leading AI research?	AI companies	CORE QUESTION
09	What are the best AI models for image and video generation?	AI companies	CORE QUESTION
10	Which Chinese AI labs make competitive models?	AI companies	CORE QUESTION
11	What are the best enterprise AI platforms for large companies?	AI companies	CORE QUESTION
12	Which AI model is best for analyzing long documents?	AI companies	CORE QUESTION
13	Which companies make the most widely used AI chatbots?	AI companies	ADDED QUESTION
14	Which AI models are best for writing and editing text?	AI companies	ADDED QUESTION
15	What are the leading AI coding assistants for developers?	AI companies	ADDED QUESTION
16	Which AI companies offer the cheapest API pricing per token?	AI companies	ADDED QUESTION
17	Which AI models perform best on reasoning benchmarks?	AI companies	ADDED QUESTION
18	Which AI companies have raised the most funding?	AI companies	ADDED QUESTION
19	What are the best AI tools for data analysis?	AI companies	ADDED QUESTION
20	Which AI models can run locally on a laptop?	AI companies	ADDED QUESTION
21	Which AI companies publish the most research papers?	AI companies	ADDED QUESTION
22	What are the best AI voice and speech models?	AI companies	ADDED QUESTION
23	Which AI platforms are best for building AI agents?	AI companies	ADDED QUESTION
24	Which European AI companies make competitive models?	AI companies	ADDED QUESTION



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AI Companies Visibility Index 2026

Measured October 26, 2026 across ChatGPT, Claude, Gemini, Perplexity and Google AI Overviews.

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