5W | 5W Public Relations
Research · 2026

5W PUBLIC RELATIONS · 2026 RESEARCH

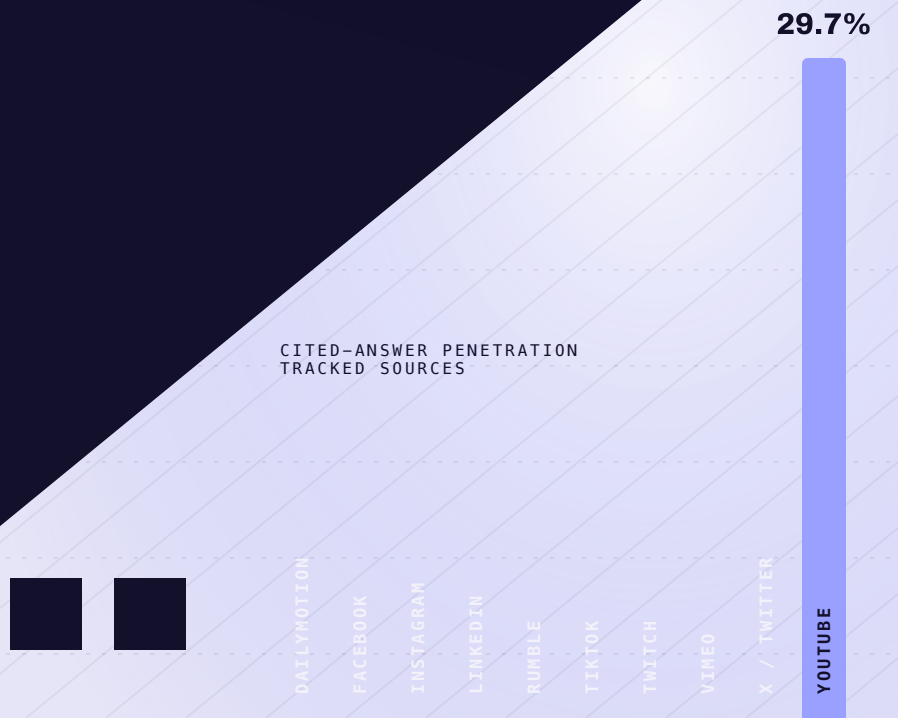
VIDEO SOURCES INDEX 2.0

Which video platforms AI engines cite
288 AI answers · November 4, 2026

Measured :
November 4, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 57 Google AI Overviews

Prepared by :
5W Public Relations
5wpr.com



AT A GLANCE

YouTube leads. No other tracked platform was cited.

YouTube: 73/246 (29.7%; 95% interval 24.3–35.7%). No other tracked video platform was cited. The most-cited untracked site, homedepot.com, was cited in 30 answers.

Version 2. This version replaces the first version of this study, first published June 28, 2026. It uses measured counts, so the two versions are not comparable.

288
AI answers analyzed across ChatGPT, Claude, Gemini and Perplexity

29.7%
of 246 grounded answers cited YouTube (73/246)

1
tracked sources cited at least once (of 10)

95%
of Google searches showed an AI Overview (57 of 60)

INSIDE THIS REPORT

01 Key findings 03
02 The leaderboard 04
03 Profiles 08
04 How the engines differ 09
05 Google AI Overviews 11
06 Leaders by question 12
07 Who the engines cite 13
08 Citation share by source type 14
09 Improving AI visibility 15
10 Questions people ask 16
11 Methodology 17
12 Appendix: the 24 questions 18

KEY FINDINGS

01 What the data shows

MOST CITED TRACKED SOURCES

73/246 (29.7%)

YouTube leads this measured set. YouTube: 73/246 (29.7%; 95% interval 24.3–35.7%). No other tracked video platform was cited. The ranking covers tracked sources only. Untracked cited domains include homedepot.com (30 answers), reddit.com (27 answers), lowes.com (17 answers), digitalcameraworld.com (15 answers), en.wikipedia.org (14 answers), rtings.com (14 answers), goodhousekeeping.com (13 answers), aad.org (12 answers), nasm.org (12 answers), support.microsoft.com (12 answers).

NAMED FIRST

23/288 (8.0%)

YouTube was the first tracked platform named in 23 of 288 answers, more than any other. Its average first position was 1.

OWN-SITE CITATIONS

73/246 (29.7%)

YouTube's own domains were cited in 73 of 246 grounded answers, more than any other tracked platform. 9 of 10 tracked platforms had 0 of 246.

AIO TRIGGER

57/60 (95%)

Google AI Overviews appeared on 57 of 60 searches (CI 86.3–98.3%). On the other 3, no overview was shown.

AIO LEADER

57/57 (100%)

YouTube was named in all 57 AI Overviews, followed by Facebook at 13 of 57 (22.8%). In the four-engine set, YouTube was named in 23 of 288 answers (8.0%) and cited in 73 of 246 grounded answers (29.7%).

TOP DOMAIN

73/246 (29.7%)

youtube.com was cited in 73 of 246 grounded four-engine answers, with 80 of 2,011 citations (4%). support.microsoft.com had the second-most citations (50) but appeared in only 12 answers (4.9%).

NO TRACKED NAME

0/12 (0.0%)

For 'How do I replace a bathroom faucet?', none of the tracked platforms was named in any of 12 four-engine answers.

02 THE LEADERBOARD

Tracked sources by cited-answer penetration

Ranking of tracked sources by citation penetration across 246 grounded answers; not textual mentions.

	BRAND	0% 10% 20% 30% 40%	RATE	NAMED IN
1	YouTube		29.7%	73/246

02 THE LEADERBOARD

The full list

Tracked platforms only. Text mention and first-mention data remain separate in the evidence.

#	TRACKED SOURCE	CITED ANSWERS	CITATION PENETRATION	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	**YouTube**	73/246	**29.7%**	24.3–35.7%	1	29.7% (73/246)	4%
2	**Dailymotion**	0/246	**0%**	0–1.5%	–	0% (0/246)	0%
3	**Facebook**	0/246	**0%**	0–1.5%	–	0% (0/246)	0%
4	**Instagram**	0/246	**0%**	0–1.5%	–	0% (0/246)	0%
5	**LinkedIn**	0/246	**0%**	0–1.5%	–	0% (0/246)	0%
6	**Rumble**	0/246	**0%**	0–1.5%	–	0% (0/246)	0%
7	**TikTok**	0/246	**0%**	0–1.5%	–	0% (0/246)	0%
8	**Twitch**	0/246	**0%**	0–1.5%	–	0% (0/246)	0%
9	**Vimeo**	0/246	**0%**	0–1.5%	–	0% (0/246)	0%
10	**X / Twitter**	0/246	**0%**	0–1.5%	–	0% (0/246)	0%

02 UNTRACKED SOURCES

Top untracked domains beside the tracked ranking

The ranking covers tracked sources only. Untracked cited domains include homedepot.com (30 answers), reddit.com (27 answers), lowes.com (17 answers), digitalcameraworld.com (15 answers), en.wikipedia.org (14 answers), rtings.com (14 answers), goodhousekeeping.com (13 answers), aad.org (12 answers), nasm.org (12 answers), support.microsoft.com (12 answers).

DOMAIN	CITED ANSWERS	PENETRATION	CITATION SHARE
homedepot.com	30/246	12.2%	1.9%
reddit.com	27/246	11.0%	1.8%
lowes.com	17/246	6.9%	0.8%
digitalcameraworld.com	15/246	6.1%	0.8%
en.wikipedia.org	14/246	5.7%	1.3%
rtings.com	14/246	5.7%	0.7%
goodhousekeeping.com	13/246	5.3%	0.9%
aad.org	12/246	4.9%	1.1%
nasm.org	12/246	4.9%	0.6%
support.microsoft.com	12/246	4.9%	2.5%
guitarworld.com	11/246	4.5%	0.5%
preply.com	11/246	4.5%	0.5%
guitarplayer.com	10/246	4.1%	0.5%
tomsguide.com	10/246	4.1%	0.5%
dpreview.com	9/246	3.7%	0.6%
health.clevelandclinic.org	9/246	3.7%	0.5%
hp.com	9/246	3.7%	0.9%
italki.com	9/246	3.7%	0.6%
japan.travel	9/246	3.7%	0.6%
mindbodygreen.com	9/246	3.7%	0.4%

02 TEXT MENTIONS

Secondary measure: text mentions

Answers naming each tracked source in text, out of 288 four-engine answers. This is secondary; the main ranking above is citation penetration of grounded answers.

#	TRACKED SOURCE	NAMED ANSWERS	APPEARANCE RATE	NAMED FIRST
1	**YouTube**	23/288	8.0%	23
2	**Dailymotion**	0/288	0.0%	0
3	**Facebook**	0/288	0.0%	0
4	**Instagram**	0/288	0.0%	0
5	**LinkedIn**	0/288	0.0%	0
6	**Rumble**	0/288	0.0%	0
7	**TikTok**	0/288	0.0%	0
8	**Twitch**	0/288	0.0%	0
9	**Vimeo**	0/288	0.0%	0
10	**X / Twitter**	0/288	0.0%	0

PROFILES

03 The top eight, side by side

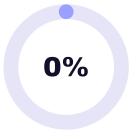


RANK 1

YouTube

Cited in 73/246 grounded answers · 95% interval 24.3–35.7%

1	29.7%	4%
first-mention position	owned-domain citation (73/246)	citation share

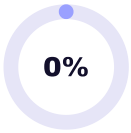


RANK 2

Dailymotion

Cited in 0/246 grounded answers · 95% interval 0.0–1.5%

–	0%	0%
first-mention position	owned-domain citation (0/246)	citation share

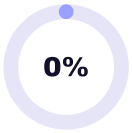


RANK 3

Facebook

Cited in 0/246 grounded answers · 95% interval 0.0–1.5%

–	0%	0%
first-mention position	owned-domain citation (0/246)	citation share

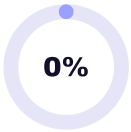


RANK 4

Instagram

Cited in 0/246 grounded answers · 95% interval 0.0–1.5%

–	0%	0%
first-mention position	owned-domain citation (0/246)	citation share

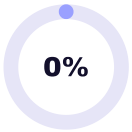


RANK 5

LinkedIn

Cited in 0/246 grounded answers · 95% interval 0.0–1.5%

–	0%	0%
first-mention position	owned-domain citation (0/246)	citation share

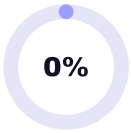


RANK 6

Rumble

Cited in 0/246 grounded answers · 95% interval 0.0–1.5%

–	0%	0%
first-mention position	owned-domain citation (0/246)	citation share

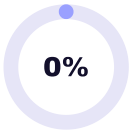


RANK 7

TikTok

Cited in 0/246 grounded answers · 95% interval 0.0–1.5%

–	0%	0%
first-mention position	owned-domain citation (0/246)	citation share



RANK 8

Twitch

Cited in 0/246 grounded answers · 95% interval 0.0–1.5%

–	0%	0%
first-mention position	owned-domain citation (0/246)	citation share

04

HOW THE ENGINES DIFFER

Same questions, different answers

Cited-answer penetration for tracked sources, using each engine's own grounded-answer denominator.

ChatGPT

72 ASKED | 72 RETURNED | 72 GROUNDED

YouTube	**13.9%**
Dailymotion	0%
Facebook	0%
Instagram	0%
LinkedIn	0%
Rumble	0%

Claude

72 ASKED | 72 RETURNED | 30 GROUNDED

YouTube	**3.3%**
Dailymotion	0%
Facebook	0%
Instagram	0%
LinkedIn	0%
Rumble	0%

Gemini

72 ASKED | 72 RETURNED | 72 GROUNDED

YouTube	**79.2%**
Dailymotion	0%
Facebook	0%
Instagram	0%
LinkedIn	0%
Rumble	0%

Perplexity

72 ASKED | 72 RETURNED | 72 GROUNDED

YouTube	**6.9%**
Dailymotion	0%
Facebook	0%
Instagram	0%
LinkedIn	0%
Rumble	0%

04

BY QUESTION GROUP

Which platforms each question group cites

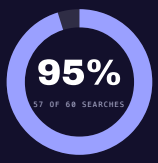
Up to three tracked platforms cited in the most grounded answers for each group of questions, as cited answers / grounded answers. Platforms with no citations are left out.

QUESTION GROUP	FOUR CHAT ENGINES: MOST-CITED TRACKED PLATFORMS	GOOGLE AI OVERVIEWS
Beauty	YouTube (5/18)	YouTube (5/5), Instagram (2/5), TikTok (2/5)
Cooking	YouTube (16/30)	YouTube (8/8), Facebook (6/8)
Fitness	YouTube (11/39)	YouTube (5/5)
How-to and repair	YouTube (15/48)	YouTube (14/14), Facebook (3/14)
Learning and courses	YouTube (10/42)	YouTube (11/11)
Product reviews	YouTube (16/45)	YouTube (11/12)
Travel	None cited	YouTube (2/2)

GOOGLE AI OVERVIEWS

05 The fifth engine

AI Overview rankings below use citations to tracked source domains; they are not pooled with text-mention rankings.



TRIGGER RATE

57 of 60 successful searches showed an AI Overview. YouTube was cited in 56/57 overviews (98.2%). Facebook was cited in 9/57 overviews (15.8%). Instagram was cited in 2/57 overviews (3.5%). TikTok was cited in 2/57 overviews (3.5%).

TRACKED PLATFORM RANK IN AI OVERVIEWS (CHAT CITATION RANK IN ARROWS)

1	YouTube	98.2%	=
2	Facebook	15.8%	▲ 1
3	Instagram	3.5%	▲ 1
4	TikTok	3.5%	▲ 3
5	Dailymotion	0.0%	▼ 3
6	LinkedIn	0.0%	▼ 1
7	Rumble	0.0%	▼ 1
8	Twitch	0.0%	=
9	Vimeo	0.0%	=
10	X / Twitter	0.0%	=

LEADERS BY QUESTION

06 Who each question surfaces first

Six questions, ranked by cited-domain penetration within each question's grounded answers.

Q01 · 9 GROUNDED ANSWERS

YouTube 33.3%

Dailymotion 0%
Facebook 0%

AI Overview shown on 3 of 3 successful searches

Q02 · 12 GROUNDED ANSWERS

YouTube 25%

Dailymotion 0%
Facebook 0%

AI Overview shown on 2 of 3 successful searches

Q03 · 12 GROUNDED ANSWERS

YouTube 16.7%

Dailymotion 0%
Facebook 0%

AI Overview shown on 3 of 3 successful searches

Q04 · 12 GROUNDED ANSWERS

YouTube 25%

Dailymotion 0%
Facebook 0%

AI Overview shown on 3 of 3 successful searches

Q05 · 9 GROUNDED ANSWERS

YouTube 33.3%

Dailymotion 0%
Facebook 0%

AI Overview shown on 0 of 0 successful searches

Q06 · 12 GROUNDED ANSWERS

YouTube 16.7%

Dailymotion 0%
Facebook 0%

AI Overview shown on 0 of 0 successful searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,011 citations in total. youtube.com was cited most often, with 80 citations (4%) across 73 answers. Next came support.microsoft.com (50), homedepot.com (39), reddit.com (37), en.wikipedia.org (26), aad.org (23).

FOUR AI ENGINES · SHARE OF 246 GROUNDED ANSWERS

youtube.com	**29.7%**
homedepot.com	**12.2%**
reddit.com	**11%**
lowes.com	**6.9%**
digitalcameraworld.com	**6.1%**
en.wikipedia.org	**5.7%**
rtings.com	**5.7%**
goodhousekeeping.com	**5.3%**
support.microsoft.com	**4.9%**
aad.org	**4.9%**

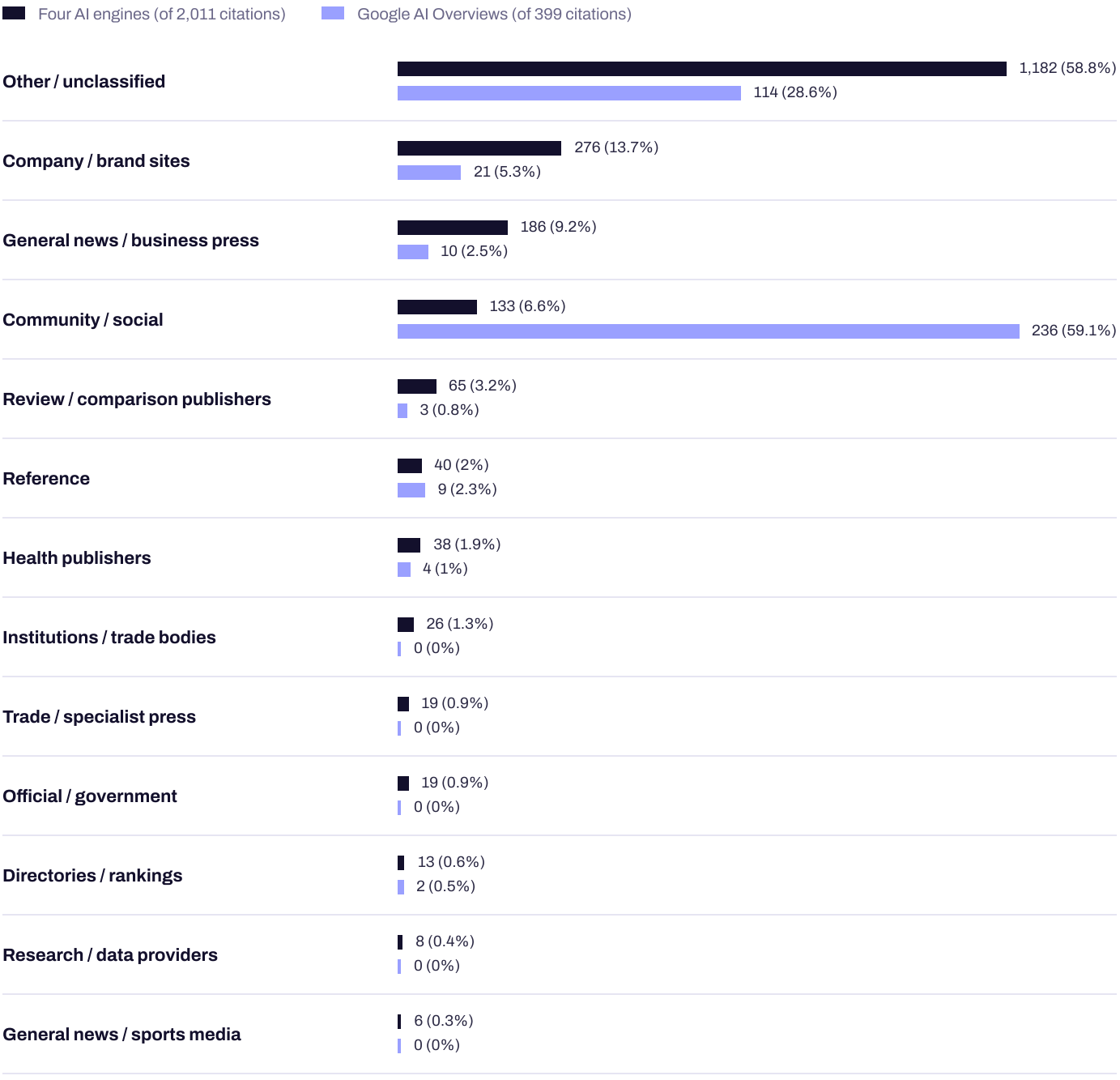
GOOGLE AI OVERVIEWS · SHARE OF 57 OVERVIEWS

youtube.com	**98.2%**
reddit.com	**33.3%**
facebook.com	**15.8%**
homedepot.com	**15.8%**
lowes.com	**10.5%**
support.microsoft.com	**7%**
imaging-resource.com	**5.3%**
allure.com	**5.3%**
americastestkitchen.com	**5.3%**
auto.howstuffworks.com	**5.3%**

WHO THE ENGINES CITE

08 Citation share by source type

Share of all citations by the type of site cited.



09

WHAT THE DATA SUGGESTS

How can video platforms 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.	YouTube's own domains were cited in 29.7% of grounded answers. YouTube was named in only 8.0% of answers, yet its own domains were cited in 29.7%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were homedepot.com (in 12.2% of grounded answers), reddit.com (11.0%), lowes.com (6.9%), digitalcameraworld.com (6.1%) and en.wikipedia.org (5.7%). General news and business press supplied 9.2% of citations and community and social 6.6%.
Check each engine separately.	ChatGPT named YouTube in 18.1% of answers against 2.8% on Perplexity.
Re-run the same questions every month.	Compare counts and intervals, not ranks. The 24 questions are in the appendix.

QUESTIONS PEOPLE ASK

10 What AI answers

Q1 Which tracked sources are cited most often?

YouTube leads this measured set. YouTube: 73/246 (29.7%; 95% interval 24.3–35.7%). No other tracked video platform was cited. The ranking covers tracked sources only. Untracked cited domains include homedepot.com (30 answers), reddit.com (27 answers), lowes.com (17 answers), digitalcameraworld.com (15 answers), en.wikipedia.org (14 answers), rtings.com (14 answers), goodhousekeeping.com (13 answers), aad.org (12 answers), nasm.org (12 answers), support.microsoft.com (12 answers).

Q2 Which platform is named first most often?

YouTube was the first tracked platform named in 23 of 288 answers, with an average first position of 1.

Q3 How often do Google AI Overviews appear for these questions?

An overview appeared on 57 of 60 searches (95%, CI 86.3–98.3%). YouTube was named in all 57 of those overviews.

Q4 Which sources do the engines cite?

Across 2,011 four-engine citations, youtube.com was cited most (80 citations, in 73 of 246 grounded answers), followed by support.microsoft.com (50 citations).

Q5 Do the four engines agree?

Largely. No tracked name differed by more than 12 points between engines.

METHODOLOGY

11 How this study was measured

24	×	3	×	4	=	288	+	60
questions		runs each		AI engines		answers		Google searches · 57 AI Overviews

24 questions asked three times on each of ChatGPT, Claude, Gemini and Perplexity, measured November 4, 2026. United States, English; Google retrieval uses desktop results. Models: gpt-5-mini, claude-sonnet-5-5, gemini-3.6-flash only, sonar-pro. Google AI Overviews come from DataForSEO, not inferred chat answers. Appearance counts returned text, including ungrounded answers; citation rates use grounded answers. Longer overlapping names suppress shorter ones; First mention is the earliest eligible name order. Own-domain rates include declared domains and subdomains; shared parent scopes may count for multiple names and cannot be summed as unique citations.

ENGINE	MODEL IDS CALLED	ASKED	RETURNED	GROUNDED
ChatGPT	gpt-5-mini	72	72	72
Claude	claude-sonnet-5-5	72	72	30
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	60	57 shown	57

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

METRIC DEFINITIONS

- Citation penetration: grounded answers citing tracked source domains ÷ grounded answers, with Wilson 95% intervals. Text mentions remain separate in the evidence.
- First mention: average order in which the tracked name first appears (1 = first).
- Own-domain citation: grounded answers citing the tracked name's domains ÷ grounded answers.
- Citation share: citations to the tracked name's domains ÷ all citations.

LIMITATIONS

- Only 10 tracked video platforms are measured; results are not an exhaustive ranking.
- 348 of 360 planned results were returned. 12 AI Overview lookups were excluded after at most three total attempts.
- 60 successful Google searches: 57 overviews shown; 3 without an overview. Failures are excluded, not scored as zero.
- 42 chat answers had no search sources and are left out of the citation figures.
- No Core question names a tracked name.
- Unverified own domains are not available, never zero or guessed. Source types use Company / brand sites only for verified official organisations; other unresolved sites are Other / unclassified.
- Wilson 95% intervals are descriptive; overlapping leading intervals do not establish a sole leader. Measurements do not endorse medical, legal, financial or product claims.
- The ranking counts answers that cite each platform's domain, whether or not the cited page is a video.
- X is counted only as Twitter or by its full name, not the letter X on its own.
- Twitch and Rumble were counted only with exact capitals in context, and Google links are not counted as YouTube.
- The earlier version's 99% figure had no published data behind it and is not used here.
- Some platforms were added for this edition because the earlier page did not publish a full list.
- The ranking covers tracked sources only. Untracked cited domains include homedepot.com (30 answers), reddit.com (27 answers), lowes.com (17 answers), digitalcameraworld.com (15 answers), en.wikipedia.org (14 answers), rtings.com (14 answers), goodhousekeeping.com (13 answers), aad.org (12 answers), nasm.org (12 answers), support.microsoft.com (12 answers).
- Top untracked domain: homedepot.com, cited in 30/246 grounded answers (12.2%; 95% interval 8.7–16.9%). It is cited less often than the tracked leader YouTube (73/246); compare intervals before interpreting the gap.

APPENDIX

12 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	How do I replace a bathroom faucet?	Video Sources Index 2.0	CORE QUESTION
02	How do I fix a leaking dishwasher?	Video Sources Index 2.0	CORE QUESTION
03	What is the best way to learn guitar online?	Video Sources Index 2.0	CORE QUESTION
04	What is the best budget camera for vlogging?	Video Sources Index 2.0	CORE QUESTION
05	How do I do a deadlift with correct form?	Video Sources Index 2.0	CORE QUESTION
06	What are the best home workout programs?	Video Sources Index 2.0	CORE QUESTION
07	How do I cook a perfect steak?	Video Sources Index 2.0	CORE QUESTION
08	What is a good skincare routine for beginners?	Video Sources Index 2.0	CORE QUESTION
09	How do I make a pivot table in Excel?	Video Sources Index 2.0	CORE QUESTION
10	How does a car transmission work?	Video Sources Index 2.0	CORE QUESTION
11	What should I see on a first trip to Japan?	Video Sources Index 2.0	CORE QUESTION
12	What are the best smartphone review channels?	Video Sources Index 2.0	CORE QUESTION
13	How do I patch a small hole in drywall?	Video Sources Index 2.0	ADDED QUESTION
14	How do I clean a clogged shower drain?	Video Sources Index 2.0	ADDED QUESTION
15	How do mirrorless cameras compare with DSLR cameras?	Video Sources Index 2.0	ADDED QUESTION
16	How do I set up a rowing machine?	Video Sources Index 2.0	ADDED QUESTION
17	How do I perform a squat with correct form?	Video Sources Index 2.0	ADDED QUESTION
18	How do I fold dumplings?	Video Sources Index 2.0	ADDED QUESTION
19	How do I sharpen a kitchen knife?	Video Sources Index 2.0	ADDED QUESTION
20	How do I create a chart in spreadsheet software?	Video Sources Index 2.0	ADDED QUESTION
21	How do I learn basic conversational Spanish online?	Video Sources Index 2.0	ADDED QUESTION
22	How do I travel between the major cities in Italy by train?	Video Sources Index 2.0	ADDED QUESTION
23	How do I apply sunscreen evenly to my face?	Video Sources Index 2.0	ADDED QUESTION
24	What are the differences between mechanical and membrane keyboards?	Video Sources Index 2.0	ADDED QUESTION

5W

5W PUBLIC RELATIONS · RESEARCH

Video Sources Index 2.0

Measured November 4, 2026 · 5W Public Relations

WEB
5wpr.com

RESEARCH
5wpr.com/research