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Research · 2026

5W PUBLIC RELATIONS · 2026 RESEARCH

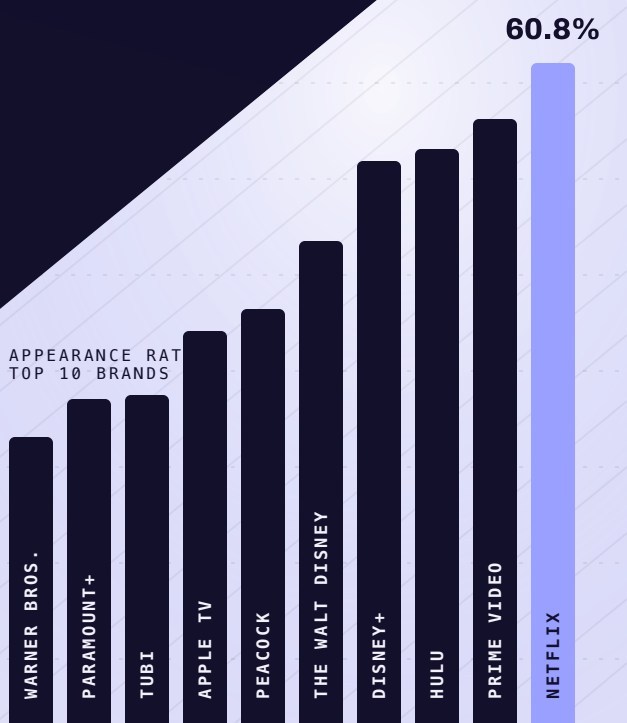
STREAMING SERVICES INDEX 2.0

Which streaming services AI engines name
288 AI answers · November 3, 2026

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

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 54 Google AI Overviews

Prepared by :
5W Public Relations
5wpr.com



AT A GLANCE

Netflix tops a close field. Three other services are within its margin.

Netflix tops a close field: 175/288 (60.8%; 95% interval 55.0–66.2%). 3 others are within its margin (Prime Video, Hulu and Disney+), so neither can be called the sole leader.

Version 2. This version replaces the first version of this study, first published June 22, 2026. It uses measured counts, so the two versions are not comparable.

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

60.8%
of answers named Netflix, the most-named (175 of 288)

34
tracked services named at least once (of 35)

90%
of Google searches showed an AI Overview (54 of 60)

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KEY FINDINGS

01 What the data shows

MEASURED LEADER

Netflix

Netflix tops a close field: 175/288 (60.8%; 95% interval 55.0–66.2%). 3 others are within its margin (Prime Video, Hulu and Disney+), so neither can be called the sole leader.

NAMED FIRST

46/288 (16.0%)

Disney+ was the first service named in 46 of 288 answers, more than any other tracked service. Its average first position was 3.3. Netflix was named first in 44 of 288.

GEMINI SKEW

54/72 (75%)

Gemini named The Walt Disney Company in 54 of 72 answers. The other engines named it in 18 to 38 of 72.

CLAUDE SKEW

33/72 (45.8%)

Claude named Tubi in 33 of 72 answers. The other engines named it in 17 to 19 of 72.

OWN-SITE CITATIONS

33/288 (11.5%)

YouTube's own domains were cited in 33 of 288 grounded answers, more than any other tracked service. Hulu followed at 29 of 288. 15 of 35 tracked services had 0 of 288.

AIO TRIGGER

54/60 (90%)

Google AI Overviews appeared on 54 of 60 searches (CI 79.9–95.3%). On the other 6, no overview was shown.

AIO LEADER

39/54 (72.2%)

Disney+ was the service named most often in AI Overviews, at 39 of 54, followed by Hulu at 38 of 54 (70.4%). In the four-engine set, Disney+ was named in 149 of 288 answers (51.7%).

TOP DOMAIN

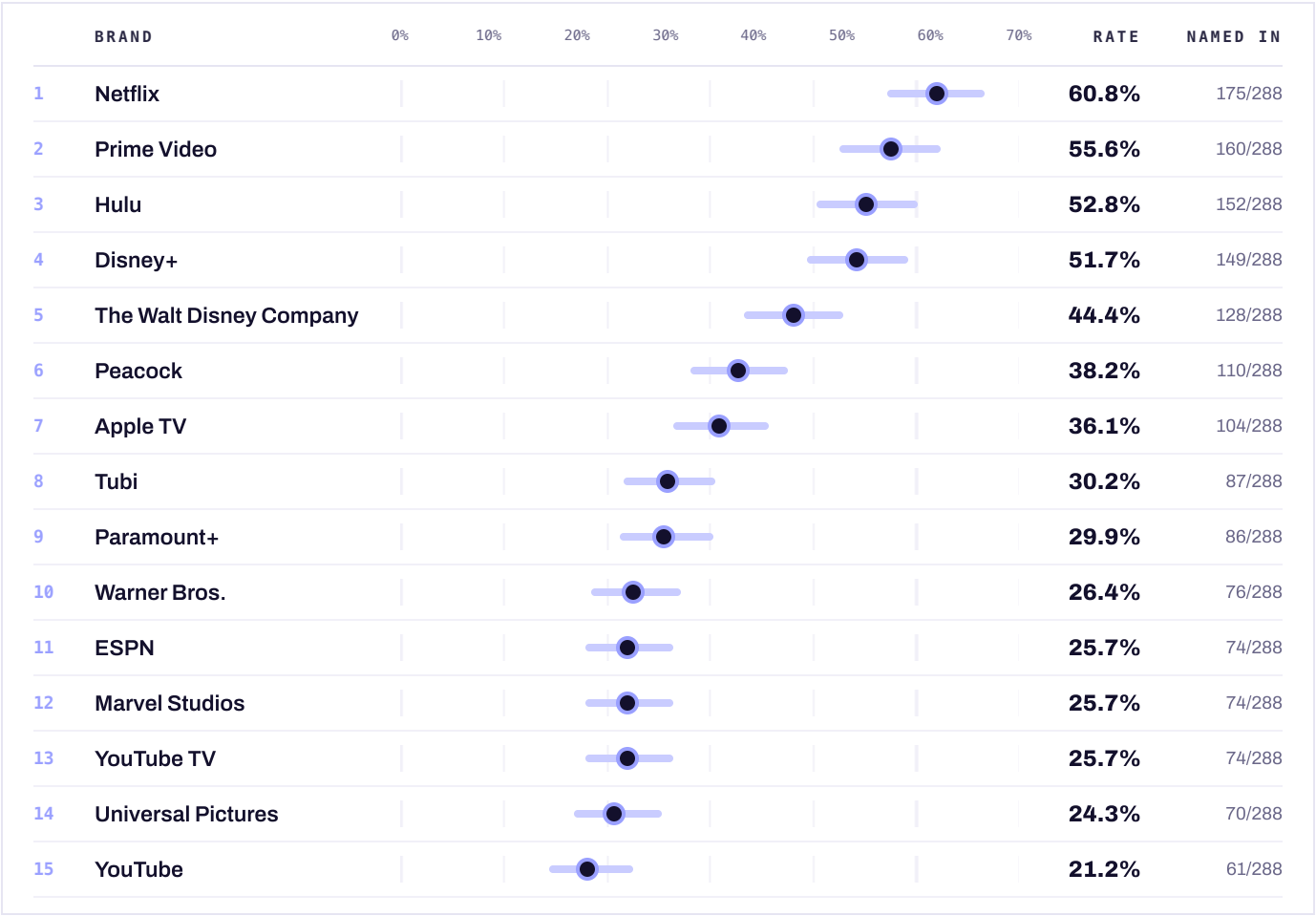
82/288 (28.5%)

tomsguide.com was cited in 82 of 288 grounded four-engine answers, with 99 of 2,216 citations (4.5%). cnet.com came second with 67 citations in 64 answers (22.2%).

THE LEADERBOARD

02 Which brands 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.



	BRAND	RATE	NAMED IN
1	Netflix	60.8%	175/288
2	Prime Video	55.6%	160/288
3	Hulu	52.8%	152/288
4	Disney+	51.7%	149/288
5	The Walt Disney Company	44.4%	128/288
6	Peacock	38.2%	110/288
7	Apple TV	36.1%	104/288
8	Tubi	30.2%	87/288
9	Paramount+	29.9%	86/288
10	Warner Bros.	26.4%	76/288
11	ESPN	25.7%	74/288
12	Marvel Studios	25.7%	74/288
13	YouTube TV	25.7%	74/288
14	Universal Pictures	24.3%	70/288
15	YouTube	21.2%	61/288

02 THE LEADERBOARD

The full list

Own-domain citation is the share of 288 grounded answers that cited the tracked name's own domains (subdomains included). Citation share is of all 2,216 citations. None means no own site is tracked for that name.

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	Netflix	175/288	60.8%	55–66.2%	3.8	3.8% (11/288)	0.5%
2	Prime Video	160/288	55.6%	49.8–61.2%	4.8	4.5% (13/288)	0.6%
3	Hulu	152/288	52.8%	47–58.5%	5.2	10.1% (29/288)	1.4%
4	Disney+	149/288	51.7%	46–57.4%	3.3	7.3% (21/288)	0.9%
5	The Walt Disney Company	128/288	44.4%	38.8–50.2%	4.1	0.7% (2/288)	0.1%
6	Peacock	110/288	38.2%	32.8–43.9%	5.2	6.9% (20/288)	1%
7	Apple TV	104/288	36.1%	30.8–41.8%	5.1	0% (0/288)	0%
8	Tubi	87/288	30.2%	25.2–35.7%	3.6	2.1% (6/288)	0.3%
9	Paramount+	86/288	29.9%	24.9–35.4%	6.4	4.2% (12/288)	0.6%
10	Warner Bros.	76/288	26.4%	21.6–31.8%	3.7	0% (0/288)	0%
11	ESPN	74/288	25.7%	21–31%	4.6	1.4% (4/288)	0.2%
12	Marvel Studios	74/288	25.7%	21–31%	4.5	3.1% (9/288)	0.7%
13	YouTube TV	74/288	25.7%	21–31%	5.9	0% (0/288)	0%
14	Universal Pictures	70/288	24.3%	19.7–29.6%	5.7	1.4% (4/288)	0.2%
15	YouTube	61/288	21.2%	16.9–26.3%	6.5	11.5% (33/288)	1.5%
16	HBO Max	60/288	20.8%	16.5–25.9%	3.2	1.7% (5/288)	0.2%
17	Pluto TV	60/288	20.8%	16.5–25.9%	3.7	0% (0/288)	0%
18	Paramount	59/288	20.5%	16.2–25.5%	6.2	0.3% (1/288)	0%
19	Pixar	57/288	19.8%	15.6–24.8%	4.9	0% (0/288)	0%
20	Fubo	52/288	18.1%	14–22.9%	6.9	0.7% (2/288)	0.1%
21	Sling TV	51/288	17.7%	13.7–22.5%	7.6	2.1% (6/288)	0.3%
22	The Roku Channel	38/288	13.2%	9.8–17.6%	4.2	0% (0/288)	0%
23	Kanopy	33/288	11.5%	8.3–15.7%	4.4	1.4% (4/288)	0.2%
24	NFL Sunday Ticket	24/288	8.3%	5.7–12.1%	6.1	None	None
25	Sony Pictures	20/288	6.9%	4.5–10.5%	4.2	0.3% (1/288)	0%
26	Starz	18/288	6.3%	4–9.7%	6.7	0% (0/288)	0%
27	Philo	17/288	5.9%	3.7–9.2%	6.5	0% (0/288)	0%
28	Crunchyroll	15/288	5.2%	3.2–8.4%	2.9	0% (0/288)	0%

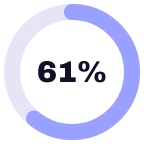
02 THE LEADERBOARD

The full list (continued)

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
29	NFL+	13/288	4.5%	2.7–7.6%	7.7	2.1% (6/288)	0.4%
30	AMC+	10/288	3.5%	1.9–6.3%	7.8	0% (0/288)	0%
31	Lionsgate	10/288	3.5%	1.9–6.3%	6.6	0% (0/288)	0%
32	Amazon MGM Studios	9/288	3.1%	1.7–5.8%	6	0% (0/288)	0%
33	DAZN	8/288	2.8%	1.4–5.4%	9.8	0.3% (1/288)	0%
34	MGM+	3/288	1%	0.4–3%	11.7	0% (0/288)	0%
35	Skydance	0/288	0%	0–1.3%	–	0% (0/288)	0%

PROFILES

03 The top eight, side by side

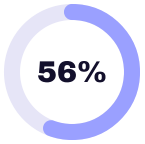


RANK 1

Netflix

175/288 answers · 95% CI 55–66.2%

3.8	3.8%	0.5%
first-mention position	owned-domain citation (11/288)	citation share

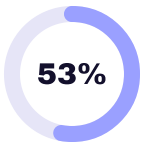


RANK 2

Prime Video

160/288 answers · 95% CI 49.8–61.2%

4.8	4.5%	0.6%
first-mention position	owned-domain citation (13/288)	citation share

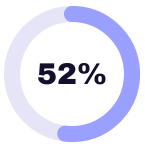


RANK 3

Hulu

152/288 answers · 95% CI 47–58.5%

5.2	10.1%	1.4%
first-mention position	owned-domain citation (29/288)	citation share



RANK 4

Disney+

149/288 answers · 95% CI 46–57.4%

3.3	7.3%	0.9%
first-mention position	owned-domain citation (21/288)	citation share

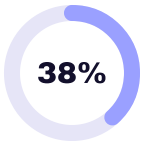


RANK 5

The Walt Disney Company

128/288 answers · 95% CI 38.8–50.2%

4.1	0.7%	0.1%
first-mention position	owned-domain citation (2/288)	citation share

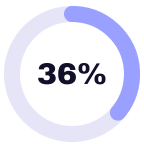


RANK 6

Peacock

110/288 answers · 95% CI 32.8–43.9%

5.2	6.9%	1%
first-mention position	owned-domain citation (20/288)	citation share



RANK 7

Apple TV

104/288 answers · 95% CI 30.8–41.8%

5.1	0%	0%
first-mention position	owned-domain citation (0/288)	citation share



RANK 8

Tubi

87/288 answers · 95% CI 25.2–35.7%

3.6	2.1%	0.3%
first-mention position	owned-domain citation (6/288)	citation share

04 HOW THE ENGINES DIFFER

Same questions, different answers

Gemini named The Walt Disney Company in 54 of 72 answers. The other engines named it in 18 to 38 of 72. Claude named Tubi in 33 of 72 answers. The other engines named it in 17 to 19 of 72.

ChatGPT

72 ASKED | 72 RETURNED | 72 GROUNDED

Prime Video	**69.4%**
Netflix	**58.3%**
The Walt Disney Company	**52.8%**
Disney+	**51.4%**
Hulu	**50%**
Apple TV	**44.4%**

Claude

72 ASKED | 72 RETURNED | 72 GROUNDED

Netflix	**66.7%**
Hulu	**59.7%**
Disney+	**54.2%**
Peacock	**47.2%**
Prime Video	**45.8%**
Tubi	**45.8%**

Gemini

72 ASKED | 72 RETURNED | 72 GROUNDED

The Walt Disney Comp...	**75%**
Netflix	**62.5%**
Hulu	**61.1%**
Disney+	**55.6%**
Prime Video	**54.2%**
Warner Bros.	**51.4%**

Perplexity

72 ASKED | 72 RETURNED | 72 GROUNDED

Netflix	**55.6%**
Prime Video	**52.8%**
Disney+	**45.8%**
Hulu	**40.3%**
Apple TV	**30.6%**
Peacock	**29.2%**

GOOGLE AI OVERVIEWS

05 The fifth engine

Google AI Overviews were captured through 60 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 54 = 342 answers.



TRIGGER RATE

Google AI Overviews appeared on 54 of 60 searches (90%, CI 79.9–95.3%). The other 6 searches showed no overview. Within the 54 overviews, Disney+ was named in 39 (72.2%), Hulu was named in 38 (70.4%), Netflix was named in 33 (61.1%), Prime Video was named in 27 (50%). youtube.com was the most-cited source, with 83 citations and an appearance in 40 of 54 overviews.

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

1	Netflix	60.8%	=
2	Hulu	55.6%	▲ 1
3	Disney+	55.0%	▲ 1
4	Prime Video	54.7%	▼ 2
5	The Walt Disney Company	40.9%	=
6	Peacock	37.7%	=
7	Apple TV	33.6%	=
8	Tubi	31.6%	=
9	Marvel Studios	28.4%	▲ 3
10	Paramount+	28.1%	▼ 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.

Q01 · 12 ANSWERS

Netflix 100%

TIED WITH DISNEY+

Disney+	100%
The Walt Disney Company	75%

AI Overview shown on 3 of 3 searches

Q02 · 12 ANSWERS

Pluto TV 100%

TIED WITH TUBI

Tubi	100%
Peacock	83.3%

AI Overview shown on 3 of 3 searches

Q03 · 12 ANSWERS

Apple TV 100%

TIED WITH NETFLIX

Netflix	100%
HBO Max	58.3%

AI Overview shown on 3 of 3 searches

Q04 · 12 ANSWERS

Apple TV 91.7%

Netflix	83.3%
Disney+	83.3%

AI Overview shown on 1 of 1 searches

Q05 · 12 ANSWERS

Disney+ 100%

TIED WITH HULU, ESPN

Hulu	100%
ESPN	100%

AI Overview shown on 3 of 3 searches

Q06 · 12 ANSWERS

Disney+ 100%

TIED WITH NETFLIX

Netflix	100%
The Walt Disney Company	75%

AI Overview shown on 3 of 3 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,216 citations in total. tomsguide.com was cited most often, with 99 citations (4.5%) across 82 answers. Next came cnet.com (67), reviews.org (64), pcmag.com (62), cabletv.com (43), businessinsider.com (38).

FOUR AI ENGINES · SHARE OF 288 GROUNDED ANSWERS

tomsguide.com	**28.5%**
cnet.com	**22.2%**
reviews.org	**21.2%**
pcmag.com	**19.4%**
cabletv.com	**13.2%**
businessinsider.com	**12.2%**
reddit.com	**11.5%**
youtube.com	**11.5%**
comparesubscriptions.com	**10.8%**
tech.yahoo.com	**10.1%**

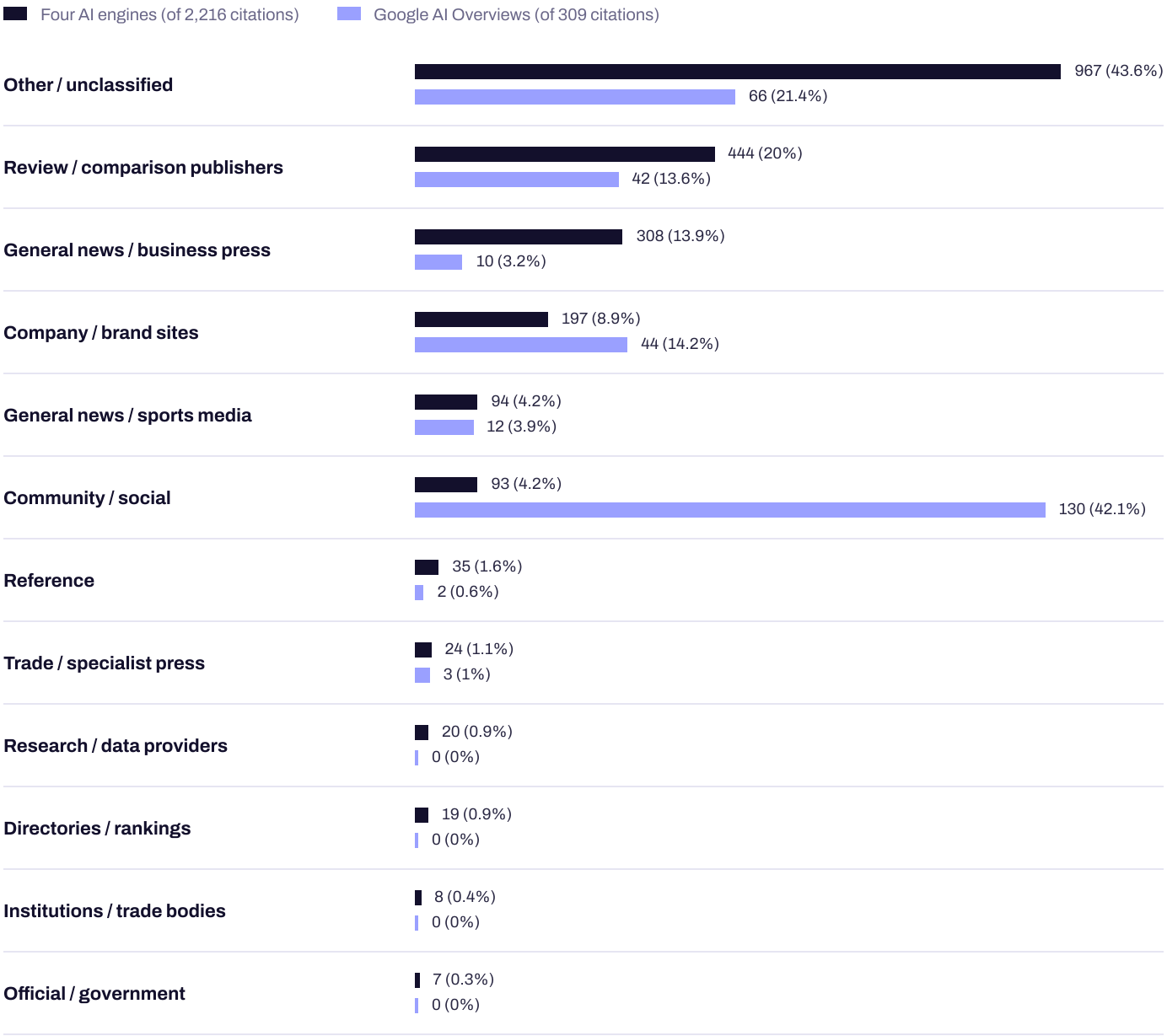
GOOGLE AI OVERVIEWS · SHARE OF 54 OVERVIEWS

youtube.com	**74.1%**
reddit.com	**35.2%**
cnet.com	**27.8%**
consumerreports.org	**16.7%**
decider.com	**16.7%**
nerdwallet.com	**14.8%**
directv.com	**13%**
disneyplus.com	**11.1%**
facebook.com	**11.1%**
peacocktv.com	**11.1%**

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 brands 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 11.5% of grounded answers, Hulu's in 10.1% and Disney+'s in 7.3%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were tomsguide.com (in 28.5% of grounded answers), cnet.com (22.2%), reviews.org (21.2%), pcmag.com (19.4%) and cabletv.com (13.2%). Review and comparison publishers supplied 20.0% of citations and general news and business press 13.9%.
Check each engine separately.	Gemini named The Walt Disney Company in 75.0% of answers against 25.0% on Claude. Gemini named Warner Bros. in 51.4% of answers against 6.9% on Claude.
Watch names outside the tracked list.	Plex (25 answers), Amazon.com, Inc (21 answers), Xumo Play (16 answers), Fandango at Home (15 answers), Apple Inc (14 answers) were named often but were not tracked.
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 names lead these AI answers?

Netflix tops a close field: 175/288 (60.8%; 95% interval 55.0–66.2%). 3 others are within its margin (Prime Video, Hulu and Disney+), so neither can be called the sole leader.

Q2 Which service is named first most often?

Disney+ was the first service named in 46 of 288 answers, with an average first position of 3.3.

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

An overview appeared on 54 of 60 searches (90%, CI 79.9–95.3%). Within those 54 overviews, Disney+ was named most often, in 39 (72.2%).

Q4 Which sources do the engines cite?

Across 2,216 four-engine citations, tomsguide.com was cited most (99 citations, in 82 of 288 grounded answers), followed by cnet.com (67 citations).

Q5 Do the four engines agree?

Only in part. Gemini named The Walt Disney Company in 54 of 72 answers, against 18 to 38 of 72 on the other engines. Claude named Tubi in 33 of 72 answers, against 17 to 19 of 72 on the other engines.

METHODOLOGY

11 How this study was measured

24	×	3	×	4	=	288	+	60
questions		runs each		AI engines		answers		Google searches · 54 AI Overviews

24 questions asked three times on each of ChatGPT, Claude, Gemini and Perplexity, measured November 3, 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	72
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	60	54 shown	54

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

METRIC DEFINITIONS

- Appearance rate: answers naming the tracked name ÷ answers returned, with Wilson 95% intervals.
- 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 35 tracked services are ranked; results are not an exhaustive market ranking.
- Only the tracked services were scored. Untracked names that appeared often were not scored, including Plex (25 answers), Amazon.com, Inc (21 answers), Xumo Play (16 answers), Fandango at Home (15 answers), Apple Inc (14 answers).
- 348 of 360 planned results were returned. 12 AI Overview lookups were excluded after at most three total attempts.
- 60 successful Google searches: 54 overviews shown; 6 without an overview. Failures are excluded, not scored as zero.
- All returned chat answers had search sources.
- Question 12 names Netflix and Disney+, so both counts include up to 12 answers to that question.
- Removing 1 Core question naming tracked subjects leaves 276 eligible answers. The top two are Netflix (163/276) and Prime Video (160/276); their order does not change.
- Names with no tracked own site are shown as None. 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.
- Streaming services and the studio groups behind them, from the earlier edition, updated for ownership changes. Paramount completed its acquisition of Warner Bros. Discovery on October 6, 2026, and the combined company is named Skydance; HBO Max and Paramount+ still run as separate services. Josh D'Amaro became CEO of The Walt Disney Company in March 2026, and Disney is bringing Hulu into the Disney+ app. Amazon's Freevee was folded into Prime Video and is not tracked.
- Google Shopping links and unresolved google.com/goto redirect links are not counted as cited sources; original URLs remain in the evidence.
- Answers were collected through each engine's API using the model IDs listed in the methodology. The consumer ChatGPT, Claude, Gemini and Perplexity apps

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	What is the best streaming service?	Streaming Index 2.0	CORE QUESTION
02	What is the cheapest streaming service?	Streaming Index 2.0	CORE QUESTION
03	Which streaming service has the best original shows?	Streaming Index 2.0	CORE QUESTION
04	Which streaming subscription should I cancel to save money?	Streaming Index 2.0	CORE QUESTION
05	What are the best streaming bundles?	Streaming Index 2.0	CORE QUESTION
06	What is the best streaming service for families with kids?	Streaming Index 2.0	CORE QUESTION
07	Where can I stream NFL games?	Streaming Index 2.0	CORE QUESTION
08	What is the best service for live sports streaming?	Streaming Index 2.0	CORE QUESTION
09	Where can I watch Marvel movies?	Streaming Index 2.0	CORE QUESTION
10	What are the best free streaming services with ads?	Streaming Index 2.0	CORE QUESTION
11	Which streaming service has the best movie library?	Streaming Index 2.0	CORE QUESTION
12	Netflix vs Disney+: which is worth it?	Streaming Index 2.0	CORE QUESTION
13	Which streaming services are worth paying for this year?	Streaming Index 2.0	ADDED QUESTION
14	What is the best live TV streaming service to replace cable?	Streaming Index 2.0	ADDED QUESTION
15	Which streaming service has the best prestige TV dramas?	Streaming Index 2.0	ADDED QUESTION
16	What are the best streaming services for classic movies?	Streaming Index 2.0	ADDED QUESTION
17	Which studios make the most popular movies right now?	Streaming Index 2.0	ADDED QUESTION
18	Where can I stream Star Wars?	Streaming Index 2.0	ADDED QUESTION
19	Where can I watch the Harry Potter movies?	Streaming Index 2.0	ADDED QUESTION
20	Where can I stream NBA games?	Streaming Index 2.0	ADDED QUESTION
21	Which streaming services have the cheapest ad-supported plans?	Streaming Index 2.0	ADDED QUESTION
22	What are the best free movie streaming apps?	Streaming Index 2.0	ADDED QUESTION
23	What is the best streaming service for anime?	Streaming Index 2.0	ADDED QUESTION
24	What are the safest streaming services for young children?	Streaming Index 2.0	ADDED QUESTION

5W

5W PUBLIC RELATIONS · RESEARCH

Streaming Index 2.0

Measured November 3, 2026 · 5W Public Relations

WEB
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