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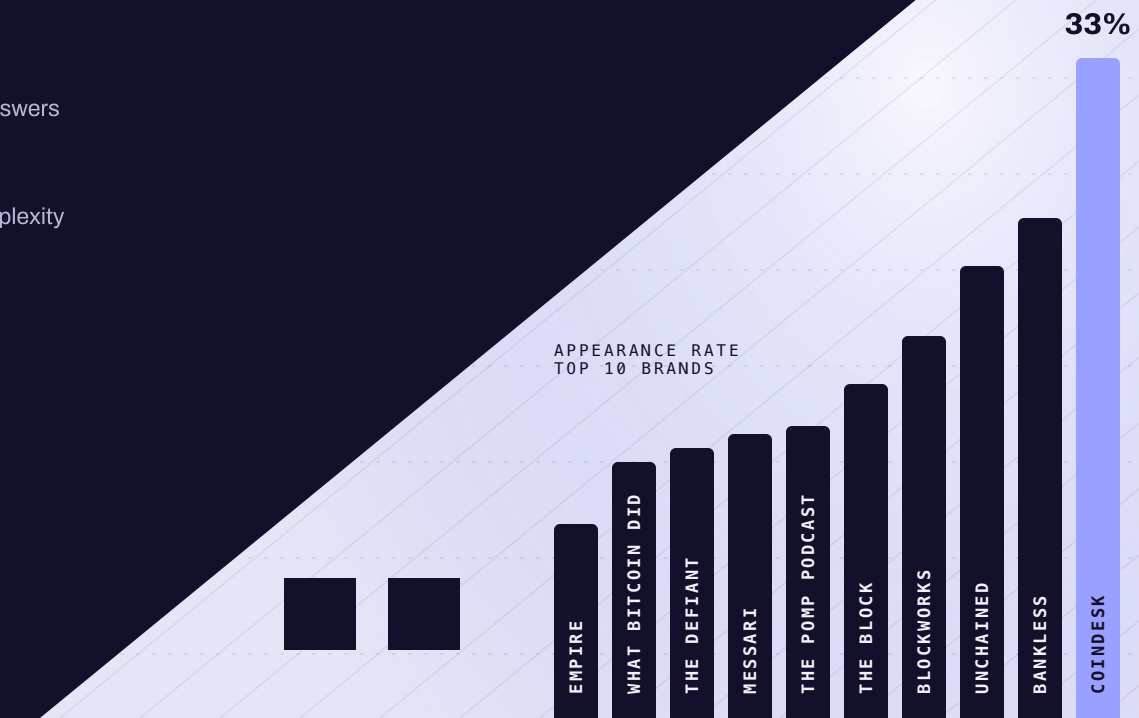
CRYPTO PODCAST INDEX 2.0

Which crypto podcasts and outlets AI names
288 AI answers · November 6 to 7, 2026

Measured :
November 6 to 7, 2026
24 questions × 3 runs · 288 AI answers

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

Prepared by :
5W Public Relations
5wpr.com



AT A GLANCE

No sole leader is established. Bankless is within its margin.

CoinDesk: 95/288 returned four-engine answers (33.0%; 95% interval 27.8–38.6%). The two leading intervals overlap; no sole leader is established.

Version 2. This version replaces the first version of this study, first published June 23, 2026. It uses measured counts, so the two versions are not comparable.

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

33%
of answers named CoinDesk, the most-named (95 of 288)

13
tracked sources named at least once (of 18)

100%
of Google searches showed an AI Overview (72 of 72)

INSIDE THIS REPORT

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KEY FINDINGS

01 What the data shows

MEASURED APPEARANCE

CoinDesk

CoinDesk: 95/288 returned four-engine answers (33.0%; 95% interval 27.8–38.6%). The two leading intervals overlap; no sole leader is established.

NAMED FIRST

55/288 (19.1%)

CoinDesk was the first source named in 55 of 288 answers, more than any other tracked source. Its average first position was 2.4.

OWN-SITE CITATIONS

28/288 (9.7%)

The Block's own domains were cited in 28 of 288 grounded answers, more than any other tracked source. CoinDesk followed at 20 of 288. 7 of 18 tracked sources had 0 of 288, and 2 had no tracked own site.

AIO TRIGGER

72/72 (100%)

Google AI Overviews appeared on 72 of 72 searches (CI 94.9–100%).

AIO LEADER

17/72 (23.6%)

Bankless was the source named most often in AI Overviews, at 17 of 72, followed by CoinDesk at 15 of 72 (20.8%). In the four-engine set, Bankless was named in 72 of 288 answers (25%).

TOP DOMAIN

34/288 (11.8%)

podcasts.apple.com received the most citation links, 95 of 2,345 (4.1%), across 34 of 288 grounded answers (11.8%). coinledger.io appeared in the most answers, 64 of 288 (22.2%).

NO TRACKED NAME

0/12 (0.0%)

For 'What are the best DeFi protocols?', none of the tracked sources was named in any of 12 four-engine answers.

THE LEADERBOARD

02 Which sources 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	CoinDesk	33.0%	95/288
2	Bankless	25.0%	72/288
3	Unchained	22.6%	65/288
4	Blockworks	19.1%	55/288
5	The Block	16.7%	48/288
6	The Pomp Podcast	14.6%	42/288
7	Messari	14.2%	41/288
8	The Defiant	13.5%	39/288
9	What Bitcoin Did	12.8%	37/288
10	Empire	9.7%	28/288
11	Decrypt	7.6%	22/288
12	The Wolf Of All Streets	3.8%	11/288
13	The Daily Gwei	3.5%	10/288

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 2,345 citations.

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	**CoinDesk**	95/288	**33%**	27.8–38.6%	2.4	6.9% (20/288)	0.9%
2	**Bankless**	72/288	**25%**	20.4–30.3%	2.5	4.2% (12/288)	0.5%
3	**Unchained**	65/288	**22.6%**	18.1–27.7%	2.7	1.4% (4/288)	0.2%
4	**Blockworks**	55/288	**19.1%**	15–24%	3.3	2.8% (8/288)	0.3%
5	**The Block**	48/288	**16.7%**	12.8–21.4%	2.4	9.7% (28/288)	1.2%
6	**The Pomp Podcast**	42/288	**14.6%**	11–19.1%	3.5	0% (0/288)	0%
7	**Messari**	41/288	**14.2%**	10.7–18.7%	1.8	2.4% (7/288)	0.3%
8	**The Defiant**	39/288	**13.5%**	10.1–18%	4.4	2.8% (8/288)	0.3%
9	**What Bitcoin Did**	37/288	**12.8%**	9.5–17.2%	3.4	0.3% (1/288)	0%
10	**Empire**	28/288	**9.7%**	6.8–13.7%	2.8	0% (0/288)	0%
11	**Decrypt**	22/288	**7.6%**	5.1–11.3%	2.9	1.7% (5/288)	0.2%
12	**The Wolf Of All Streets**	11/288	**3.8%**	2.1–6.7%	4.5	0% (0/288)	0%
13	**The Daily Gwei**	10/288	**3.5%**	1.9–6.3%	4.2	0% (0/288)	0%
14	**Lex Fridman Podcast**	0/288	**0%**	0–1.3%	–	0% (0/288)	0%
15	**On The Brink**	0/288	**0%**	0–1.3%	–	not available	not available
16	**The Bell Curve**	0/288	**0%**	0–1.3%	–	0% (0/288)	0%
17	**The Chopping Block**	0/288	**0%**	0–1.3%	–	0% (0/288)	0%
18	**UpOnly**	0/288	**0%**	0–1.3%	–	not available	not available

02 THE LEADERBOARD

Question group: Podcasts and news

132 returned four-engine answers to this group's 11 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	CoinDesk	80/132	60.6%	52.1–68.5%	41
2	Bankless	71/132	53.8%	45.3–62.1%	26
3	Unchained	65/132	49.2%	40.9–57.7%	17
4	Blockworks	50/132	37.9%	30.1–46.4%	1
5	The Block	43/132	32.6%	25.2–41.0%	1
6	The Pomp Podcast	42/132	31.8%	24.5–40.2%	5
7	The Defiant	39/132	29.5%	22.4–37.8%	0
8	What Bitcoin Did	37/132	28.0%	21.1–36.2%	11
9	Empire	28/132	21.2%	15.1–28.9%	7
10	Messari	27/132	20.5%	14.5–28.1%	19
11	Decrypt	22/132	16.7%	11.3–23.9%	0
12	The Wolf Of All Streets	11/132	8.3%	4.7–14.3%	3
13	The Daily Gwei	10/132	7.6%	4.2–13.4%	0
14	Lex Fridman Podcast	0/132	0.0%	0.0–2.8%	0
15	On The Brink	0/132	0.0%	0.0–2.8%	0
16	The Bell Curve	0/132	0.0%	0.0–2.8%	0
17	The Chopping Block	0/132	0.0%	0.0–2.8%	0
18	UpOnly	0/132	0.0%	0.0–2.8%	0

02 THE LEADERBOARD

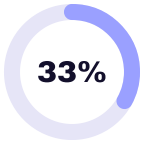
Question group: Market questions

156 returned four-engine answers to this group's 13 questions. No pooled group leader is asserted.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	CoinDesk	15/156	9.6%	5.9–15.3%	14
2	Messari	14/156	9.0%	5.4–14.5%	13
3	Blockworks	5/156	3.2%	1.4–7.3%	2
4	The Block	5/156	3.2%	1.4–7.3%	5
5	Bankless	1/156	0.6%	0.1–3.5%	0
6	Decrypt	0/156	0.0%	0.0–2.4%	0
7	Empire	0/156	0.0%	0.0–2.4%	0
8	Lex Fridman Podcast	0/156	0.0%	0.0–2.4%	0
9	On The Brink	0/156	0.0%	0.0–2.4%	0
10	The Bell Curve	0/156	0.0%	0.0–2.4%	0
11	The Chopping Block	0/156	0.0%	0.0–2.4%	0
12	The Daily Gwei	0/156	0.0%	0.0–2.4%	0
13	The Defiant	0/156	0.0%	0.0–2.4%	0
14	The Pomp Podcast	0/156	0.0%	0.0–2.4%	0
15	The Wolf Of All Streets	0/156	0.0%	0.0–2.4%	0
16	Unchained	0/156	0.0%	0.0–2.4%	0
17	UpOnly	0/156	0.0%	0.0–2.4%	0
18	What Bitcoin Did	0/156	0.0%	0.0–2.4%	0

PROFILES

03 The top eight, side by side

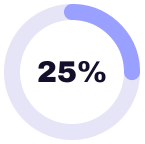


RANK 1

CoinDesk

95/288 answers · 95% CI 27.8–38.6%

2.4	6.9%	0.9%
first-mention position	owned-domain citation (20/288)	citation share

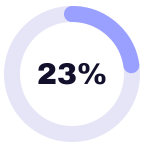


RANK 2

Bankless

72/288 answers · 95% CI 20.4–30.3%

2.5	4.2%	0.5%
first-mention position	owned-domain citation (12/288)	citation share

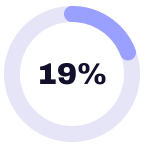


RANK 3

Unchained

65/288 answers · 95% CI 18.1–27.7%

2.7	1.4%	0.2%
first-mention position	owned-domain citation (4/288)	citation share

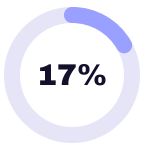


RANK 4

Blockworks

55/288 answers · 95% CI 15–24%

3.3	2.8%	0.3%
first-mention position	owned-domain citation (8/288)	citation share

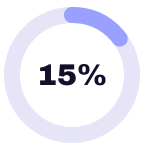


RANK 5

The Block

48/288 answers · 95% CI 12.8–21.4%

2.4	9.7%	1.2%
first-mention position	owned-domain citation (28/288)	citation share

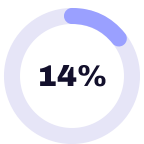


RANK 6

The Pomp Podcast

42/288 answers · 95% CI 11–19.1%

3.5	0%	0%
first-mention position	owned-domain citation (0/288)	citation share

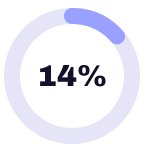


RANK 7

Messari

41/288 answers · 95% CI 10.7–18.7%

1.8	2.4%	0.3%
first-mention position	owned-domain citation (7/288)	citation share



RANK 8

The Defiant

39/288 answers · 95% CI 10.1–18%

4.4	2.8%	0.3%
first-mention position	owned-domain citation (8/288)	citation share

04 HOW THE ENGINES DIFFER

Same questions, different answers

The four engines named the leading names at similar rates.

ChatGPT

72 ASKED	72 RETURNED	72 GROUNDED
CoinDesk		**40.3%**
Bankless		**29.2%**
Unchained		**26.4%**
The Block		**23.6%**
The Pomp Podcast		**20.8%**
Messari		**19.4%**

Claude

72 ASKED	72 RETURNED	72 GROUNDED
CoinDesk		**33.3%**
Bankless		**29.2%**
Unchained		**29.2%**
Blockworks		**22.2%**
The Block		**19.4%**
Empire		**18.1%**

Gemini

72 ASKED	72 RETURNED	72 GROUNDED
Blockworks		**33.3%**
Unchained		**30.6%**
CoinDesk		**29.2%**
Bankless		**29.2%**
What Bitcoin Did		**16.7%**
The Block		**15.3%**

Perplexity

72 ASKED	72 RETURNED	72 GROUNDED
CoinDesk		**29.2%**
Bankless		**12.5%**
Messari		**12.5%**
The Defiant		**11.1%**
What Bitcoin Did		**11.1%**
Blockworks		**9.7%**

GOOGLE AI OVERVIEWS

05 The fifth engine

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 on 72 of 72 searches (100%, CI 94.9–100%). The other 0 searches showed no overview. Within the 72 overviews, Bankless was named in 17 (23.6%), CoinDesk was named in 15 (20.8%), Unchained was named in 13 (18.1%), The Block was named in 7 (9.7%). youtube.com was the most-cited source, with 29 citations and an appearance in 23 of 72 overviews.

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

1	CoinDesk	30.6%	=
2	Bankless	24.7%	=
3	Unchained	21.7%	=
4	Blockworks	16.1%	=
5	The Block	15.3%	=
6	The Pomp Podcast	13.1%	=
7	What Bitcoin Did	11.9%	▲ 2
8	The Defiant	11.7%	=
9	Messari	11.4%	▼ 2
10	Empire	9.2%	=

LEADERS BY QUESTION

06 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

Bankless 100%

TIED WITH WHAT BITCOIN DID, UNCHAINED

What Bitcoin Did	100%
Unchained	100%

AI Overview shown on 3 of 3 searches

Q02 · 12 ANSWERS

Bankless 100%

TIED WITH THE DEFIANT

The Defiant	100%
Unchained	75%

AI Overview shown on 3 of 3 searches

Q03 · 12 ANSWERS

CoinDesk 100%

TIED WITH DECRYPT, THE BLOCK

Decrypt	100%
The Block	100%

AI Overview shown on 3 of 3 searches

Q05 · 12 ANSWERS

The Block 8.3%

AI Overview shown on 3 of 3 searches

Q06 · 12 ANSWERS

CoinDesk 8.3%

AI Overview shown on 3 of 3 searches

Q08 · 12 ANSWERS

Messari 16.7%

The Block	8.3%

AI Overview shown on 3 of 3 searches

07 WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,345 citations in total. podcasts.apple.com was cited most often, with 95 citations (4.1%) across 34 answers. Next came coinledger.io (64), millionpodcasts.com (59), coinbureau.com (54), eco.com (50), podcast.feedspot.com (42).

FOUR AI ENGINES · SHARE OF 288 GROUNDED ANSWERS

coinledger.io	**22.2%**
coinbureau.com	**18.4%**
eco.com	**15.3%**
koinly.io	**13.9%**
coingecko.com	**12.5%**
podcasts.apple.com	**11.8%**
tokenmetrics.com	**11.5%**
millionpodcasts.com	**10.1%**
theblock.co	**9.7%**
podcast.feedspot.com	**9.4%**

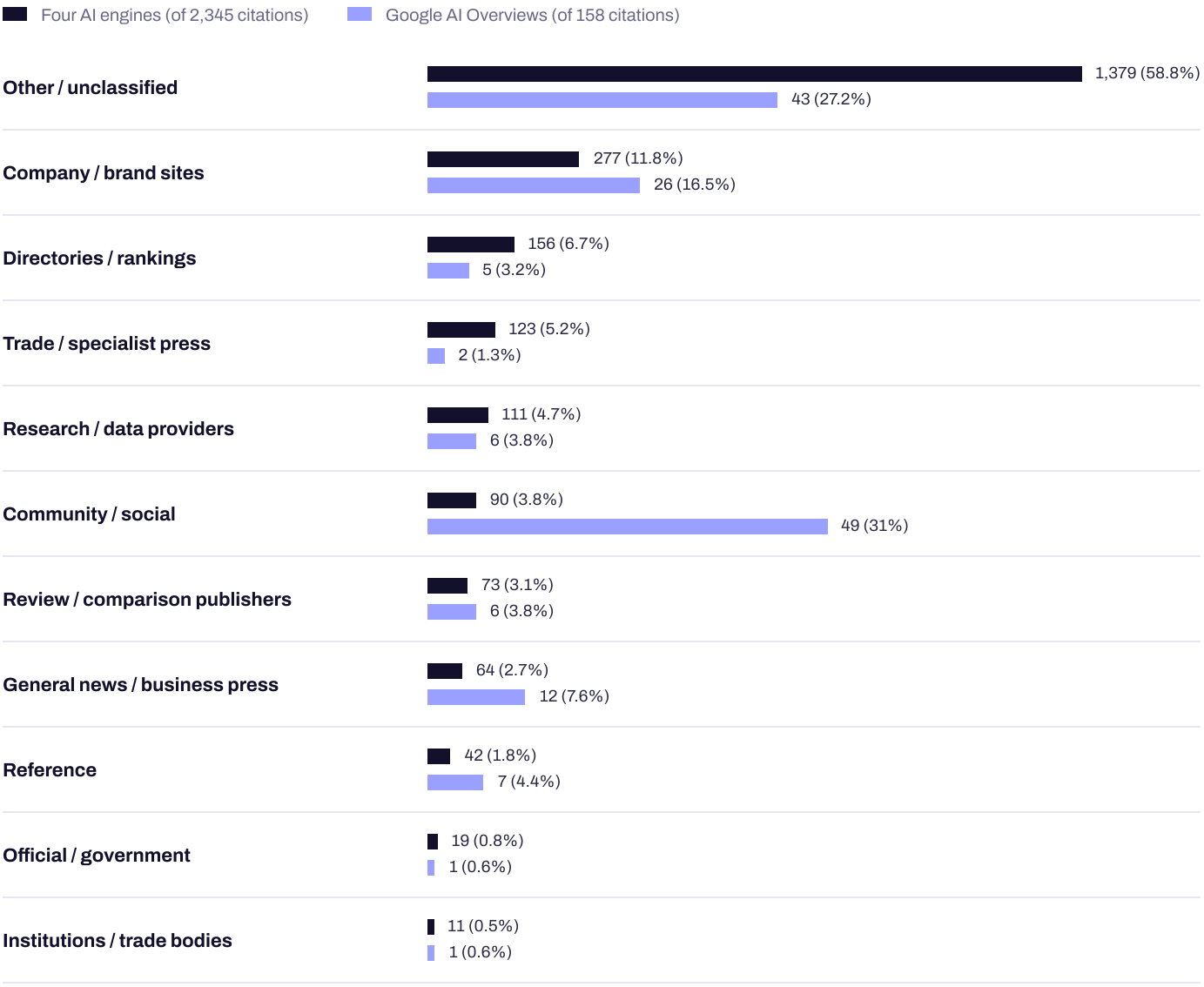
GOOGLE AI OVERVIEWS · SHARE OF 72 OVERVIEWS

youtube.com	**31.9%**
reddit.com	**9.7%**
forbes.com	**8.3%**
investopedia.com	**8.3%**
podcasts.apple.com	**8.3%**
binance.com	**6.9%**
linkedin.com	**5.6%**
podcast.feedspot.com	**5.6%**
alchemy.com	**4.2%**
coindesk.com	**4.2%**

07 WHO THE ENGINES CITE

Citation share by source type

Share of all citations by the type of site cited.



08

WHAT THE DATA SUGGESTS

How can podcasts and outlets 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.	The Block's own domains were cited in 9.7% of grounded answers, CoinDesk's in 6.9% and Bankless' in 4.2%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were coinledger.io (in 22.2% of grounded answers), coinbureau.com (18.4%), eco.com (15.3%), koinly.io (13.9%) and coingecko.com (12.5%). Directories and rankings supplied 6.7% of citations and trade and specialist press 5.2%.
Check each engine separately.	Gemini named Unchained in 30.6% of answers against 4.2% on Perplexity. Gemini named Blockworks in 33.3% of answers against 9.7% on Perplexity.
Watch names outside the tracked list.	The Bad Crypto Podcast (19 answers), Glassnode (18 answers), Coin Bureau Podcast (17 answers) and Cointelegraph (16 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

09 What AI answers

Q1 Which crypto podcasts and outlets appear in these AI answers?

CoinDesk: 95/288 returned four-engine answers (33.0%; 95% interval 27.8–38.6%). The two leading intervals overlap; no sole leader is established.

Q2 Which tracked name is named first most often?

CoinDesk was the first source named in 55 of 288 answers, with an average first position of 2.4.

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

An overview appeared on 72 of 72 searches (100%, CI 94.9–100%). Within those 72 overviews, Bankless was named most often, in 17 (23.6%).

Q4 Which sources do the engines cite?

Across 2,345 four-engine citations, podcasts.apple.com was cited most (95 citations, in 34 of 288 grounded answers), followed by coinledger.io (64 citations).

Q5 Do the four engines agree?

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

METHODOLOGY

10 How this study was measured

24	×	3	×	4	=	288	+	72
questions		runs each		AI engines		answers		Google searches · 72 AI Overviews

24 questions asked three times on each of ChatGPT, Claude, Gemini and Perplexity, measured November 6 to 7, 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)	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 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 18 tracked sources are ranked; results are not an exhaustive market ranking.
- Only the tracked sources were scored. The untracked sources named most often were The Bad Crypto Podcast (19 answers), Glassnode (18 answers), Coin Bureau Podcast (17 answers) and Cointelegraph (16 answers); coins, protocols and companies were not counted.
- All 360 planned results were returned; no AI Overview lookup was excluded.
- 72 successful Google searches: 72 overviews shown; 0 without an overview. Failures are excluded, not scored as zero.
- All returned chat answers had search sources.
- No Core question names a tracked name.
- Source types use Company / brand sites only for verified official sites; 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.
- Empire and The Bell Curve are Blockworks shows; The Chopping Block is an Unchained show. Shared domains are path-scoped so a show is credited only for its own pages; Blockworks and Unchained keep their other pages. Market questions (protocols, exchanges, funds) test whether podcast sites appear among cited sources. The index counts how often names appear and makes no legal or financial claim.
- Google Shopping and unresolved google.com/goto links are excluded from cited sources; original URLs remain in the evidence.
- Appearance rates use all returned four-engine answers; own-site citation rates use grounded answers, so the two are separate measures.
- Status: Blockworks acquired Messari in June 2026; messari.io now forwards to Blockworks. Counted under its own name.
- Answers were collected through each engine's API using the model IDs listed in the methodology. The consumer ChatGPT, Claude, Gemini and Perplexity apps can answer differently.

APPENDIX

A 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 are the best crypto podcasts?	Podcasts and news	CORE QUESTION
02	Which podcasts cover Ethereum and DeFi in depth?	Podcasts and news	CORE QUESTION
03	What are the best sources for crypto news?	Podcasts and news	CORE QUESTION
04	What are the best DeFi protocols?	Market questions	CORE QUESTION
05	Which layer-2 networks are leading on Ethereum?	Market questions	CORE QUESTION
06	What are the best crypto exchanges in the US?	Market questions	CORE QUESTION
07	Which crypto venture funds are most active?	Market questions	CORE QUESTION
08	What is the best layer-1 blockchain for developers?	Market questions	CORE QUESTION
09	Which podcasts interview crypto founders?	Podcasts and news	ADDED QUESTION
10	Which podcasts cover Bitcoin news and analysis?	Podcasts and news	ADDED QUESTION
11	What are the best daily crypto news podcasts?	Podcasts and news	ADDED QUESTION
12	Which crypto newsletters are most widely read?	Podcasts and news	ADDED QUESTION
13	Which publications cover crypto regulation in the US?	Podcasts and news	ADDED QUESTION
14	Which podcasts cover crypto trading and markets?	Podcasts and news	ADDED QUESTION
15	Where can I find research reports on crypto protocols?	Podcasts and news	ADDED QUESTION
16	Which podcasts explain crypto for beginners?	Podcasts and news	ADDED QUESTION
17	What are the leading stablecoins?	Market questions	ADDED QUESTION
18	Which crypto wallets are most popular?	Market questions	ADDED QUESTION
19	What are the largest crypto companies in the US?	Market questions	ADDED QUESTION
20	Which blockchains have the most developer activity?	Market questions	ADDED QUESTION
21	What are the biggest DeFi lending platforms?	Market questions	ADDED QUESTION
22	Which crypto ETFs are available in the US?	Market questions	ADDED QUESTION
23	What are the most important crypto events and conferences?	Market questions	ADDED QUESTION
24	Which crypto analytics platforms do investors use?	Market questions	ADDED QUESTION

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