5W Public Relations
Research · 2026

5W PUBLIC RELATIONS · 2026 RESEARCH

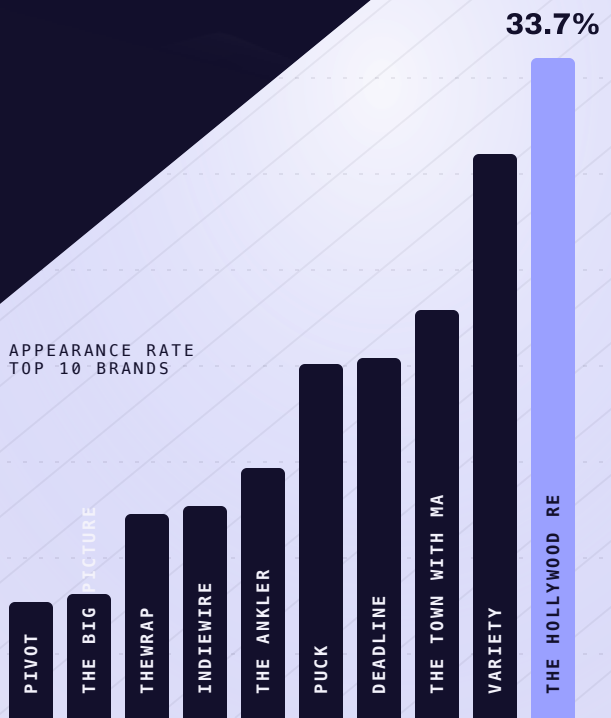
ENTERTAINMENT PODCAST INDEX 2.0

Which entertainment 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 67 Google AI Overviews

Prepared by :
5W Public Relations
5wpr.com



AT A GLANCE

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

The Hollywood Reporter: 97/288 returned four-engine answers (33.7%; 95% interval 28.5–39.3%). The two leading intervals overlap; no sole leader is established.

Version 2. This version replaces the first version of this study, first published June 25, 2026. It uses measured counts, so the two versions are not comparable.

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

33.7%
of answers named The Hollywood Reporter, the most-named (97 of 288)

17
tracked sources named at least once (of 18)

98.5%
of Google searches showed an AI Overview (67 of 68)

INSIDE THIS REPORT

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KEY FINDINGS

01 What the data shows

MEASURED APPEARANCE

The Hollywood Reporter

The Hollywood Reporter: 97/288 returned four-engine answers (33.7%; 95% interval 28.5–39.3%). The two leading intervals overlap; no sole leader is established.

NAMED FIRST

31/288 (10.8%)

Variety was the first source named in 31 of 288 answers, more than any other tracked source. Its average first position was 2.3. The Hollywood Reporter was named first in 13 of 288.

GEMINI SKEW

27/72 (37.5%)

Gemini named Puck in 27 of 72 answers. The other engines named it in 5 to 10 of 72.

CLAUDE SKEW

22/72 (30.6%)

Claude named Deadline in 22 of 72 answers. The other engines named it in 9 to 12 of 72.

OWN-SITE CITATIONS

17/288 (5.9%)

Variety's own domains were cited in 17 of 288 grounded answers, more than any other tracked source. The Ankler and TheWrap followed at 16 of 288 each. 7 of 18 tracked sources had 0 of 288.

AIO TRIGGER

67/68 (98.5%)

Google AI Overviews appeared on 67 of 68 searches (CI 92.1–99.7%). On the other search, no overview was shown.

AIO LEADER

16/67 (23.9%)

The Hollywood Reporter was the source named most often in AI Overviews, at 16 of 67, followed by Variety at 14 of 67 (20.9%). In the four-engine set, The Hollywood Reporter was named in 97 of 288 answers (33.7%).

TOP DOMAIN

85/288 (29.5%)

en.wikipedia.org was cited in 85 of 288 grounded four-engine answers, with 163 of 2,415 citations (6.7%). podcasts.apple.com received the second-most citation links (142) across 54 answers (18.8%); millionpodcasts.com appeared in more answers, 67 of 288 (23.3%).

NO TRACKED NAME

0/12 (0.0%)

For 'Which podcasts cover the music industry business?', none of the tracked sources was named in any of 12 four-engine answers.

02 THE LEADERBOARD

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	0% 10% 20% 30% 40% 50%	RATE	NAMED IN
1	The Hollywood Reporter		33.7%	97/288
2	Variety		28.8%	83/288
3	The Town with Matthew Belloni		20.8%	60/288
4	Deadline		18.4%	53/288
5	Puck		18.1%	52/288
6	The Ankler		12.8%	37/288
7	IndieWire		10.8%	31/288
8	TheWrap		10.4%	30/288
9	The Big Picture		6.3%	18/288
10	Pivot		5.9%	17/288
11	The Watch		4.9%	14/288
12	Decoder		2.1%	6/288
13	Vanity Fair		2.1%	6/288
14	The Bill Simmons Podcast		1.4%	4/288
15	Press Box		1.0%	3/288

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 2,415 citations.

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	The Hollywood Reporter	97/288	33.7%	28.5–39.3%	2.5	3.8% (11/288)	0.8%
2	Variety	83/288	28.8%	23.9–34.3%	2.3	5.9% (17/288)	0.9%
3	The Town with Matthew Belloni	60/288	20.8%	16.5–25.9%	2.2	1% (3/288)	0.1%
4	Deadline	53/288	18.4%	14.4–23.3%	2.9	3.5% (10/288)	0.5%
5	Puck	52/288	18.1%	14–22.9%	2.5	3.1% (9/288)	0.4%
6	The Ankler	37/288	12.8%	9.5–17.2%	3.4	5.6% (16/288)	0.7%
7	IndieWire	31/288	10.8%	7.7–14.9%	5	3.1% (9/288)	0.4%
8	TheWrap	30/288	10.4%	7.4–14.5%	4.5	5.6% (16/288)	0.8%
9	The Big Picture	18/288	6.3%	4–9.7%	2.5	0.3% (1/288)	0%
10	Pivot	17/288	5.9%	3.7–9.2%	1.5	0% (0/288)	0%
11	The Watch	14/288	4.9%	2.9–8%	1.5	1% (3/288)	0.1%
12	Decoder	6/288	2.1%	1–4.5%	2	0% (0/288)	0%
13	Vanity Fair	6/288	2.1%	1–4.5%	1.8	0.3% (1/288)	0%
14	The Bill Simmons Podcast	4/288	1.4%	0.5–3.5%	2	0% (0/288)	0%
15	Press Box	3/288	1%	0.4–3%	1.7	0% (0/288)	0%
16	The Powers That Be	3/288	1%	0.4–3%	3.7	0% (0/288)	0%
17	The Plot Thickens	2/288	0.7%	0.2–2.5%	3	0% (0/288)	0%
18	SmartLess	0/288	0%	0–1.3%	–	0% (0/288)	0%

02 THE LEADERBOARD

Question group: Podcasts and news

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	The Hollywood Reporter	87/156	55.8%	47.9–63.3%	12
2	Variety	66/156	42.3%	34.8–50.2%	19
3	The Town with Matthew Belloni	52/156	33.3%	26.4–41.1%	24
4	Puck	51/156	32.7%	25.8–40.4%	11
5	Deadline	45/156	28.8%	22.3–36.4%	12
6	The Ankler	37/156	23.7%	17.7–31.0%	11
7	IndieWire	30/156	19.2%	13.8–26.1%	0
8	TheWrap	28/156	17.9%	12.7–24.7%	0
9	The Big Picture	18/156	11.5%	7.4–17.5%	6
10	Pivot	17/156	10.9%	6.9–16.8%	15
11	The Watch	14/156	9.0%	5.4–14.5%	8
12	Decoder	6/156	3.8%	1.8–8.1%	0
13	Vanity Fair	6/156	3.8%	1.8–8.1%	3
14	The Bill Simmons Podcast	4/156	2.6%	1.0–6.4%	1
15	Press Box	3/156	1.9%	0.7–5.5%	1
16	The Powers That Be	3/156	1.9%	0.7–5.5%	0
17	The Plot Thickens	2/156	1.3%	0.4–4.6%	0
18	SmartLess	0/156	0.0%	0.0–2.4%	0

THE LEADERBOARD

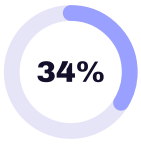
02 Question group: Industry questions

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	Variety	17/132	12.9%	8.2–19.7%	12
2	The Hollywood Reporter	10/132	7.6%	4.2–13.4%	1
3	Deadline	8/132	6.1%	3.1–11.5%	6
4	The Town with Matthew Belloni	8/132	6.1%	3.1–11.5%	5
5	TheWrap	2/132	1.5%	0.4–5.4%	1
6	IndieWire	1/132	0.8%	0.1–4.2%	0
7	Puck	1/132	0.8%	0.1–4.2%	1
8	Decoder	0/132	0.0%	0.0–2.8%	0
9	Pivot	0/132	0.0%	0.0–2.8%	0
10	Press Box	0/132	0.0%	0.0–2.8%	0
11	SmartLess	0/132	0.0%	0.0–2.8%	0
12	The Ankler	0/132	0.0%	0.0–2.8%	0
13	The Big Picture	0/132	0.0%	0.0–2.8%	0
14	The Bill Simmons Podcast	0/132	0.0%	0.0–2.8%	0
15	The Plot Thickens	0/132	0.0%	0.0–2.8%	0
16	The Powers That Be	0/132	0.0%	0.0–2.8%	0
17	The Watch	0/132	0.0%	0.0–2.8%	0
18	Vanity Fair	0/132	0.0%	0.0–2.8%	0

PROFILES

03 The top eight, side by side



RANK 1

The Hollywood Reporter

97/288 answers · 95% CI 28.5–39.3%

2.5	3.8%	0.8%
first-mention position	owned-domain citation (11/288)	citation share

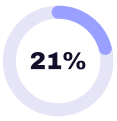


RANK 2

Variety

83/288 answers · 95% CI 23.9–34.3%

2.3	5.9%	0.9%
first-mention position	owned-domain citation (17/288)	citation share



RANK 3

The Town with Matthew Belloni

60/288 answers · 95% CI 16.5–25.9%

2.2	1%	0.1%
first-mention position	owned-domain citation (3/288)	citation share

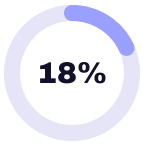


RANK 4

Deadline

53/288 answers · 95% CI 14.4–23.3%

2.9	3.5%	0.5%
first-mention position	owned-domain citation (10/288)	citation share

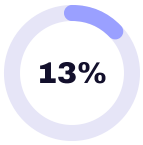


RANK 5

Puck

52/288 answers · 95% CI 14–22.9%

2.5	3.1%	0.4%
first-mention position	owned-domain citation (9/288)	citation share

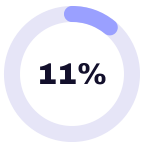


RANK 6

The Ankler

37/288 answers · 95% CI 9.5–17.2%

3.4	5.6%	0.7%
first-mention position	owned-domain citation (16/288)	citation share



RANK 7

IndieWire

31/288 answers · 95% CI 7.7–14.9%

5	3.1%	0.4%
first-mention position	owned-domain citation (9/288)	citation share



RANK 8

TheWrap

30/288 answers · 95% CI 7.4–14.5%

4.5	5.6%	0.8%
first-mention position	owned-domain citation (16/288)	citation share

04

HOW THE ENGINES DIFFER

Same questions, different answers

Gemini named Puck in 27 of 72 answers. The other engines named it in 5 to 10 of 72. Claude named Deadline in 22 of 72 answers. The other engines named it in 9 to 12 of 72.

ChatGPT

72 ASKED | 72 RETURNED | 72 GROUNDED

The Hollywood Reporter	**36.1%**
Variety	**30.6%**
Deadline	**16.7%**
Puck	**13.9%**
The Ankler	**13.9%**
TheWrap	**13.9%**

Claude

72 ASKED | 72 RETURNED | 72 GROUNDED

The Hollywood Reporter	**37.5%**
Variety	**34.7%**
Deadline	**30.6%**
The Town with Matthew B...	**22.2%**
IndieWire	**20.8%**
Puck	**13.9%**

Gemini

72 ASKED | 72 RETURNED | 72 GROUNDED

Puck	**37.5%**
The Hollywood Reporter	**36.1%**
Variety	**33.3%**
The Town with Matthew B...	**31.9%**
Deadline	**12.5%**
The Ankler	**11.1%**

Perplexity

72 ASKED | 72 RETURNED | 72 GROUNDED

The Hollywood Reporter	**25%**
The Ankler	**18.1%**
Variety	**16.7%**
The Town with Matthew B...	**16.7%**
Deadline	**13.9%**
Puck	**6.9%**

GOOGLE AI OVERVIEWS

05 The fifth engine

Google AI Overviews were captured through 68 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 67 = 355 answers.



TRIGGER RATE

Google AI Overviews appeared on 67 of 68 searches (98.5%, CI 92.1–99.7%). The other search showed no overview. Within the 67 overviews, The Hollywood Reporter was named in 16 (23.9%), Variety was named in 14 (20.9%), The Town with Matthew Belloni was named in 13 (19.4%), Puck was named in 10 (14.9%). youtube.com was the most-cited source, with 39 citations and an appearance in 19 of 67 overviews.

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

1	The Hollywood Reporter	31.8%	=
2	Variety	27.3%	=
3	The Town with Matthew Belloni	20.6%	=
4	Puck	17.5%	▲ 1
5	Deadline	16.9%	▼ 1
6	The Ankler	12.7%	=
7	IndieWire	9.6%	=
8	TheWrap	9.0%	=
9	The Big Picture	6.8%	=
10	Pivot	5.4%	=

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

The Hollywood Reporter 100%

The Town with Matthew Belloni	66.7%
The Big Picture	50%

AI Overview shown on 3 of 3 searches

Q02 · 12 ANSWERS

The Town with Matthew Belloni 100%

TIED WITH THE ANKLER

The Ankler	100%
Variety	83.3%

AI Overview shown on 3 of 3 searches

Q03 · 12 ANSWERS

Variety 58.3%

The Hollywood Reporter	50%
Pivot	41.7%

AI Overview shown on 3 of 3 searches

Q04 · 12 ANSWERS

Variety 100%

TIED WITH THE HOLLYWOOD REPORTER, DEADLINE

The Hollywood Reporter	100%
Deadline	100%

AI Overview shown on 3 of 3 searches

Q05 · 12 ANSWERS

The Town with Matthew Belloni 66.7%

Variety	50%
The Hollywood Reporter	50%

AI Overview shown on 3 of 3 searches

Q06 · 12 ANSWERS

Puck 8.3%

AI Overview shown on 3 of 3 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,415 citations in total. en.wikipedia.org was cited most often, with 163 citations (6.7%) across 85 answers. Next came podcasts.apple.com (142), millionpodcasts.com (107), podcast.feedspot.com (52), vitrina.ai (41), reddit.com (32).

FOUR AI ENGINES · SHARE OF 288 GROUNDED ANSWERS

en.wikipedia.org	**29.5%**
millionpodcasts.com	**23.3%**
podcasts.apple.com	**18.8%**
podcast.feedspot.com	**13.5%**
reddit.com	**11.1%**
vitrina.ai	**10.1%**
theringer.com	**8.3%**
forbes.com	**8.3%**
feedspot.com	**8.3%**
apple.com	**8%**

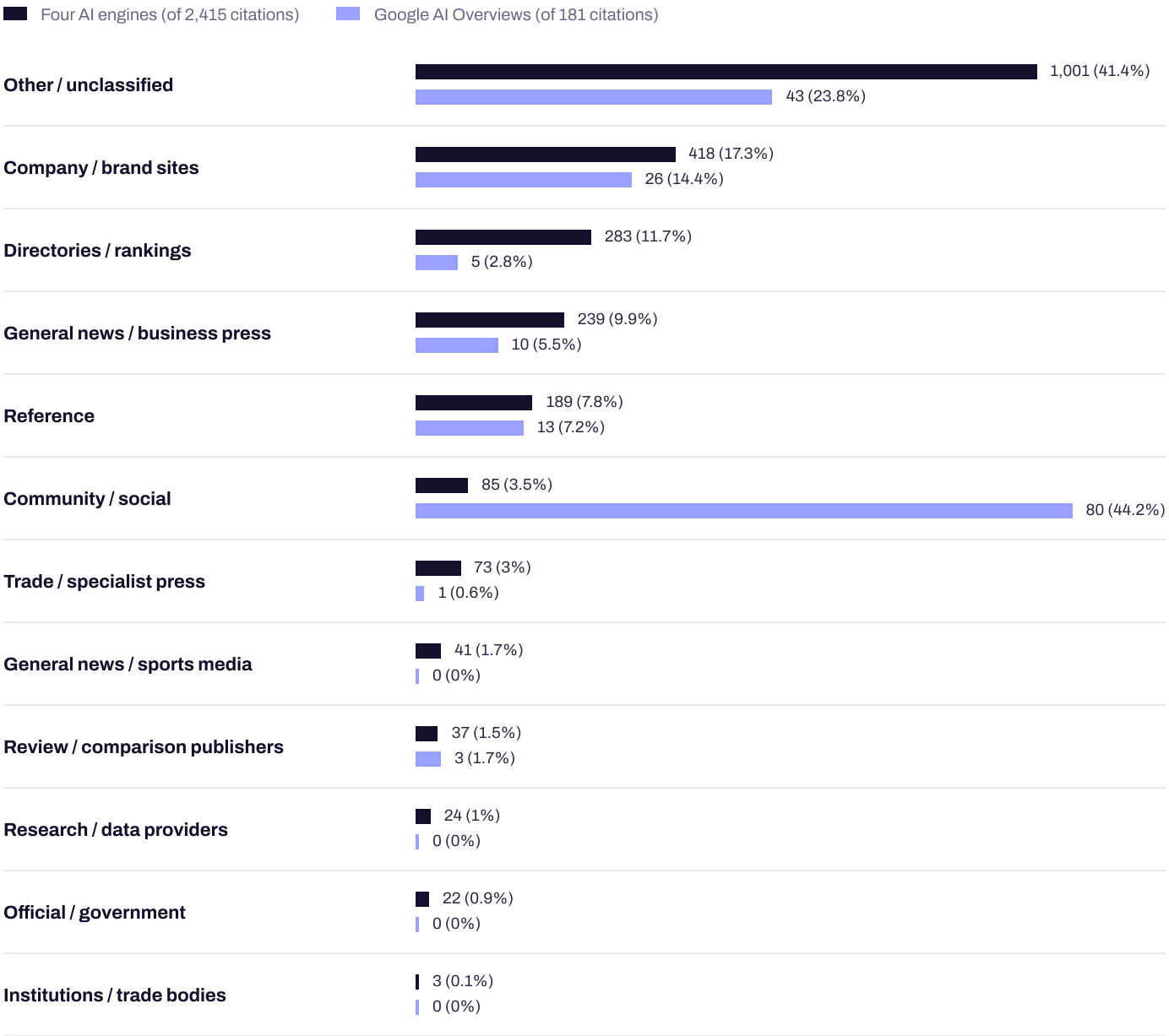
GOOGLE AI OVERVIEWS · SHARE OF 67 OVERVIEWS

youtube.com	**28.4%**
facebook.com	**20.9%**
reddit.com	**20.9%**
en.wikipedia.org	**16.4%**
podcasts.apple.com	**11.9%**
quora.com	**9%**
podcast.feedspot.com	**6%**
boxofficemojo.com	**4.5%**
open.spotify.com	**4.5%**
aperionaudio.com	**4.5%**

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.	Variety's own domains were cited in 5.9% of grounded answers, TheWrap's in 5.6% and The Ankler's in 5.6%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were en.wikipedia.org (in 29.5% of grounded answers), millionpodcasts.com (23.3%), podcasts.apple.com (18.8%), podcast.feedspot.com (13.5%) and reddit.com (11.1%). Directories and rankings supplied 11.7% of citations and general news and business press 9.9%.
Check each engine separately.	Gemini named Puck in 37.5% of answers against 6.9% on Perplexity. Gemini named The Town with Matthew Belloni in 31.9% of answers against 12.5% on ChatGPT.
Watch names outside the tracked list.	Pop Culture Happy Hour (25 answers), The Ringer (22 answers) and The Prestige TV Podcast (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

09 What AI answers

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

The Hollywood Reporter: 97/288 returned four-engine answers (33.7%; 95% interval 28.5–39.3%). The two leading intervals overlap; no sole leader is established.

Q2 Which tracked name is named first most often?

Variety was the first source named in 31 of 288 answers, with an average first position of 2.3.

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

An overview appeared on 67 of 68 searches (98.5%, CI 92.1–99.7%). Within those 67 overviews, The Hollywood Reporter was named most often, in 16 (23.9%).

Q4 Which sources do the engines cite?

Across 2,415 four-engine citations, en.wikipedia.org was cited most (163 citations, in 85 of 288 grounded answers), followed by podcasts.apple.com (142 citations).

Q5 Do the four engines agree?

Only in part. Gemini named Puck in 27 of 72 answers, against 5 to 10 of 72 on the other engines. Claude named Deadline in 22 of 72 answers, against 9 to 12 of 72 on the other engines.

METHODOLOGY

10 How this study was measured

24	×	3	×	4	=	288	+	68
questions		runs each		AI engines		answers		Google searches · 67 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)	68	67 shown	67

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 Pop Culture Happy Hour (25 answers), The Ringer (22 answers) and The Prestige TV Podcast (14 answers); studios, agencies and companies were not counted.
- 356 of 360 planned results were returned: 4 of 72 AI Overview lookups were excluded after three attempts because Google search retrieval failed or returned incomplete results. They are not counted as no-overview results.
- 68 successful Google searches: 67 overviews shown; 1 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.
- The Ringer shows (The Bill Simmons Podcast, The Watch, Press Box, The Big Picture) and The Ankler and Verge shows are path-scoped on shared domains. Show names that are common phrases were checked by hand.
- 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.
- 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.

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	What are the best podcasts about the entertainment industry?	Podcasts and news	CORE QUESTION
02	Which podcasts cover Hollywood business and streaming?	Podcasts and news	CORE QUESTION
03	Which podcasts do media executives listen to?	Podcasts and news	CORE QUESTION
04	What are the best sources for entertainment industry news?	Podcasts and news	CORE QUESTION
05	Who are the most powerful executives in Hollywood?	Industry questions	CORE QUESTION
06	What are the biggest talent agencies in Hollywood?	Industry questions	CORE QUESTION
07	Which streaming service has the best original content?	Industry questions	CORE QUESTION
08	What are the best podcasts about movies and TV?	Podcasts and news	CORE QUESTION
09	Which podcasts interview Hollywood executives?	Podcasts and news	ADDED QUESTION
10	Which newsletters cover the business of Hollywood?	Podcasts and news	ADDED QUESTION
11	Which podcasts cover the box office each week?	Podcasts and news	ADDED QUESTION
12	Which podcasts cover the media and tech business?	Podcasts and news	ADDED QUESTION
13	Which publications break entertainment industry deals first?	Podcasts and news	ADDED QUESTION
14	Which podcasts review new TV shows?	Podcasts and news	ADDED QUESTION
15	Which podcasts cover the music industry business?	Podcasts and news	ADDED QUESTION
16	Which podcasts cover the sports media business?	Podcasts and news	ADDED QUESTION
17	Which studios released the highest-grossing movies this year?	Industry questions	ADDED QUESTION
18	Which streaming services have the most subscribers?	Industry questions	ADDED QUESTION
19	Who runs the major Hollywood studios?	Industry questions	ADDED QUESTION
20	Which production companies make the most acclaimed TV series?	Industry questions	ADDED QUESTION
21	What are the biggest media mergers of recent years?	Industry questions	ADDED QUESTION
22	Which films are leading the awards season?	Industry questions	ADDED QUESTION
23	Which agencies represent the biggest movie stars?	Industry questions	ADDED QUESTION
24	What are the most influential entertainment industry events?	Industry questions	ADDED QUESTION

5W

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