5W Public Relations
Research · 2026

5W PUBLIC RELATIONS · 2026 RESEARCH

ENTERTAINMENT RETRIEVAL INDEX 2.0

Which entertainment sources AI cites
288 AI answers · October 30, 2026

Measured :
October 30, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 59 Google AI Overviews

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AT A GLANCE

Wikipedia leads. Rotten Tomatoes is second.

Wikipedia: 119/276 (43.1%; 95% interval 37.4–49.0%). Rotten Tomatoes: 68/276 (24.6%; 95% interval 19.9–30.0%). The most-cited untracked site, reddit.com, was cited in 31 answers.

Version 2. This version replaces the first version of this study, first published July 20, 2026. It uses measured counts, so the two versions are not comparable.

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

43.1%
of 276 grounded answers cited Wikipedia (119/276)

16
tracked sources cited at least once (of 18)

96.7%
of Google searches showed an AI Overview (59 of 61)

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KEY FINDINGS

01 What the data shows

MOST CITED TRACKED SOURCES

119/276 (43.1%)

Wikipedia leads this measured set. Wikipedia: 119/276 (43.1%; 95% interval 37.4–49.0%). Rotten Tomatoes: 68/276 (24.6%; 95% interval 19.9–30.0%). The ranking covers tracked sources only. Untracked cited domains include reddit.com (31 answers), youtube.com (22 answers), latimes.com (18 answers), tvinsider.com (18 answers), britannica.com (16 answers), forbes.com (16 answers), yahoo.com (16 answers), tomsguide.com (15 answers), statista.com (14 answers), cbsnews.com (12 answers).

NAMED FIRST

43/288 (14.9%)

Rotten Tomatoes was the first source named in 43 of 288 answers, more than any other tracked source. Its average first position was 1.4. Wikipedia was named first in 20 of 288.

CHATGPT SKEW

22/72 (30.6%)

ChatGPT named Wikipedia in 22 of 72 answers. The other engines named it in 0 to 11 of 72.

OWN-SITE CITATIONS

119/276 (43.1%)

Wikipedia's own domains were cited in 119 of 276 grounded answers, more than any other tracked source. Rotten Tomatoes followed at 68 of 276. 2 of 18 tracked sources had 0 of 276.

AIO TRIGGER

59/61 (96.7%)

Google AI Overviews appeared on 59 of 61 searches (CI 88.8–99.1%). On the other 2, no overview was shown.

AIO LEADER

26/59 (44.1%)

Wikipedia was the source named most often in AI Overviews, at 26 of 59, followed by Rotten Tomatoes at 18 of 59 (30.5%). In the four-engine set, Wikipedia was named in 119 of 288 answers (43.1%).

TOP DOMAIN

83/276 (30.1%)

en.wikipedia.org was cited in 83 of 276 grounded four-engine answers, with 130 of 2,020 citations (6.4%). rottentomatoes.com came second with 50 citations in 42 answers (15.2%).

NO TRACKED NAME

0/12 (0%)

For 'How many subscribers does Netflix have?', none of the tracked sources 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 276 grounded answers; not textual mentions.

	BRAND	RATE	NAMED IN
1	Wikipedia	43.1%	119/276
2	Rotten Tomatoes	24.6%	68/276
3	IMDb	14.9%	41/276
4	Variety	11.2%	31/276
5	TheWrap	10.1%	28/276
6	Metacritic	9.4%	26/276
7	Nielsen	8.7%	24/276
8	The Numbers	8.0%	22/276
9	Box Office Mojo	5.1%	14/276
10	The Hollywood Reporter	4.0%	11/276
11	Screen Rant	3.3%	9/276
12	Deadline	2.5%	7/276
13	IndieWire	2.2%	6/276
14	Screen Daily	2.2%	6/276
15	Vulture	1.1%	3/276

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	Wikipedia	119/276	43.1%	37.4–49%	1.9	43.1% (119/276)	8.2%
2	Rotten Tomatoes	68/276	24.6%	19.9–30%	1.4	24.6% (68/276)	4.9%
3	IMDb	41/276	14.9%	11.1–19.5%	2.9	14.9% (41/276)	2.5%
4	Variety	31/276	11.2%	8–15.5%	2.3	11.2% (31/276)	2.1%
5	TheWrap	28/276	10.1%	7.1–14.3%	3.3	10.1% (28/276)	1.4%
6	Metacritic	26/276	9.4%	6.5–13.4%	1.9	9.4% (26/276)	2.1%
7	Nielsen	24/276	8.7%	5.9–12.6%	1.4	8.7% (24/276)	1.5%
8	The Numbers	22/276	8%	5.3–11.8%	3.7	8% (22/276)	1.2%
9	Box Office Mojo	14/276	5.1%	3–8.3%	2.5	5.1% (14/276)	0.9%
10	The Hollywood Reporter	11/276	4%	2.2–7%	2.9	4% (11/276)	0.6%
11	Screen Rant	9/276	3.3%	1.7–6.1%	–	3.3% (9/276)	0.4%
12	Deadline	7/276	2.5%	1.2–5.1%	2.8	2.5% (7/276)	0.3%
13	IndieWire	6/276	2.2%	1–4.7%	4.5	2.2% (6/276)	0.3%
14	Screen Daily	6/276	2.2%	1–4.7%	7.2	2.2% (6/276)	0.3%
15	Vulture	3/276	1.1%	0.4–3.1%	3.7	1.1% (3/276)	0.1%
16	Letterboxd	1/276	0.4%	0.1–2%	3.8	0.4% (1/276)	0%
17	Collider	0/276	0%	0–1.4%	–	0% (0/276)	0%
18	Puck	0/276	0%	0–1.4%	7.5	0% (0/276)	0%

02 UNTRACKED SOURCES

Top untracked domains beside the tracked ranking

The ranking covers tracked sources only. Untracked cited domains include reddit.com (31 answers), youtube.com (22 answers), latimes.com (18 answers), tvinsider.com (18 answers), britannica.com (16 answers), forbes.com (16 answers), yahoo.com (16 answers), tomsguide.com (15 answers), statista.com (14 answers), cbsnews.com (12 answers).

DOMAIN	CITED ANSWERS	PENETRATION	CITATION SHARE
reddit.com	31/276	11.2%	1.5%
youtube.com	22/276	8.0%	1.1%
latimes.com	18/276	6.5%	1.6%
tvinsider.com	18/276	6.5%	0.9%
britannica.com	16/276	5.8%	0.8%
forbes.com	16/276	5.8%	0.8%
yahoo.com	16/276	5.8%	0.9%
tomsguide.com	15/276	5.4%	0.7%
statista.com	14/276	5.1%	0.7%
cbsnews.com	12/276	4.3%	0.6%
cnbc.com	12/276	4.3%	0.6%
npr.org	12/276	4.3%	0.7%
rogerebert.com	12/276	4.3%	0.6%
rtings.com	11/276	4.0%	0.8%
sec.gov	11/276	4.0%	1.0%
apnews.com	10/276	3.6%	0.5%
techcrunch.com	10/276	3.6%	0.8%
bbc.com	9/276	3.3%	0.6%
fxnetworks.com	9/276	3.3%	0.4%
people.com	9/276	3.3%	0.4%

02

TEXT MENTIONS

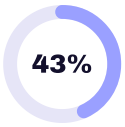
Secondary measure: text mentions

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	**Rotten Tomatoes**	59/288	20.5%	43
2	**Metacritic**	44/288	15.3%	13
3	**IMDb**	36/288	12.5%	5
4	**Wikipedia**	34/288	11.8%	20
5	**Variety**	31/288	10.8%	17
6	**Nielsen**	28/288	9.7%	24
7	**Box Office Mojo**	26/288	9.0%	15
8	**The Numbers**	25/288	8.7%	1
9	**IndieWire**	24/288	8.3%	3
10	**The Hollywood Reporter**	23/288	8.0%	0
11	**TheWrap**	23/288	8.0%	7
12	**Deadline**	12/288	4.2%	1
13	**Letterboxd**	12/288	4.2%	0
14	**Screen Daily**	10/288	3.5%	0
15	**Vulture**	6/288	2.1%	3
16	**Puck**	2/288	0.7%	0
17	**Collider**	0/288	0.0%	0
18	**Screen Rant**	0/288	0.0%	0

PROFILES

03 The top eight, side by side



RANK 1

Wikipedia

Cited in 119/276 grounded answers · 95% interval 37.4–49.0%

1.9	43.1%	8.2%
first-mention position	owned-domain citation (119/276)	citation share

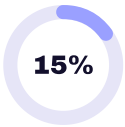


RANK 2

Rotten Tomatoes

Cited in 68/276 grounded answers · 95% interval 19.9–30.0%

1.4	24.6%	4.9%
first-mention position	owned-domain citation (68/276)	citation share



RANK 3

IMDb

Cited in 41/276 grounded answers · 95% interval 11.1–19.5%

2.9	14.9%	2.5%
first-mention position	owned-domain citation (41/276)	citation share



RANK 4

Variety

Cited in 31/276 grounded answers · 95% interval 8.0–15.5%

2.3	11.2%	2.1%
first-mention position	owned-domain citation (31/276)	citation share



RANK 5

TheWrap

Cited in 28/276 grounded answers · 95% interval 7.1–14.3%

3.3	10.1%	1.4%
first-mention position	owned-domain citation (28/276)	citation share

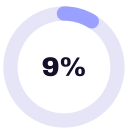


RANK 6

Metacritic

Cited in 26/276 grounded answers · 95% interval 6.5–13.4%

1.9	9.4%	2.1%
first-mention position	owned-domain citation (26/276)	citation share

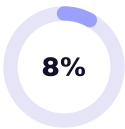


RANK 7

Nielsen

Cited in 24/276 grounded answers · 95% interval 5.9–12.6%

1.4	8.7%	1.5%
first-mention position	owned-domain citation (24/276)	citation share



RANK 8

The Numbers

Cited in 22/276 grounded answers · 95% interval 5.3–11.8%

3.7	8%	1.2%
first-mention position	owned-domain citation (22/276)	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

Wikipedia	**29.2%**
Rotten Tomatoes	**23.6%**
TheWrap	**12.5%**
Metacritic	**11.1%**
Box Office Mojo	**11.1%**
Nielsen	**9.7%**

Claude

72 ASKED | 72 RETURNED | 60 GROUNDED

Wikipedia	**70%**
Variety	**41.7%**
Rotten Tomatoes	**26.7%**
IMDb	**18.3%**
The Hollywood Reporter	**16.7%**
Nielsen	**11.7%**

Gemini

72 ASKED | 72 RETURNED | 72 GROUNDED

Wikipedia	**50%**
Metacritic	**16.7%**
Rotten Tomatoes	**15.3%**
Nielsen	**8.3%**
The Numbers	**8.3%**
TheWrap	**6.9%**

Perplexity

72 ASKED | 72 RETURNED | 72 GROUNDED

Rotten Tomatoes	**33.3%**
IMDb	**33.3%**
Wikipedia	**27.8%**
TheWrap	**12.5%**
The Numbers	**8.3%**
Box Office Mojo	**8.3%**

04 BY ENGINE

Which sources each engine cites

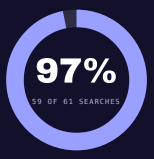
Up to three tracked sources cited in the most grounded answers, for each engine.

ENGINE	MOST-CITED TRACKED SOURCES (CITED ANSWERS / GROUNDED ANSWERS)
Four chat engines	Wikipedia (119/276), Rotten Tomatoes (68/276), IMDb (41/276)
Google AI Overviews	Wikipedia (23/59), Rotten Tomatoes (14/59), IMDb (13/59)
ChatGPT	Wikipedia (21/72), Rotten Tomatoes (17/72), TheWrap (9/72)
Claude	Wikipedia (42/60), Variety (25/60), Rotten Tomatoes (16/60)
Gemini	Wikipedia (36/72), Metacritic (12/72), Rotten Tomatoes (11/72)
Perplexity	IMDb (24/72), Rotten Tomatoes (24/72), Wikipedia (20/72)

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

59 of 61 successful searches showed an AI Overview. Wikipedia was cited in 23/59 overviews (39.0%). Rotten Tomatoes was cited in 14/59 overviews (23.7%). IMDb was cited in 13/59 overviews (22.0%). Nielsen was cited in 7/59 overviews (11.9%).

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

1	Wikipedia	39.0%	=
2	Rotten Tomatoes	23.7%	=
3	IMDb	22.0%	=
4	Nielsen	11.9%	▲ 3
5	Box Office Mojo	11.9%	▲ 4
6	Letterboxd	10.2%	▲ 10
7	Metacritic	6.8%	▼ 1
8	The Hollywood Reporter	1.7%	▲ 2
9	Screen Rant	1.7%	▲ 2
10	Collider	1.7%	▲ 7

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

Wikipedia 88.9%

IMDb	11.1%
Box Office Mojo	0%

AI Overview shown on 3 of 3 successful searches

Q02 · 12 GROUNDED ANSWERS

Wikipedia 91.7%

IMDb	33.3%
Rotten Tomatoes	33.3%

AI Overview shown on 1 of 3 successful searches

Q03 · 9 GROUNDED ANSWERS

Rotten Tomatoes 88.9%

Metacritic	66.7%
IMDb	33.3%

AI Overview shown on 3 of 3 successful searches

Q04 · 12 GROUNDED ANSWERS

Rotten Tomatoes 83.3%

IMDb	50%
Wikipedia	33.3%

AI Overview shown on 2 of 2 successful searches

Q05 · 12 GROUNDED ANSWERS

The Numbers 66.7%

Wikipedia	41.7%
Box Office Mojo	33.3%

AI Overview shown on 2 of 2 successful searches

Q06 · 12 GROUNDED ANSWERS

Wikipedia 91.7%

IMDb	50%
Rotten Tomatoes	33.3%

AI Overview shown on 3 of 3 successful searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,020 citations in total. en.wikipedia.org was cited most often, with 130 citations (6.4%) across 83 answers. Next came rottentomatoes.com (50), editorial.rottentomatoes.com (48), metacritic.com (42), imdb.com (40), wikipedia.org (36).

FOUR AI ENGINES · SHARE OF 276 GROUNDED ANSWERS

en.wikipedia.org	**30.1%**
rottentomatoes.com	**15.2%**
editorial.rottentomato...	**14.1%**
wikipedia.org	**13%**
imdb.com	**11.2%**
reddit.com	**11.2%**
thewrap.com	**10.1%**
metacritic.com	**9.4%**
nielsen.com	**8.7%**
variety.com	**8.3%**

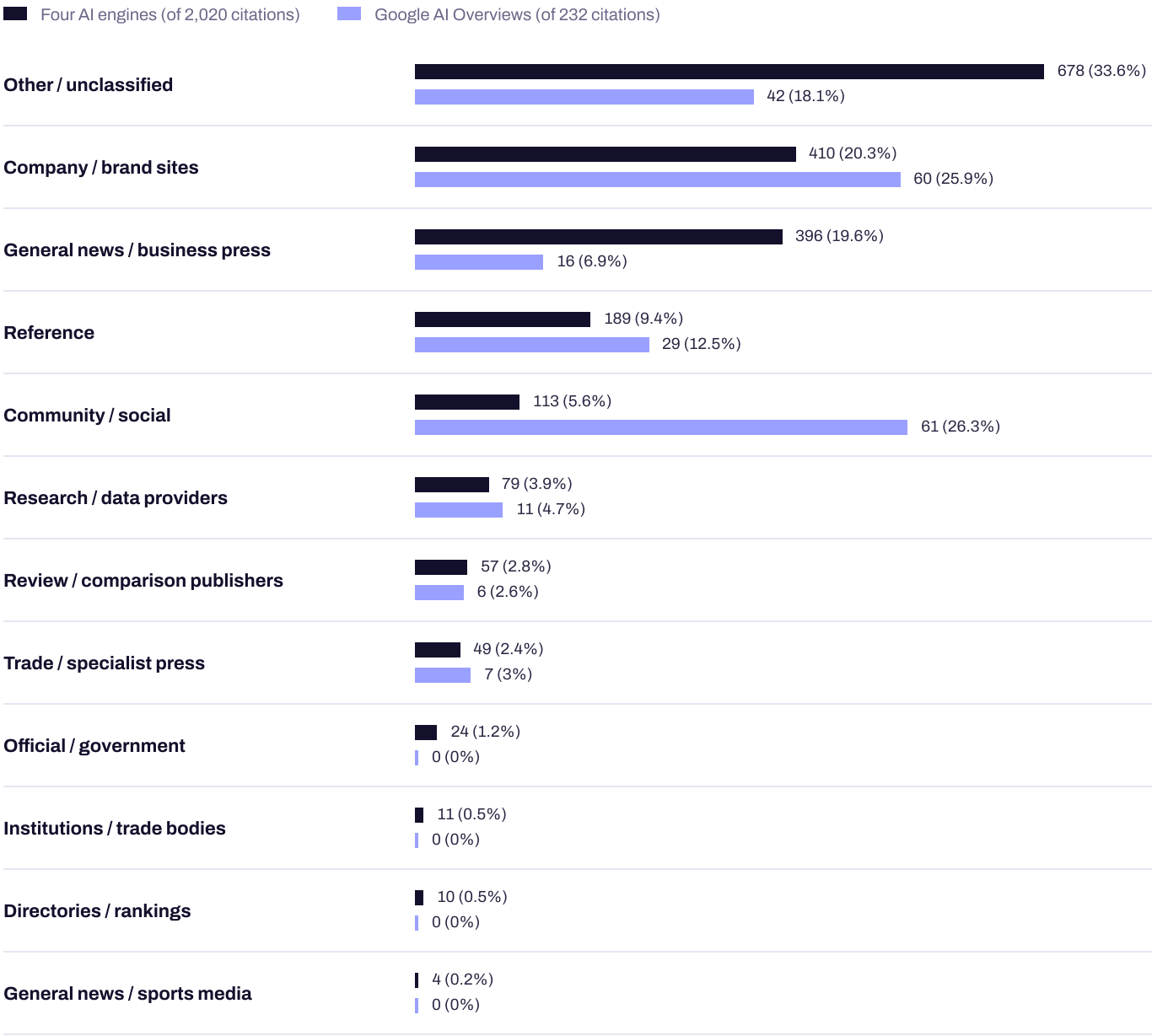
GOOGLE AI OVERVIEWS · SHARE OF 59 OVERVIEWS

en.wikipedia.org	**39%**
youtube.com	**35.6%**
imdb.com	**22%**
reddit.com	**22%**
facebook.com	**18.6%**
boxofficemojo.com	**11.9%**
editorial.rottentomatoes....	**11.9%**
nielsen.com	**11.9%**
rottentomatoes.com	**11.9%**
letterboxd.com	**10.2%**

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 a brand get its facts onto the entertainment sites AI engines cite?

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.	Wikipedia's own domains were cited in 43.1% of grounded answers, Rotten Tomatoes' in 24.6% and IMDb's in 14.9%. Wikipedia was named in only 11.8% of answers, yet its own domains were cited in 43.1%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were reddit.com (in 11.2% of grounded answers), youtube.com (8.0%), latimes.com (6.5%), tvinsider.com (6.5%) and yahoo.com (5.8%). General news and business press supplied 19.6% of citations and reference sites 9.4%.
Check each engine separately.	ChatGPT named Wikipedia in 30.6% of answers against 0.0% on Perplexity. ChatGPT named The Numbers in 16.7% of answers against 1.4% 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?

Wikipedia leads this measured set. Wikipedia: 119/276 (43.1%; 95% interval 37.4–49.0%). Rotten Tomatoes: 68/276 (24.6%; 95% interval 19.9–30.0%). The ranking covers tracked sources only. Untracked cited domains include reddit.com (31 answers), youtube.com (22 answers), latimes.com (18 answers), tvinsider.com (18 answers), britannica.com (16 answers), forbes.com (16 answers), yahoo.com (16 answers), tomsguide.com (15 answers), statista.com (14 answers), cbsnews.com (12 answers).

Q2 Which source is named first most often?

Rotten Tomatoes was the first source named in 43 of 288 answers, with an average first position of 1.4.

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

An overview appeared on 59 of 61 searches (96.7%, CI 88.8–99.1%). Within those 59 overviews, Wikipedia was named most often, in 26 (44.1%).

Q4 Which sources do the engines cite?

Across 2,020 four-engine citations, en.wikipedia.org was cited most (130 citations, in 83 of 276 grounded answers), followed by rottentomatoes.com (50 citations).

Q5 Do the four engines agree?

Only in part. ChatGPT named Wikipedia in 22 of 72 answers, against 0 to 11 of 72 on the other engines. Claude named IndieWire in 12 of 72 answers, against 3 to 5 of 72 on the other engines.

METHODOLOGY

11 How this study was measured

24	×	3	×	4	=	288	+	61
questions		runs each		AI engines		answers		Google searches · 59 AI Overviews

24 questions asked three times on each of ChatGPT, Claude, Gemini and Perplexity, measured October 30, 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	60
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	61	59 shown	59

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 18 tracked sources are ranked; results are not an exhaustive market ranking.
- 349 of 360 planned results were returned. 11 AI Overview lookups were excluded after at most three total attempts.
- 61 successful Google searches: 59 overviews shown; 2 without an overview. Failures are excluded, not scored as zero.
- 12 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.
- Citation-style sub-report. No Core question names a tracked source. Status note: Paramount Skydance completed its acquisition of Warner Bros. Discovery on October 6, 2026, and the combined company is now called Skydance (AP, company filing); the Core question is asked word for word and answers are read against that date.
- The ranking covers tracked sources only. Untracked cited domains include reddit.com (31 answers), youtube.com (22 answers), latimes.com (18 answers), tvinsider.com (18 answers), britannica.com (16 answers), forbes.com (16 answers), yahoo.com (16 answers), tomsguide.com (15 answers), statista.com (14 answers), cbsnews.com (12 answers).
- Answers came from each engine's API (model IDs above); the consumer apps can answer differently.

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	Who directed Oppenheimer?	Entertainment Sources Index 2.0	CORE QUESTION
02	Who is in the cast of The Bear?	Entertainment Sources Index 2.0	CORE QUESTION
03	Is Dune: Part Two worth watching?	Entertainment Sources Index 2.0	CORE QUESTION
04	What did critics say about the latest Marvel movie?	Entertainment Sources Index 2.0	CORE QUESTION
05	What was the opening weekend box office for the biggest film this month?	Entertainment Sources Index 2.0	CORE QUESTION
06	What are the highest-grossing movies of all time?	Entertainment Sources Index 2.0	CORE QUESTION
07	What were the most-watched streaming shows last week?	Entertainment Sources Index 2.0	CORE QUESTION
08	How many subscribers does Netflix have?	Entertainment Sources Index 2.0	CORE QUESTION
09	What is the status of the Warner Bros. Discovery deal?	Entertainment Sources Index 2.0	CORE QUESTION
10	What did the 2023 writers' strike change?	Entertainment Sources Index 2.0	CORE QUESTION
11	What are the best sources for Hollywood industry news?	Entertainment Sources Index 2.0	CORE QUESTION
12	What are the best sites for movie reviews?	Entertainment Sources Index 2.0	CORE QUESTION
13	Who directed Barbie?	Entertainment Sources Index 2.0	ADDED QUESTION
14	Who stars in the latest season of The White Lotus?	Entertainment Sources Index 2.0	ADDED QUESTION
15	What are the best movies of the year so far?	Entertainment Sources Index 2.0	ADDED QUESTION
16	What are the best TV shows streaming right now?	Entertainment Sources Index 2.0	ADDED QUESTION
17	What movies are coming out this month?	Entertainment Sources Index 2.0	ADDED QUESTION
18	Which streaming service has the most subscribers?	Entertainment Sources Index 2.0	ADDED QUESTION
19	What were the top-rated TV shows of last year?	Entertainment Sources Index 2.0	ADDED QUESTION
20	Which film won Best Picture at the most recent Oscars?	Entertainment Sources Index 2.0	ADDED QUESTION
21	How is box office revenue tracked?	Entertainment Sources Index 2.0	ADDED QUESTION
22	What were the biggest Hollywood mergers in recent years?	Entertainment Sources Index 2.0	ADDED QUESTION
23	How is streaming viewership measured?	Entertainment Sources Index 2.0	ADDED QUESTION
24	What are the best sites for TV reviews?	Entertainment Sources Index 2.0	ADDED QUESTION

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