



5W Public Relations
Research · 2026

5W PUBLIC RELATIONS · 2026 RESEARCH

SPORTS BETTING VISIBILITY INDEX

Which betting and gaming brands AI names
288 AI answers · October 28, 2026

Measured :

October 28, 2026

24 questions × 3 runs · 288 AI answers

Engines :

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

Prepared by :

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APPEARANCE RATE
TOP 10 BRANDS

79.9%

PRIZETICKS
MGM RESORTS INTE
CAESARS ENTERTAI
FANATICS SPORTSB
BETRIVERS
BET365
CAESARS SPORTSB0
BETMGM
FANDUEL
DRAFTKINGS

AT A GLANCE

DraftKings and FanDuel lead.

The two are within the margin of error.

DraftKings was the brand that ChatGPT, Claude, Gemini and Perplexity named most often. DraftKings appeared in 230 of 288 answers (79.9%) measured on October 28, 2026. FanDuel came next at 216 of 288 (75%). The two confidence intervals overlap, so the data cannot confirm that DraftKings is ahead. DraftKings was named first more often than any other brand, in 93 of 288 answers. Google AI Overviews appeared on 54 of 72 searches (75%).

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

79.9%

of answers named
DraftKings, the most-named
(230 of 288)

24

tracked brands named at
least once (of 24)

75%

of Google searches showed
an AI Overview (54 of 72)

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01

What the data shows

KEY FINDINGS

MOST NAMED

230/288
(79.9%)

DraftKings appeared in 230 of 288 four-engine answers (CI 74.9–84.1%). FanDuel appeared in 216 of 288 (75%, CI 69.7–79.6%). The intervals overlap, so the two cannot be separated.

NAMED FIRST

93/288
(32.3%)

DraftKings was the first brand named in 93 of 288 answers, more than any other tracked brand. Average first position: 2.2.

GEMINI SKEW

18/72 (25%)

Gemini named PENN Entertainment in 18 of 72 answers. The other engines did so in 0 to 6 of 72.

AIO TRIGGER

54/72 (75%)

Google AI Overviews appeared on 54 of 72 searches (CI 63.9–83.6%). On the other 18, no overview was shown.

AIO LEADER

41/54
(75.9%)

DraftKings was the brand named most often in AI Overviews, at 41 of 54, followed by FanDuel at 38 of 54 (70.4%). In the four-engine set, DraftKings was named in 230 of 288 answers (79.9%).

TOP DOMAIN

69/288 (24%)

cbssports.com was cited in 69 of 288 grounded four-engine answers, with 92 of 2,336 citations (3.9%). foxsports.com came second with 75 citations in 68 answers (23.6%).

NO TRACKED NAME

0/12 (0%)

For 'Which organizations provide US problem-gambling support resources?', none of the tracked brands was named in any of 12 four-engine answers.

OWN-SITE CITATIONS

42/288
(14.6%)

DraftKings's own domains were cited in 42 of 288 grounded answers (14.6%), more than any other tracked name. Caesars Entertainment followed at 35 of 288. In Google AI Overviews, DraftKings's site was cited in 7 of 54 overviews. 5 tracked names had no own-site citation.

02

THE LEADERBOARD

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	0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	RATE	NAMED IN
1	DraftKings											79.9%	230/288
2	FanDuel											75.0%	216/288
3	BetMGM											66.3%	191/288
4	Caesars Sportsbook											39.6%	114/288
5	bet365											38.5%	111/288
6	BetRivers											23.6%	68/288
7	Fanatics Sportsbook											21.5%	62/288
8	Caesars Entertainment											19.4%	56/288
9	MGM Resorts International											13.9%	40/288
10	PrizePicks											11.1%	32/288
11	Underdog Fantasy											10.4%	30/288
12	Kalshi											10.1%	29/288
13	Polymarket											9.7%	28/288
14	Bally Bet											9.4%	27/288
15	PENN Entertainment											9.4%	27/288

02

THE LEADERBOARD

The full list

Own-domain citation is the share of 288 grounded answers that cited the official domains of each name (subdomains included). Citation share is of all 2,336 citations.

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	DraftKings	230/288	<div><div></div></div> 79.9%	74.9–84.1%	2.2	14.6% (42/288)	2.2%
2	FanDuel	216/288	<div><div></div></div> 75%	69.7–79.6%	2.4	11.1% (32/288)	1.5%
3	BetMGM	191/288	<div><div></div></div> 66.3%	60.7–71.5%	3	6.3% (18/288)	0.8%
4	Caesars Sportsbook	114/288	<div><div></div></div> 39.6%	34.1–45.3%	4.2	4.9% (14/288)	1.6%
5	bet365	111/288	<div><div></div></div> 38.5%	33.1–44.3%	4.3	3.1% (9/288)	0.4%
6	BetRivers	68/288	<div><div></div></div> 23.6%	19.1–28.8%	5.3	0.7% (2/288)	0.1%
7	Fanatics Sportsbook	62/288	<div><div></div></div> 21.5%	17.2–26.6%	5.7	3.5% (10/288)	1.2%
8	Caesars Entertainment	56/288	<div><div></div></div> 19.4%	15.3–24.4%	3.4	12.2% (35/288)	2.5%
9	MGM Resorts International	40/288	<div><div></div></div> 13.9%	10.4–18.4%	3.1	1.4% (4/288)	0.2%
10	PrizePicks	32/288	<div><div></div></div> 11.1%	8–15.3%	2.8	0% (0/288)	0%
11	Underdog Fantasy	30/288	<div><div></div></div> 10.4%	7.4–14.5%	2	0% (0/288)	0%
12	Kalshi	29/288	<div><div></div></div> 10.1%	7.1–14.1%	1.4	4.5% (13/288)	0.6%
13	Polymarket	28/288	<div><div></div></div> 9.7%	6.8–13.7%	2.4	0.7% (2/288)	0.1%
14	Bally Bet	27/288	<div><div></div></div> 9.4%	6.5–13.3%	6.1	0% (0/288)	0%
15	PENN Entertainment	27/288	<div><div></div></div> 9.4%	6.5–13.3%	6	1.7% (5/288)	0.2%
16	theScore Bet	21/288	<div><div></div></div> 7.3%	4.8–10.9%	6.2	1% (3/288)	0.1%
17	Hard Rock Bet	20/288	<div><div></div></div> 6.9%	4.5–10.5%	7.6	0.3% (1/288)	0%
18	Sleeper	19/288	<div><div></div></div> 6.6%	4.3–10.1%	4	1% (3/288)	0.1%
19	Bally's	14/288	<div><div></div></div> 4.9%	2.9–8%	8.3	2.4% (7/288)	0.3%
20	Boyd Gaming	11/288	<div><div></div></div> 3.8%	2.1–6.7%	5.5	1% (3/288)	0.1%
21	Hard Rock International	8/288	<div><div></div></div> 2.8%	1.4–5.4%	6.3	1.4% (4/288)	0.2%
22	Golden Nugget Online Gaming	7/288	<div><div></div></div> 2.4%	1.2–4.9%	4.4	0% (0/288)	0%
23	Wynn Resorts	6/288	<div><div></div></div> 2.1%	1–4.5%	5.7	2.4% (7/288)	0.3%
24	Westgate SuperBook	2/288	<div><div></div></div> 0.7%	0.2–2.5%	10.5	0% (0/288)	0%

03

PROFILES

The top eight, side by side



RANK 1

DraftKings

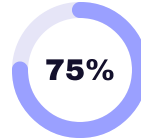
230/288 answers · 95% CI 74.9–84.1%

2.2

first-mention position

14.6%owned-domain citation
(42/288)**2.2%**

citation share



RANK 2

FanDuel

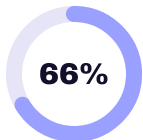
216/288 answers · 95% CI 69.7–79.6%

2.4

first-mention position

11.1%owned-domain citation
(32/288)**1.5%**

citation share



RANK 3

BetMGM

191/288 answers · 95% CI 60.7–71.5%

3

first-mention position

6.3%owned-domain citation
(18/288)**0.8%**

citation share



RANK 4

Caesars Sportsbook

114/288 answers · 95% CI 34.1–45.3%

4.2

first-mention position

4.9%owned-domain citation
(14/288)**1.6%**

citation share



RANK 5

bet365

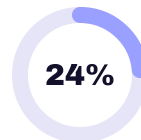
111/288 answers · 95% CI 33.1–44.3%

4.3

first-mention position

3.1%owned-domain citation
(9/288)**0.4%**

citation share



RANK 6

BetRivers

68/288 answers · 95% CI 19.1–28.8%

5.3

first-mention position

0.7%owned-domain citation
(2/288)**0.1%**

citation share



RANK 7

Fanatics Sportsbook

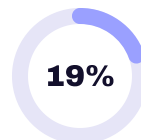
62/288 answers · 95% CI 17.2–26.6%

5.7

first-mention position

3.5%owned-domain citation
(10/288)**1.2%**

citation share



RANK 8

Caesars Entertainment

56/288 answers · 95% CI 15.3–24.4%

3.4

first-mention position

12.2%owned-domain citation
(35/288)**2.5%**

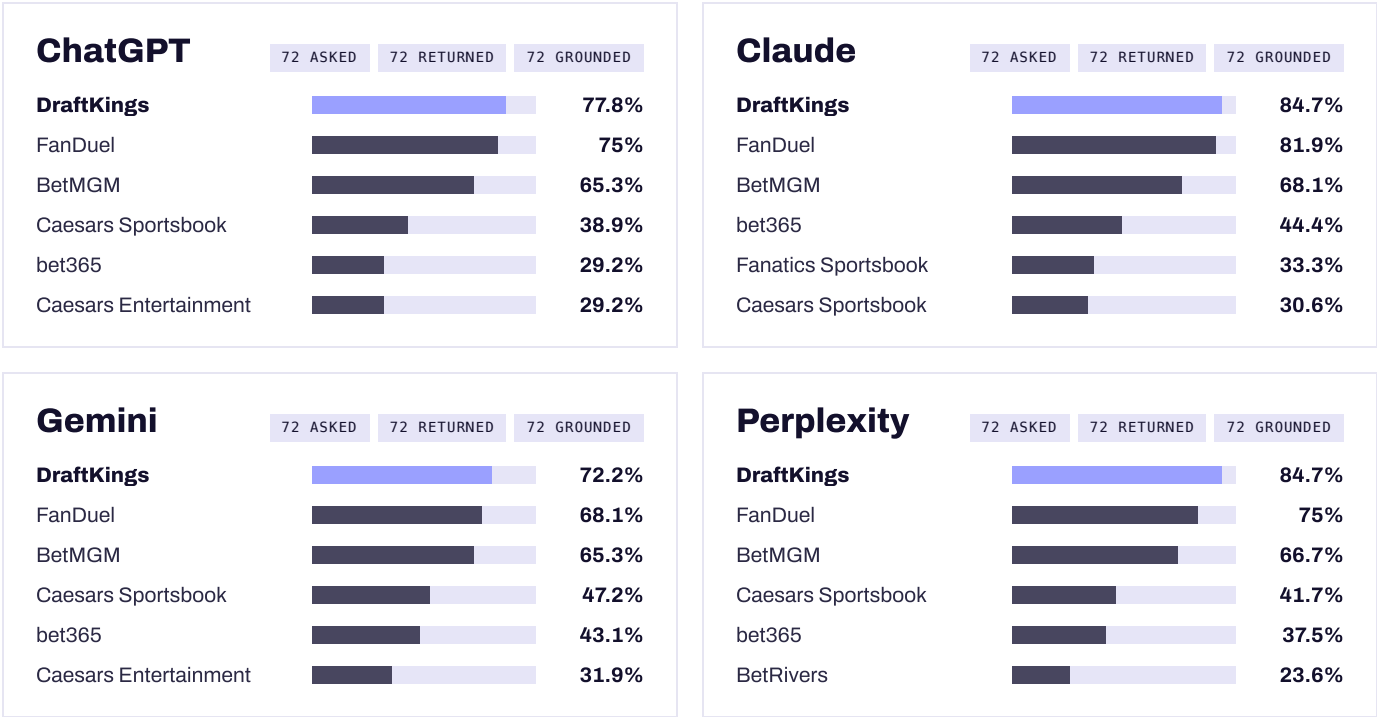
citation share

04

HOW THE ENGINES DIFFER

Same questions, different answers

Gemini named PENN Entertainment in 18 of 72 answers. The other engines did so in 0 to 6 of 72.



05 The fifth engine

GOOGLE AI OVERVIEWS

Google AI Overviews were captured through 72 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 72 searches (75%, CI 63.9–83.6%). The other 18 searches showed no overview. Within the 54 overviews, DraftKings was named in 41 (75.9%), FanDuel was named in 38 (70.4%), BetMGM was named in 25 (46.3%), bet365 was named in 21 (38.9%). youtube.com was the most-cited source, with 13 citations and an appearance in 13 of 54 overviews.

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

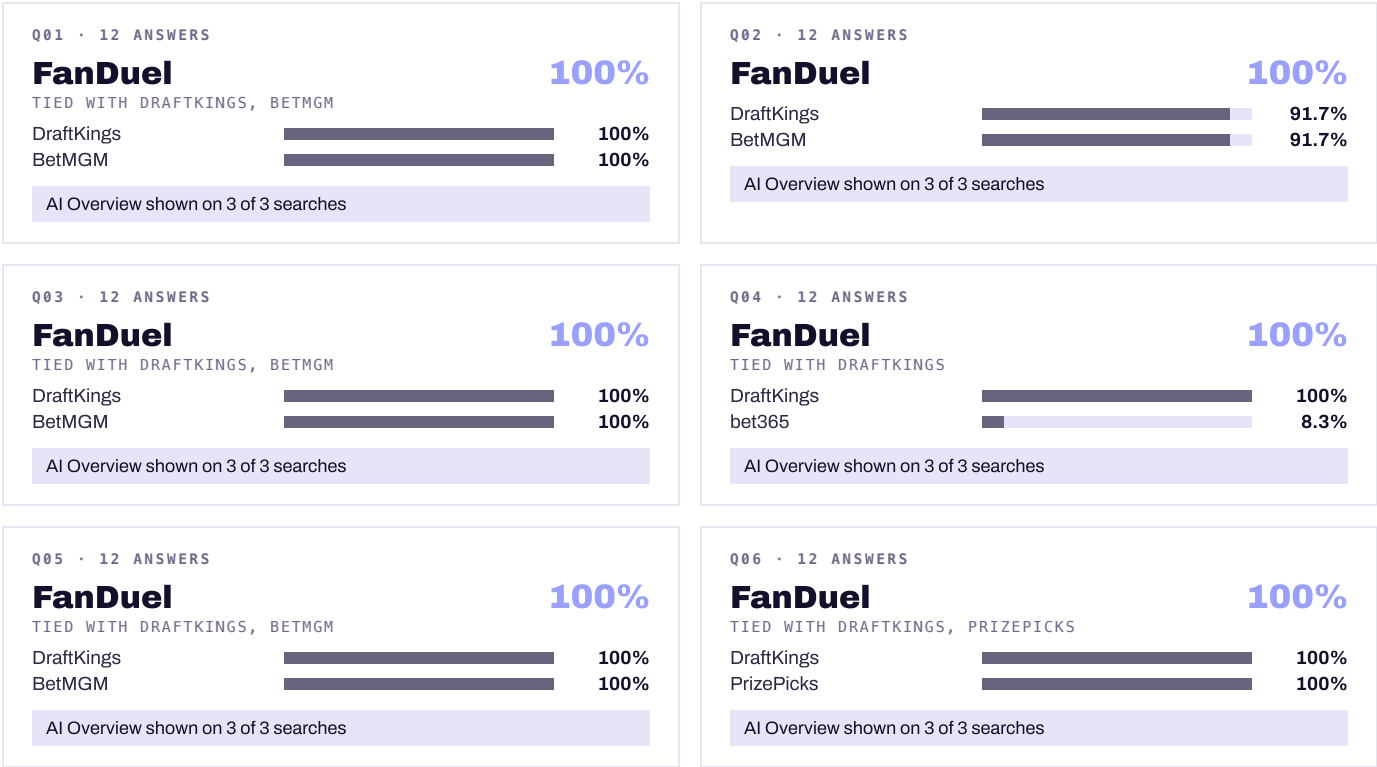
1	DraftKings	<div><div></div></div>	79.2%	=
2	FanDuel	<div><div></div></div>	74.3%	=
3	BetMGM	<div><div></div></div>	63.2%	=
4	bet365	<div><div></div></div>	38.6%	▲ 1
5	Caesars Sportsbook	<div><div></div></div>	37.1%	▼ 1
6	Fanatics Sportsbook	<div><div></div></div>	22.5%	▲ 1
7	BetRivers	<div><div></div></div>	21.3%	▼ 1
8	Caesars Entertainment	<div><div></div></div>	16.4%	=
9	MGM Resorts International	<div><div></div></div>	11.7%	=
10	PrizePicks	<div><div></div></div>	11.4%	=

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.



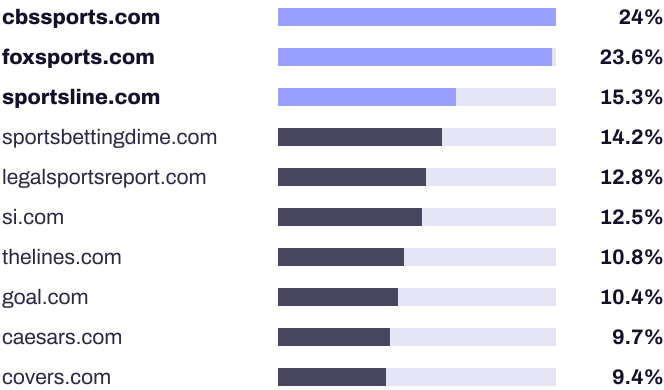
07

WHO THE ENGINES CITE

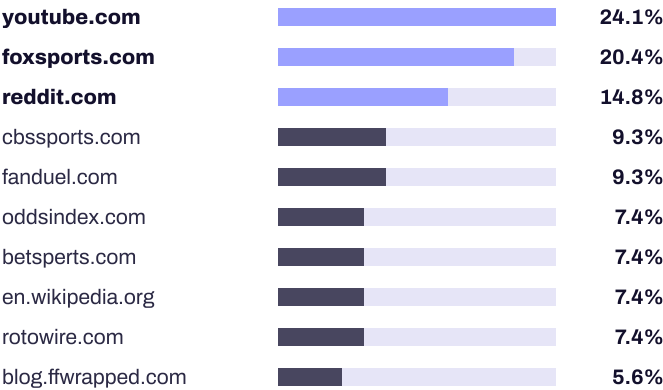
Most-cited domains

The four engines produced 2,336 citations in total. cbssports.com was cited most often, with 92 citations (3.9%) across 69 answers. Next came foxsports.com (75), ncpgambling.org (54), caesars.com (52), sportsbettingdime.com (44), sportsline.com (44).

FOUR AI ENGINES · SHARE OF 288 GROUNDED ANSWERS



GOOGLE AI OVERVIEWS · SHARE OF 54 OVERVIEWS

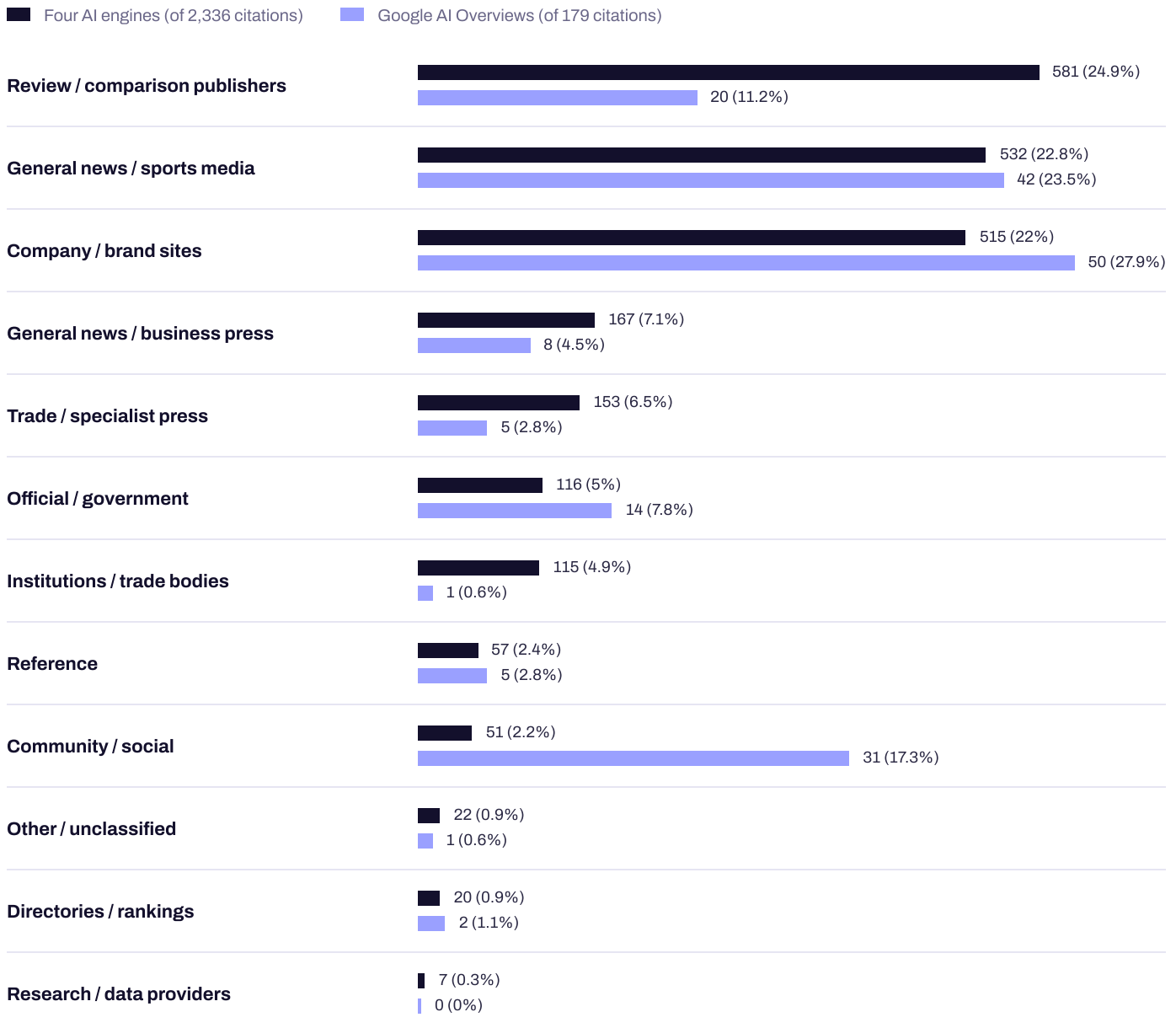


07

WHO THE ENGINES CITE

Citation share by source type

Share of all citations by the type of site cited. Source types were reclassified on October 29, 2026. 'Company / brand sites' now covers only the official sites of companies, brands and schools; publishers, directories, trade bodies and other sites have their own types, and sites that could not be placed are 'Other / unclassified'.



07

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.	DraftKings's own domains were cited in 14.6% of grounded answers, Caesars Entertainment's in 12.2% and FanDuel's in 11.1%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were cbssports.com (in 24.0% of grounded answers), foxsports.com (23.6%), sportsline.com (15.3%), sportsbettingdime.com (14.2%) and legalsportsreport.com (12.8%). Review and comparison publishers supplied 24.9% of citations and general news and sports media 22.8%.
Check each engine separately.	Gemini named PENN Entertainment in 25.0% of answers against 0.0% on Claude. Claude named Fanatics Sportsbook in 33.3% of answers against 9.7% on ChatGPT.
Do not ignore video and community sites.	Community and social sites supplied 17.3% of Google AI Overview citations against 2.2% in the four chat engines. youtube.com was cited in 24.1% of overviews, reddit.com in 14.8% and oddsindex.com in 7.4%.
Watch names outside the tracked list.	PredictIt (18), Caesars Rewards (15), ESPN BET (14), New Jersey Division of Gaming Enforcement (14), MGM Rewards (12) 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.

08 QUESTIONS PEOPLE ASK Frequently asked questions

Q1 Which brand do AI engines name most often?

DraftKings, named in 230 of 288 four-engine answers (79.9%, CI 74.9–84.1%). FanDuel was second at 216 of 288 (75%). The intervals overlap, so the two cannot be separated statistically.

Q2 Which brand is named first most often?

DraftKings was the first brand named in 93 of 288 answers, with an average first position of 2.2.

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

An overview appeared on 54 of 72 searches (75%, CI 63.9–83.6%). Within those 54 overviews, DraftKings was named most often, in 41 (75.9%).

Q4 Which sources do the engines cite?

Across 2,336 four-engine citations, cbssports.com was cited most (92 citations, in 69 of 288 grounded answers), followed by foxsports.com (75 citations).

Q5 Do the four engines agree?

Only in part. Gemini named PENN Entertainment in 18 of 72 answers, against 0 to 6 of 72 on the other engines. Gemini named MGM Resorts International in 17 of 72 answers, against 5 to 9 of 72 on the other engines.

09

METHODOLOGY

How this study was measured



24 questions, each asked 3 times on each engine, measured October 28, 2026. Market: United States, English. The destination site was not mentioned to any engine. Gemini answers were produced by gemini-3.6-flash; every Gemini answer in this report used that one model. All 72 Gemini answers had search sources. Brands count as named when they appear in the answer text; products and name variants roll up to the tracked name. Longer names take precedence over shorter overlapping ones, and common words count only in context. Unicode apostrophes and dashes are normalized.

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	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 brand ÷ answers returned, with Wilson 95% intervals.
- First mention: average order in which the brand first appears (1 = first).
- Own-domain citation: grounded answers citing the brand's domains ÷ grounded answers.
- Citation share: citations to the brand's domains ÷ all citations.

LIMITATIONS

- Measured on one day, October 28, 2026. Each engine answered 24 questions 3 times. Answers came from each engine's API (model IDs above); the consumer apps can answer differently.
- Only 24 tracked brands were scored. Untracked names that appeared often were not scored, including PredictIt (18), Caesars Rewards (15), ESPN BET (14), New Jersey Division of Gaming Enforcement (14), MGM Rewards (12).
- AI Overview figures are based on only 54 overviews, so estimates for individual brands are less precise than the four-engine figures.
- Reports describe what the engines said, attributed to the engines. They make no judgement about the people or organizations named and are not legal or financial advice.
- Some answers were asked again on October 28, 2026 after a storage error. The earlier texts are kept in the evidence archive and are not used in the counts.
- One question, "FanDuel vs DraftKings which is better?", names two sportsbooks, so those counts include up to 12 answers to it. Without it, DraftKings and FanDuel are still the top two.
- Intervals treat each answer as independent, so they understate uncertainty for the 24 repeated questions.
- Corrected October 29, 2026: own-domain citation now uses each name's official domains (subdomains included), listed in the evidence file entity_rollups.csv. Names without a resolvable official site count zero.

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 is the best sports betting app?	Sports Betting AI Visibility Index 2026	CORE QUESTION
02	Which sportsbook has the best odds?	Sports Betting AI Visibility Index 2026	CORE QUESTION
03	Which sportsbook has the best promotions for new users?	Sports Betting AI Visibility Index 2026	CORE QUESTION
04	FanDuel vs DraftKings which is better?	Sports Betting AI Visibility Index 2026	CORE QUESTION
05	What is the best app for NFL betting?	Sports Betting AI Visibility Index 2026	CORE QUESTION
06	What is the best daily fantasy sports app?	Sports Betting AI Visibility Index 2026	CORE QUESTION
07	What is the best pick'em fantasy app?	Sports Betting AI Visibility Index 2026	CORE QUESTION
08	What are prediction markets and which ones are available in the US?	Sports Betting AI Visibility Index 2026	CORE QUESTION
09	Which sportsbooks have the best responsible gaming tools?	Sports Betting AI Visibility Index 2026	CORE QUESTION
10	What is the best online casino in New Jersey?	Sports Betting AI Visibility Index 2026	CORE QUESTION
11	What is the best sportsbook for soccer betting?	Sports Betting AI Visibility Index 2026	CORE QUESTION
12	What is the best casino rewards program?	Sports Betting AI Visibility Index 2026	CORE QUESTION
13	Which online sportsbooks are licensed by US state regulators?	Sports Betting AI Visibility Index 2026	ADDED QUESTION
14	Which state regulators publish lists of authorized sports betting operators?	Sports Betting AI Visibility Index 2026	ADDED QUESTION
15	Which sportsbook operators publish self-exclusion and deposit-limit policies?	Sports Betting AI Visibility Index 2026	ADDED QUESTION
16	How do US sportsbook operators disclose promotion eligibility and terms?	Sports Betting AI Visibility Index 2026	ADDED QUESTION
17	What is the difference between daily fantasy sports and sportsbook wagering?	Sports Betting AI Visibility Index 2026	ADDED QUESTION
18	Which US states permit online casino gaming?	Sports Betting AI Visibility Index 2026	ADDED QUESTION
19	Which prediction market platforms disclose their US regulatory status?	Sports Betting AI Visibility Index 2026	ADDED QUESTION
20	Which sportsbook operators publish minimum-age requirements by state?	Sports Betting AI Visibility Index 2026	ADDED QUESTION
21	Which casino operators offer nationwide loyalty programs?	Sports Betting AI Visibility Index 2026	ADDED QUESTION
22	Which sources publish independently documented sportsbook odds comparisons?	Sports Betting AI Visibility Index 2026	ADDED QUESTION
23	Which organizations provide US problem-gambling support resources?	Sports Betting AI Visibility Index 2026	ADDED QUESTION
24	Which sportsbooks publish information about bet settlement and dispute procedures?	Sports Betting AI Visibility Index 2026	ADDED QUESTION



5W PUBLIC RELATIONS • RESEARCH

Sports Betting AI Visibility Index 2026

Measured October 28, 2026 across ChatGPT, Claude, Gemini, Perplexity and Google AI Overviews.

WEB

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RESEARCH

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