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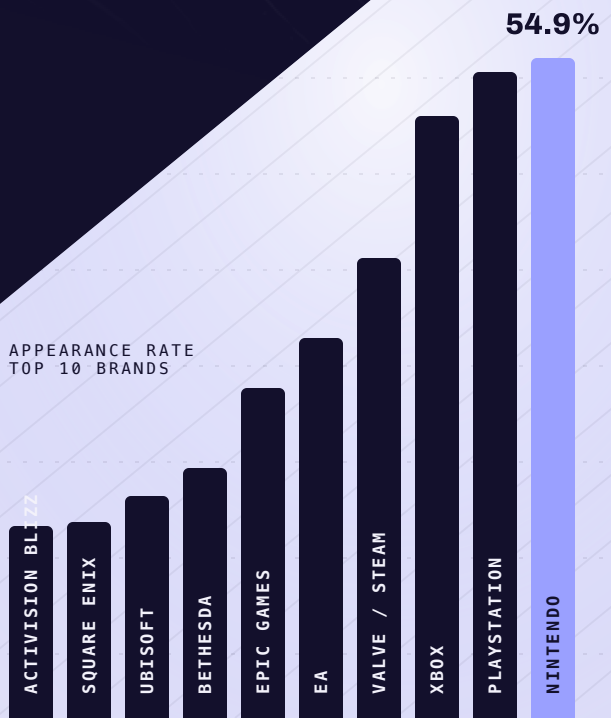
VIDEO GAMES INDEX 2.0

Which gaming brands AI engines name
288 AI answers · November 5, 2026

Measured :
November 5, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 56 Google AI Overviews

Prepared by :
5W Public Relations
5wpr.com



AT A GLANCE

No sole leader is established. PlayStation and Xbox are within Nintendo's margin.

Nintendo: 158/288 returned four-engine answers (54.9%; 95% interval 49.1–60.5%). Three or more leading intervals overlap; no sole leader is established.

> Version 2. This version replaces the first version of this study, first published June 4, 2026. It uses measured counts, so the two versions are not comparable.

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

54.9%
of answers named Nintendo, the most-named (158 of 288)

25
tracked brands named at least once (of 25)

98.2%
of Google searches showed an AI Overview (56 of 57)

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KEY FINDINGS

01 What the data shows

MEASURED APPEARANCE

Nintendo

Nintendo: 158/288 returned four-engine answers (54.9%; 95% interval 49.1–60.5%). Three or more leading intervals overlap; no sole leader is established.

NAMED FIRST

64/288 (22.2%)

Nintendo was the first brand named in 64 of 288 answers, more than any other tracked brand. Its average first position was 2.5.

OWN-SITE CITATIONS

27/288 (9.4%)

Xbox's own domains were cited in 27 of 288 grounded answers, more than any other tracked brand. Nintendo followed at 16 of 288. 12 of 25 tracked brands had 0 of 288.

AIO TRIGGER

56/57 (98.2%)

Google AI Overviews appeared on 56 of 57 searches (CI 90.7–99.7%). On the other search, no overview was shown.

AIO LEADER

32/56 (57.1%)

PlayStation was the brand named most often in AI Overviews, at 32 of 56, followed by Xbox at 28 of 56 (50%). In the four-engine set, PlayStation was named in 155 of 288 answers (53.8%).

TOP DOMAIN

50/288 (17.4%)

en.wikipedia.org was cited in 50 of 288 grounded four-engine answers, with 80 of 2,263 citations (3.5%). reddit.com had fewer citations (69) but appeared in more answers: 57 of 288 (19.8%).

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	Nintendo	54.9%	158/288
2	PlayStation	53.8%	155/288
3	Xbox	50.0%	144/288
4	Valve / Steam	38.2%	110/288
5	EA	31.6%	91/288
6	Epic Games	27.4%	79/288
7	Bethesda	20.8%	60/288
8	Ubisoft	18.4%	53/288
9	Square Enix	16.3%	47/288
10	Activision Blizzard	16.0%	46/288
11	CD Projekt Red	16.0%	46/288
12	Take-Two Interactive	15.3%	44/288
13	Roblox	14.9%	43/288
14	Rockstar Games	13.9%	40/288
15	FromSoftware	12.5%	36/288

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 2,263 citations. Question 2 names PlayStation, Xbox and Nintendo; Question 4 names Xbox and Xbox Game Pass; Question 6 names Valve / Steam and Steam Deck, so those counts include up to 12 answers each that name them by design. Removing 3 Core questions naming tracked subjects leaves 252 eligible answers. Nintendo and PlayStation tie at 140/252, so the leading group does not change.

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	Nintendo	158/288	54.9%	49.1–60.5%	2.5	5.6% (16/288)	0.8%
2	PlayStation	155/288	53.8%	48–59.5%	2.8	4.9% (14/288)	0.6%
3	Xbox	144/288	50%	44.3–55.7%	2.4	9.4% (27/288)	1.9%
4	Valve / Steam	110/288	38.2%	32.8–43.9%	2.9	4.5% (13/288)	0.6%
5	EA	91/288	31.6%	26.5–37.2%	3.7	3.1% (9/288)	0.4%
6	Epic Games	79/288	27.4%	22.6–32.9%	3.1	2.1% (6/288)	0.3%
7	Bethesda	60/288	20.8%	16.5–25.9%	3.5	0% (0/288)	0%
8	Ubisoft	53/288	18.4%	14.4–23.3%	5.6	2.1% (6/288)	0.3%
9	Square Enix	47/288	16.3%	12.5–21%	6.4	0.3% (1/288)	0%
10	Activision Blizzard	46/288	16%	12.2–20.6%	4	0% (0/288)	0%
11	CD Projekt Red	46/288	16%	12.2–20.6%	4.1	1% (3/288)	0.1%
12	Take-Two Interactive	44/288	15.3%	11.6–19.9%	4.3	1% (3/288)	0.1%
13	Roblox	43/288	14.9%	11.3–19.5%	3.9	1% (3/288)	0.1%
14	Rockstar Games	40/288	13.9%	10.4–18.4%	4.7	0% (0/288)	0%
15	FromSoftware	36/288	12.5%	9.2–16.8%	4.1	0% (0/288)	0%
16	Bandai Namco	34/288	11.8%	8.6–16%	6.3	0% (0/288)	0%
17	Capcom	34/288	11.8%	8.6–16%	6.4	0% (0/288)	0%
18	Sega	31/288	10.8%	7.7–14.9%	6.5	0% (0/288)	0%
19	Konami	27/288	9.4%	6.5–13.3%	7	0.3% (1/288)	0%
20	Devolver Digital	18/288	6.3%	4–9.7%	3.4	0.3% (1/288)	0%
21	Riot Games	17/288	5.9%	3.7–9.2%	5.4	0% (0/288)	0%
22	Annapurna Interactive	16/288	5.6%	3.4–8.8%	4.6	0% (0/288)	0%
23	HoYoverse	14/288	4.9%	2.9–8%	5.3	0% (0/288)	0%
24	NetEase Games	10/288	3.5%	1.9–6.3%	4.5	0% (0/288)	0%
25	Niantic	9/288	3.1%	1.7–5.8%	2.8	0% (0/288)	0%

02 THE LEADERBOARD

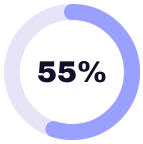
Separately ranked: Stores and subscriptions

Appearance counts in 288 returned four-engine answers. Separate from the main ranking.

#	NAME	NAMED ANSWERS	RATE	95% INTERVAL	NAMED FIRST
1	Steam store	106/288	36.8%	31.4–42.5%	84
2	Xbox Game Pass	93/288	32.3%	27.2–37.9%	75
3	Epic Games Store	37/288	12.8%	9.5–17.2%	4
4	EA Play	30/288	10.4%	7.4–14.5%	0
5	Humble Bundle	30/288	10.4%	7.4–14.5%	5
6	GOG	27/288	9.4%	6.5–13.3%	0
7	PlayStation Plus	25/288	8.7%	5.9–12.5%	0
8	Ubisoft+	21/288	7.3%	4.8–10.9%	0
9	Apple Arcade	18/288	6.3%	4.0–9.7%	1
10	Nintendo Switch Online	15/288	5.2%	3.2–8.4%	0
11	itch.io	12/288	4.2%	2.4–7.1%	0

PROFILES

03 The top eight, side by side

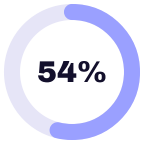


RANK 1

Nintendo

158/288 answers · 95% CI 49.1–60.5%

2.5	5.6%	0.8%
first-mention position	owned-domain citation (16/288)	citation share



RANK 2

PlayStation

155/288 answers · 95% CI 48–59.5%

2.8	4.9%	0.6%
first-mention position	owned-domain citation (14/288)	citation share



RANK 3

Xbox

144/288 answers · 95% CI 44.3–55.7%

2.4	9.4%	1.9%
first-mention position	owned-domain citation (27/288)	citation share

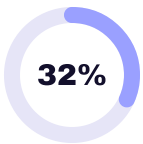


RANK 4

Valve / Steam

110/288 answers · 95% CI 32.8–43.9%

2.9	4.5%	0.6%
first-mention position	owned-domain citation (13/288)	citation share



RANK 5

EA

91/288 answers · 95% CI 26.5–37.2%

3.7	3.1%	0.4%
first-mention position	owned-domain citation (9/288)	citation share

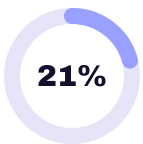


RANK 6

Epic Games

79/288 answers · 95% CI 22.6–32.9%

3.1	2.1%	0.3%
first-mention position	owned-domain citation (6/288)	citation share

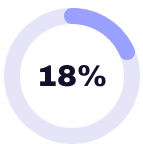


RANK 7

Bethesda

60/288 answers · 95% CI 16.5–25.9%

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



RANK 8

Ubisoft

53/288 answers · 95% CI 14.4–23.3%

5.6	2.1%	0.3%
first-mention position	owned-domain citation (6/288)	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
Nintendo		**56.9%**
PlayStation		**50%**
Xbox		**43.1%**
Valve / Steam		**33.3%**
EA		**27.8%**
CD Projekt Red		**20.8%**

Claude

72 ASKED	72 RETURNED	72 GROUNDED
Xbox		**54.2%**
PlayStation		**52.8%**
Nintendo		**50%**
Valve / Steam		**44.4%**
EA		**34.7%**
Epic Games		**31.9%**

Gemini

72 ASKED	72 RETURNED	72 GROUNDED
PlayStation		**59.7%**
Nintendo		**58.3%**
Xbox		**54.2%**
Valve / Steam		**36.1%**
EA		**31.9%**
Epic Games		**29.2%**

Perplexity

72 ASKED	72 RETURNED	72 GROUNDED
Nintendo		**54.2%**
PlayStation		**52.8%**
Xbox		**48.6%**
Valve / Steam		**38.9%**
EA		**31.9%**
Epic Games		**29.2%**

05

GOOGLE AI OVERVIEWS

The fifth engine

Google AI Overviews were captured through 57 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 56 = 344 answers.



TRIGGER RATE

Google AI Overviews appeared on 56 of 57 searches (98.2%, CI 90.7–99.7%). The other search showed no overview. Within the 56 overviews, PlayStation was named in 32 (57.1%), Xbox was named in 28 (50%), Nintendo was named in 25 (44.6%), Epic Games was named in 16 (28.6%). youtube.com was the most-cited source, with 87 citations and an appearance in 32 of 56 overviews.

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

1	PlayStation	54.4%	▲ 1
2	Nintendo	53.2%	▼ 1
3	Xbox	50.0%	=
4	Valve / Steam	35.5%	=
5	EA	30.8%	=
6	Epic Games	27.6%	=
7	Bethesda	20.1%	=
8	Ubisoft	18.3%	=
9	Square Enix	16.0%	=
10	Activision Blizzard	15.7%	=

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

PlayStation 100%

TIED WITH XBOX, NINTENDO

Xbox	100%
Nintendo	100%

AI Overview shown on 3 of 3 searches

Q02 · 12 ANSWERS

Xbox 100%

TIED WITH PLAYSTATION, NINTENDO

PlayStation	100%
Nintendo	100%

AI Overview shown on 2 of 2 searches

Q03 · 12 ANSWERS

Xbox 100%

TIED WITH PLAYSTATION, NINTENDO

PlayStation	100%
Nintendo	100%

AI Overview shown on 3 of 3 searches

Q04 · 12 ANSWERS

Xbox 100%

EA	91.7%
Epic Games	66.7%

AI Overview shown on 3 of 3 searches

Q05 · 12 ANSWERS

Valve / Steam 100%

TIED WITH EPIC GAMES

Epic Games	100%
Xbox	66.7%

AI Overview shown on 3 of 3 searches

Q06 · 12 ANSWERS

Valve / Steam 100%

Xbox	66.7%
Epic Games	50%

AI Overview shown on 3 of 3 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,263 citations in total. en.wikipedia.org was cited most often, with 80 citations (3.5%) across 50 answers. Next came reddit.com (69), tomsguide.com (47), techradar.com (46), youtube.com (46), tech-insider.org (41).

FOUR AI ENGINES · SHARE OF 288 GROUNDED ANSWERS

reddit.com	**19.8%**
en.wikipedia.org	**17.4%**
youtube.com	**14.2%**
techradar.com	13.5%
tomsguide.com	11.8%
pcgamer.com	10.4%
metacritic.com	9.7%
tech-insider.org	9%
wikipedia.org	8.7%
pcmag.com	8.3%

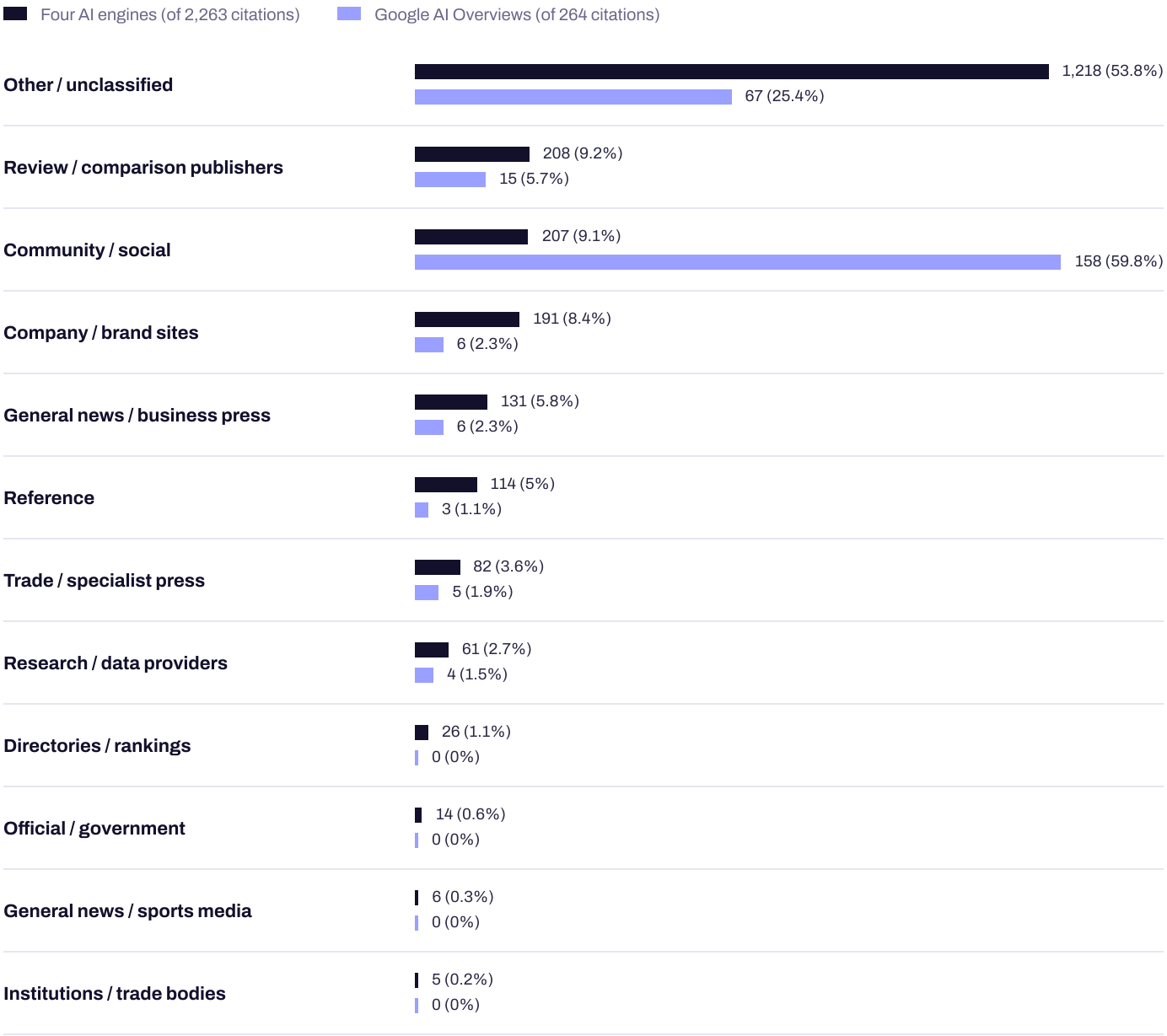
GOOGLE AI OVERVIEWS · SHARE OF 56 OVERVIEWS

youtube.com	**57.1%**
reddit.com	**48.2%**
facebook.com	**30.4%**
pcmag.com	12.5%
quora.com	10.7%
xbox.com	10.7%
engadget.com	7.1%
statista.com	7.1%
techradar.com	7.1%
asurion.com	5.4%

WHO THE ENGINES CITE

07 Citation share by source type

Share of all citations by the type of site cited.



08

WHAT THE DATA SUGGESTS

How can gaming 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.	Xbox's own domains were cited in 9.4% of grounded answers, Nintendo's in 5.6% and PlayStation's in 4.9%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were reddit.com (in 19.8% of grounded answers), en.wikipedia.org (17.4%), youtube.com (14.2%), techradar.com (13.5%) and tomsguide.com (11.8%). Review and comparison publishers supplied 9.2% of citations and community and social 9.1%.
Check each engine separately.	Gemini named Activision Blizzard in 25.0% of answers against 9.7% on Perplexity. Gemini named Bethesda in 29.2% of answers against 13.9% on Perplexity.
Do not ignore video and community sites.	Community and social sites supplied 9.4% of Google AI Overview citations against 9.1% in the four chat engines. youtube.com was cited in 57.1% of overviews, reddit.com in 48.2% and facebook.com in 30.4%.
Watch names outside the tracked list.	Microsoft Corporation (39 answers), GOG.com (15 answers), Fanatical (15 answers), Larian Studios (14 answers), PC Game Pass (12 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 video games brands appear in these AI answers?

Nintendo: 158/288 returned four-engine answers (54.9%; 95% interval 49.1–60.5%). Three or more leading intervals overlap; no sole leader is established.

Q2 Which tracked name is named first most often?

Nintendo was the first brand named in 64 of 288 answers, with an average first position of 2.5.

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

An overview appeared on 56 of 57 searches (98.2%, CI 90.7–99.7%). Within those 56 overviews, PlayStation was named most often, in 32 (57.1%).

Q4 Which sources do the engines cite?

Across 2,263 four-engine citations, en.wikipedia.org was cited most (80 citations, in 50 of 288 grounded answers), followed by reddit.com (69 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	+	57
questions		runs each		AI engines		answers		Google searches · 56 AI Overviews

24 questions asked three times on each of ChatGPT, Claude, Gemini and Perplexity, measured November 5, 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)	57	56 shown	56

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 25 tracked brands are ranked; results are not an exhaustive market ranking.
- Only the tracked brands were scored. Untracked names that appeared often were not scored, including Microsoft Corporation (39 answers), GOG.com (15 answers), Fanatical (15 answers), Larian Studios (14 answers), PC Game Pass (12 answers).
- 345 of 360 planned results were returned. 15 AI Overview lookups were excluded after at most three total attempts.
- 57 successful Google searches: 56 overviews shown; 1 without an overview. Failures are excluded, not scored as zero.
- All returned chat answers had search sources.
- Questions 2, 4 and 6 name PlayStation, Xbox, Nintendo, Xbox Game Pass, Valve / Steam and Steam Deck, so each of those counts includes up to 12 answers to a question that names it.
- Removing 3 Core questions naming tracked subjects leaves 252 eligible answers. Nintendo and PlayStation tie at 140/252, so the leading group does not change.
- Names with no tracked own site are shown with a dash. 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.
- Nintendo Switch 2 launched in June 2025. Activision Blizzard and Bethesda are owned by Microsoft and Rockstar by Take-Two; each is counted under its own name as on the earlier page, and parents are not credited with subsidiary mentions. Electronic Arts announced on August 4, 2026 that its acquisition by PIF, Silver Lake and Affinity Partners had closed; EA is still tracked under its own name.
- Google Shopping and unresolved google.com/goto links are excluded from cited sources; original URLs remain in the evidence.
- Named appearance is named_4 divided by n_4; own-site citation counts use grounded-answer denominators and are separate measures.

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	Which gaming console should I buy?	Video Games Index 2.0	CORE QUESTION
02	PlayStation 5 vs Xbox Series X vs Nintendo Switch 2 which is better?	Video Games Index 2.0	CORE QUESTION
03	What is the best game subscription service?	Video Games Index 2.0	CORE QUESTION
04	Is Xbox Game Pass worth it?	Video Games Index 2.0	CORE QUESTION
05	What is the best place to buy PC games?	Video Games Index 2.0	CORE QUESTION
06	Is the Steam Deck worth it?	Video Games Index 2.0	CORE QUESTION
07	Which game publishers make the best single-player games?	Video Games Index 2.0	CORE QUESTION
08	Which game studios make the best RPGs?	Video Games Index 2.0	CORE QUESTION
09	What are the best gaming platforms for kids?	Video Games Index 2.0	CORE QUESTION
10	What is the best free-to-play game platform?	Video Games Index 2.0	CORE QUESTION
11	Which publishers make the best sports games?	Video Games Index 2.0	CORE QUESTION
12	Which indie game publishers are most respected?	Video Games Index 2.0	CORE QUESTION
13	What handheld gaming devices are available in the US?	Video Games Index 2.0	ADDED QUESTION
14	Which console has the best exclusive games?	Video Games Index 2.0	ADDED QUESTION
15	Which PC game stores have the best sales and discounts?	Video Games Index 2.0	ADDED QUESTION
16	Which game subscriptions include new releases on launch day?	Video Games Index 2.0	ADDED QUESTION
17	Which publishers release the biggest AAA games each year?	Video Games Index 2.0	ADDED QUESTION
18	Which companies make the best open-world games?	Video Games Index 2.0	ADDED QUESTION
19	Which Japanese game publishers are most influential?	Video Games Index 2.0	ADDED QUESTION
20	Which indie game studios have released the most acclaimed games recently?	Video Games Index 2.0	ADDED QUESTION
21	Which video game platforms have the best parental controls?	Video Games Index 2.0	ADDED QUESTION
22	What are family-friendly game publishers?	Video Games Index 2.0	ADDED QUESTION
23	Which companies run the most popular live service games?	Video Games Index 2.0	ADDED QUESTION
24	Which mobile game publishers are most popular in the US?	Video Games Index 2.0	ADDED QUESTION

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5W PUBLIC RELATIONS · RESEARCH

Video Games Index 2.0

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WEB
5wpr.com

RESEARCH
5wpr.com/research