Who AI Recommends: Streaming Services

How ChatGPT, Gemini and Google AI Overviews rank 30 streaming services across ten viewing questions, and what it takes to be the service they name first.

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ENGINES
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PLEASE READ FIRST

Important notice and disclaimer

Please read the terms on the last page before using, sharing or quoting this report.

AT A GLANCE

The streaming category in numbers

30
AI answers analyzed
10 viewing questions × 3 engines

30
streaming services named
by at least one engine

4 of 10
questions where all three engines agree
on the #1 service

10.6%
of citations point to services' own websites
16 of 151 sources

77%
of answers mention Hulu
second only to Disney+ (83%)

ABOUT THIS REPORT

This report is part of the Answer Engine Daily AEO Index. Every month we ask ChatGPT, Gemini and Google AI Overviews the same buying questions and record which brands they recommend, the order they put them in, and the sources they cite. This edition covers streaming services, with ten questions running from kids and anime to live sports and bundles.

None of the questions names a brand, so every brand starts on equal terms.

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EXECUTIVE SUMMARY

Netflix tops AI's streaming picks, and Hulu is named everywhere but never first

Every big streaming service gets named. Few get picked first. Netflix leads a close race with Disney+, Max and Hulu, and Hulu turns up in 77% of answers without once being ranked first. Specialists like YouTube TV and Crunchyroll own their niches, and review sites supply the largest share of citations.

KEY FINDINGS

1 **Netflix leads a close race.**

Netflix tops the index with an AI Rank Score of 50.0, ahead of Disney+ (41.3), Max (37.0) and Hulu (36.7). Netflix and Disney+ are each ranked first in 6 of 30 answers. Netflix wins best streaming service and TV shows. Disney+ wins kids and bundles.

2 **Hulu is everywhere and never first.**

Hulu appears in 77% of answers and holds the largest share of voice in the category (13.7%). It is never ranked first. Instead it finishes second on live TV and bundles and shares second place on TV shows. Prime Video, named in 47% of answers, has no first place either.

3 **Each viewing need has its own winner.**

Seven services split the ten #1 spots. YouTube TV wins sports and live TV. Max wins movies, Apple TV+ wins ad-free viewing and Peacock wins the cheapest service question. Crunchyroll takes anime with a perfect 100.

4 **Gemini sees a different market.**

The engines agree on the #1 service for only 4 of the 10 questions. Gemini puts Max first four times and never ranks Netflix first. ChatGPT and Google AI Overviews each rank Netflix first three times.

5 **Review sites shape the answers, and Gemini reads brand pages too.**

Of the 151 sources the engines cited, 89.4% belong to third parties, led by the review site CNET (14 citations). Google AI Overviews takes 62.3% of its citations from editorial and review sites. The services' own websites supply 10.6%, mostly through Gemini.

6 **Some expected names are missing.**

No engine names Prime Video for anime or Paramount+ for movies. DAZN is absent from the sports question, and Noggin from the kids question. Paramount+ is named in 43% of answers and is never ranked first.

1 · THE STREAMING LEADERBOARD

Netflix leads the AI shelf for streaming, ahead of Disney+, Max and Hulu

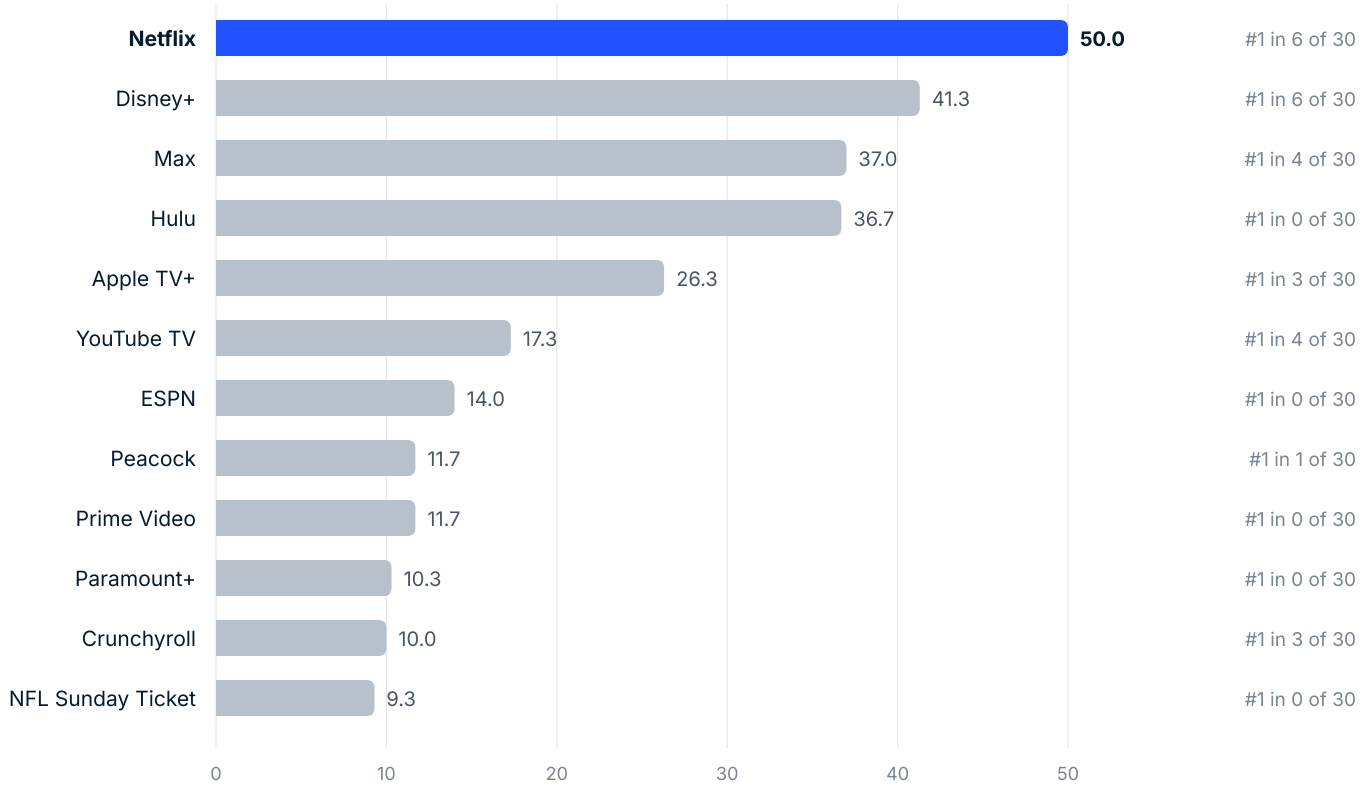
The AI Rank Score measures how high each engine places a service in its recommendations across all ten questions. To score 100, a service would need to be named first by all three engines on every question. The questions cover very different needs, from kids' shows to live sports and anime, so nobody gets close. Netflix reaches 50.0.

Netflix has two outright wins (best service overall and TV shows) and strong second places on movies, anime and kids. Disney+ matches its six first places, from kids and bundles, but ranks lower elsewhere. Max wins movies. Hulu is named on most questions and wins none of them. Below the top five, scores fall to 17.3 or lower.

Exhibit 1

Netflix ranks first on the AI Rank Score, with Disney+ second.

AI Rank Score, streaming category, top 12 brands (0–100)



Figures on the right show how many of the 30 answers rank the brand #1.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

Hulu is named in 77% of answers and ranked first in none

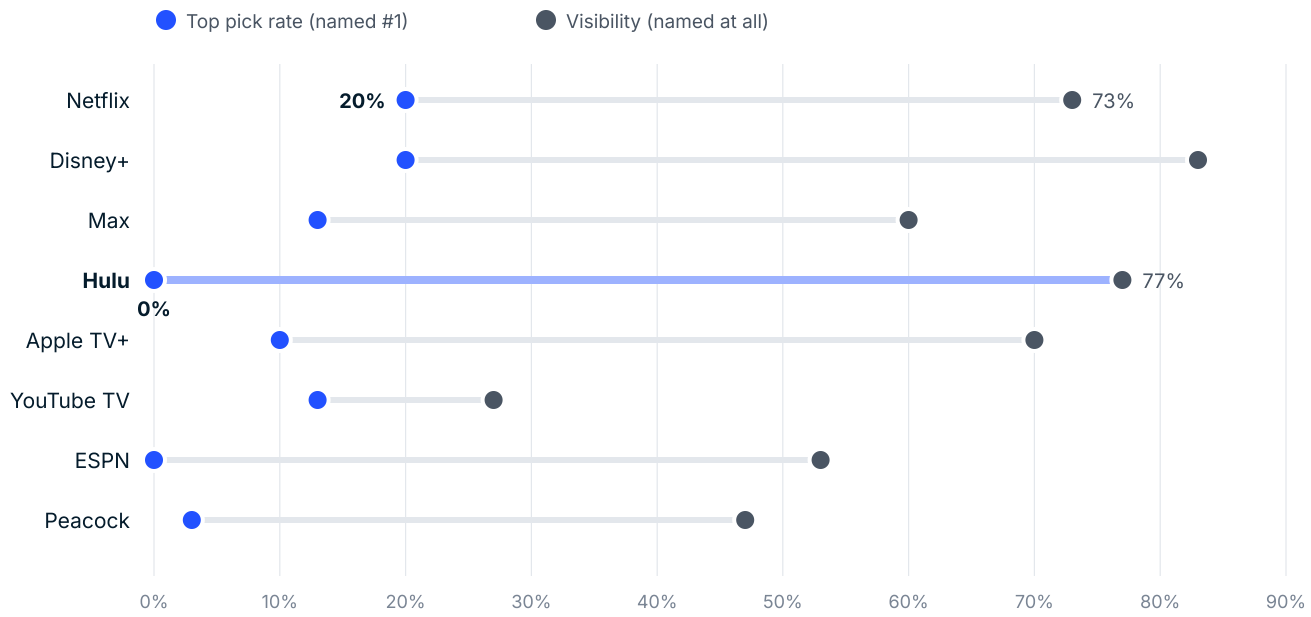
Visibility counts how often a service is named at all. The top pick rate counts how often it is named first. The gap between the two tells you whether an engine sees a service as the answer or as one more option on the list.

Hulu has the widest gap in the index. It appears in 77% of answers, more than Netflix, and is the first pick in none of them. It finishes second instead: on live TV, on bundles and, jointly, on TV shows. Disney+ and Apple TV+ show milder gaps. Netflix and YouTube TV turn visibility into first places far more often.

Exhibit 2

Hulu is named more often than Netflix, but never first.

Visibility and top pick rate, % of 30 AI answers, top 8 brands



Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

Why first place matters

AI answers are short lists. Someone who asks for "the best streaming service for kids" tends to read the first name or two and stop there. Services in fourth or fifth place still get seen, but they rarely get the subscription.

2 · WINNERS AND LOSERS, QUESTION BY QUESTION

Seven services share the ten #1 spots in streaming

Taken one question at a time, streaming is a set of niches. Netflix, Disney+ and YouTube TV win two questions each, and no service wins more. Focused services do well. Crunchyroll scores 100 on anime while appearing in only 10% of all answers. The cheapest service question is the most open of all, with 21 services named.

Exhibit 3

Three services win two questions each, and none wins more.

AI Rank Score by question (0–100), top 8 brands; bold = question winner; – = not named by any engine

	Best overall	Sports	Movies	Kids	Live TV	Cheapest	Anime	Ad-free	TV shows	Bundles
Netflix	**93**	–	77	67	–	30	73	60	**87**	13
Disney+	60	7	37	**100**	20	17	10	50	13	**100**
Max	70	3	**87**	20	–	3	–	60	73	53
Hulu	43	17	13	–	60	30	47	3	73	80
Apple TV+	33	37	17	7	3	17	–	**80**	47	23
YouTube TV	7	**67**	–	–	**100**	–	–	–	–	–
ESPN	20	43	3	–	17	7	–	–	3	47
Peacock	7	27	3	–	–	**57**	–	–	13	10

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

What this means for services

Pick the viewing needs where your service really is the best option and build coverage around them. Crunchyroll and YouTube TV show that a focused service can own a question. Broad services should check each question for gaps. Prime Video is absent from anime and Paramount+ from movies, though each is named in more than 40% of all answers.

Exhibit 4

Winners and losers on every streaming question.

Winner and runner-up by AI Rank Score

#	QUESTION	WINNER (SCORE)	RUNNER-UP	DETAIL
1	Best streaming service	**Netflix 93**	Max 70	p. 9
2	Best streaming service for sports	**YouTube TV 67**	Fubo 47	p. 10
3	Best streaming service for movies	**Max 87**	Netflix 77	p. 11
4	Best streaming service for kids	**Disney+ 100**	Netflix 67	p. 12
5	Best live TV streaming service	**YouTube TV 100**	Hulu 60	p. 13
6	Cheapest streaming service	**Peacock 57**	Tubi 47	p. 14
7	Best streaming service for anime	**Crunchyroll 100**	Netflix 73	p. 15
8	Best ad-free streaming service	**Apple TV+ 80**	Max 60	p. 16
9	Best streaming service for TV shows	**Netflix 87**	Hulu 73	p. 17
10	Best streaming bundle	**Disney+ 100**	Hulu 80	p. 18

Each question has its own page with the full list of brands, engine positions and sources (see the Detail column).

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

QUOTE IT

#1 in AI answers for "Best streaming service for kids": Disney+ (AI Rank Score 100/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

Results apply to October 2026 only and are subject to the Important notice and disclaimer on the last page.

2 · QUESTION 1 OF 10

"Best streaming service"

Netflix is the clear AI pick for streaming overall

16	93	2 of 3	8
brands named across the three answers	AI Rank Score for Netflix	engines agree on the #1 brand	sources cited, none from brand sites

Netflix scores 93. Two of the three engines rank it first. Gemini puts it at #2 and picks Max instead. Max is a distant second at 70. The field is wide open: 16 brands are named and the top three take only 31% of mentions.

Exhibit 4.1

Netflix scores 93, out of 16 brands named.

AI Rank Score and engine positions, top 10 brands for "Best streaming service"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Netflix	93	**#1**	#2	**#1**	8.1%	3/3	2/3
2	Max	70	#5	**#1**	#2	10.5%	3/3	1/3
3	Disney+	60	#2	#3	#4	12.8%	3/3	0/3
4	Hulu	43	#3	#4	#5	15.1%	3/3	0/3
5	Apple TV+	33	#7	#5	#3	8.1%	3/3	0/3
6	ESPN	20	#4	#10	#6	4.7%	3/3	0/3
7	Prime Video	10	#6	#6	#7	12.8%	3/3	0/3
8	NFL Sunday Ticket	7	–	#11	#10	2.3%	1/3	0/3
9	Paramount+	7	#9	#8	–	5.8%	2/3	0/3
10	Peacock	7	#8	#7	–	5.8%	2/3	0/3

6 more brands named with lower scores. Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

cnet.com	2
consumerreports.org	1
nerdwallet.com	1
reviews.org	1

Plus 3 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE None of the expected brands.

QUOTE IT. #1 in AI answers for "Best streaming service": Netflix (AI Rank Score 93/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 2 OF 10

"Best streaming service for sports"

YouTube TV leads AI answers for sports streaming, ahead of Fubo

13	67	None	9
brands named across the three answers	AI Rank Score for YouTube TV	engines agree on the #1 brand	sources cited, none from brand sites

YouTube TV scores 67, although only Gemini ranks it first. Fubo is a distant second at 47. Each engine picks a different #1: ChatGPT chooses Fubo, Gemini YouTube TV and Google AI Overviews Apple TV+. The field is wide open: 13 brands are named and the top three take only 27% of mentions.

Exhibit 4.2

YouTube TV scores 67, out of 13 brands named.

AI Rank Score and engine positions, top 10 brands for "Best streaming service for sports"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	YouTube TV	67	#3	**#1**	#4	12.1%	1/3	1/3
2	**Fubo**	47	**#1**	#5	#8	8.1%	2/3	1/3
3	**DirecTV Stream**	43	#2	#4	#9	7.1%	2/3	0/3
4	**ESPN**	43	#4	#2	#6	27.3%	1/3	0/3
5	**Apple TV+**	37	–	#10	**#1**	4.0%	2/3	1/3
6	**Prime Video**	33	#8	#9	#2	6.1%	2/3	0/3
7	**NFL Sunday Ticket**	30	#5	#3	–	5.1%	1/3	0/3
8	**Peacock**	27	#10	#7	#3	6.1%	2/3	0/3
9	**Hulu**	17	#6	#12	#5	7.1%	1/3	0/3
10	**Disney+**	7	#11	–	#7	2.0%	0/3	0/3

3 more brands named with lower scores. Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

courierpress.com	1
livesportsontv.com	1
pcworld.com	1
peepstune.com	1

Plus 5 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE None of the expected brands.

QUOTE IT. #1 in AI answers for "Best streaming service for sports": YouTube TV (AI Rank Score 67/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 3 OF 10

"Best streaming service for movies"

Max leads AI answers for movies, ahead of Netflix

14	87	2 of 3	9
brands named across the three answers	AI Rank Score for Max	engines agree on the #1 brand	sources cited, none from brand sites

Max scores 87, although only Gemini ranks it first. Netflix follows at 77. ChatGPT and Google AI Overviews put Netflix first, while Gemini goes with Max. The field is wide open: 14 brands are named and the top three take only 39% of mentions.

Exhibit 4.3

Max scores 87, out of 14 brands named.

AI Rank Score and engine positions, top 10 brands for "Best streaming service for movies"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Max	87	#2	**#1**	#2	16.5%	3/3	1/3
2	Netflix	77	**#1**	#5	**#1**	10.1%	3/3	2/3
3	Disney+	37	#4	#7	#3	12.7%	3/3	0/3
4	Criterion Channel	30	–	#2	#7	10.1%	2/3	0/3
5	Prime Video	30	#3	–	#5	6.3%	2/3	0/3
6	Kanopy	20	–	#3	–	6.3%	1/3	0/3
7	Apple TV+	17	#7	–	#4	6.3%	2/3	0/3
8	Hulu	13	#5	#6	–	12.7%	2/3	0/3
9	Hoopla	13	–	#4	–	3.8%	1/3	0/3
10	Tubi	7	#9	#8	–	7.6%	2/3	0/3

4 more brands named with lower scores. Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

androidcentral.com	1
cloudspress.com	1
cnet.com	1
dailyvanguard.com	1

Plus 5 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Peacock

QUOTE IT. #1 in AI answers for "Best streaming service for movies": Max (AI Rank Score 87/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 4 OF 10

"Best streaming service for kids"

Disney+ is the clear AI pick for kids' streaming

9	100	All 3	11
brands named across the three answers	AI Rank Score for Disney+	engines agree on the #1 brand	sources cited, none from brand sites

Disney+ scores 100 and is the first pick on all three engines. Netflix is a distant second at 67. In total 9 brands are named, and the top three take 46% of all brand mentions.

Exhibit 4.4

Disney+ scores 100, out of 9 brands named.

AI Rank Score and engine positions, top 9 brands for "Best streaming service for kids"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Disney+	100	**#1**	**#1**	**#1**	14.0%	3/3	3/3
2	Netflix	67	#2	#4	#2	14.0%	3/3	0/3
3	PBS Kids	60	#3	#2	#4	18.0%	3/3	0/3
4	Paramount+	33	#4	#3	–	10.0%	2/3	0/3
5	Prime Video	23	#8	–	#3	6.0%	2/3	0/3
6	Max	20	#5	#5	–	12.0%	2/3	0/3
7	Apple TV+	7	#7	#6	–	12.0%	2/3	0/3
8	Kanopy	3	–	#7	–	10.0%	1/3	0/3
9	YouTube	3	#6	–	–	4.0%	1/3	0/3

Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

pcmag.com	2
clarenow.com	1
cnet.com	1
kidoodle.tv	1

Plus 6 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE None of the expected brands.

QUOTE IT. #1 in AI answers for "Best streaming service for kids": Disney+ (AI Rank Score 100/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 5 OF 10

"Best live TV streaming service"

YouTube TV is the clear AI pick for live TV streaming

12	100	All 3	21
brands named across the three answers	AI Rank Score for YouTube TV	engines agree on the #1 brand	sources cited, 2 from brand sites

YouTube TV scores 100 and is the first pick on all three engines. Hulu is a distant second at 60. The field is wide open: 12 brands are named and the top three take only 31% of mentions.

Exhibit 4.5

YouTube TV scores 100, out of 12 brands named.

AI Rank Score and engine positions, top 10 brands for "Best live TV streaming service"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	YouTube TV	100	**#1**	**#1**	**#1**	12.0%	3/3	3/3
2	**Hulu**	60	#3	#3	#3	13.3%	3/3	0/3
3	**NFL Sunday Ticket**	57	#2	#2	#7	5.3%	2/3	0/3
4	**DirecTV Stream**	40	#8	#5	#2	8.0%	2/3	0/3
5	**Sling TV**	30	#6	#4	#4	22.7%	3/3	0/3
6	**Disney+**	20	#4	#8	#8	6.7%	2/3	0/3
7	**ESPN**	17	#5	#9	#9	9.3%	2/3	0/3
8	**Philo**	17	#9	#7	#5	9.3%	2/3	0/3
9	**Fubo**	7	#7	#6	–	8.0%	2/3	0/3
10	**Apple TV+**	3	–	#10	–	2.7%	0/3	0/3

2 more brands named with lower scores. Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

cablecompare.com	1	1
cnet.com	1	1
tomsguide.com	1	1
directv.com	1	1

Plus 13 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE None of the expected brands.

QUOTE IT. #1 in AI answers for "Best live TV streaming service": YouTube TV (AI Rank Score 100/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 6 OF 10

"Cheapest streaming service"

Peacock leads AI answers for cheap streaming, ahead of Tubi

21	57	None	26
brands named across the three answers	AI Rank Score for Peacock	engines agree on the #1 brand	sources cited, 1 from brand sites

Peacock scores 57, although only ChatGPT ranks it first. Tubi follows at 47. Each engine picks a different #1: ChatGPT chooses Peacock, Gemini Tubi and Google AI Overviews Frndly TV. The field is wide open: 21 brands are named and the top three take only 23% of mentions.

Exhibit 4.6

Peacock scores 57, out of 21 brands named.

AI Rank Score and engine positions, top 10 brands for "Cheapest streaming service"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Peacock	57	**#1**	#7	#3	11.3%	3/3	1/3
2	Tubi	47	#5	**#1**	#6	4.8%	3/3	1/3
3	Frndly TV	37	–	#15	**#1**	6.5%	2/3	1/3
4	Paramount+	33	#3	#8	#5	8.1%	3/3	0/3
5	Pluto TV	33	#6	#2	#7	4.8%	3/3	0/3
6	Hulu	30	–	#11	#2	11.3%	2/3	0/3
7	Netflix	30	#2	#9	–	9.7%	2/3	0/3
8	Roku Channel	20	–	#3	–	1.6%	1/3	0/3
9	Apple TV+	17	#4	#13	–	6.5%	2/3	0/3
10	Disney+	17	–	#12	#4	4.8%	2/3	0/3

11 more brands named with lower scores. Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

cnet.com	2	1
help.com	1	1
billboard.com		1
nerdwallet.com		1

Plus 19 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Roku Channel and Sling TV

QUOTE IT. #1 in AI answers for "Cheapest streaming service": Peacock (AI Rank Score 57/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 7 OF 10

"Best streaming service for anime"

Crunchyroll is the clear AI pick for anime

7	100	All 3	18
brands named across the three answers	AI Rank Score for Crunchyroll	engines agree on the #1 brand	sources cited, 3 from brand sites

Crunchyroll scores 100 and is the first pick on all three engines. Netflix is a distant second at 73. In total 7 brands are named, and the top three take 59% of all brand mentions.

Exhibit 4.7

Crunchyroll scores 100, out of 7 brands named.

AI Rank Score and engine positions, top 7 brands for "Best streaming service for anime"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Crunchyroll	100	**#1**	**#1**	**#1**	26.1%	3/3	3/3
2	Netflix	73	#2	#3	#2	17.4%	3/3	0/3
3	HIDIVE	60	#3	#2	#4	15.9%	3/3	0/3
4	Hulu	47	#4	#4	#3	17.4%	3/3	0/3
5	Tubi	23	#5	#7	#5	13.0%	3/3	0/3
6	Disney+	10	–	#5	–	5.8%	1/3	0/3
7	Pluto TV	3	–	#6	–	4.3%	1/3	0/3

Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

youtube.com	3
crunchyroll.com	2
peepstune.com	2
techradar.com	2

Plus 9 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE None of the expected brands.

QUOTE IT. #1 in AI answers for "Best streaming service for anime": Crunchyroll (AI Rank Score 100/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 8 OF 10

"Best ad-free streaming service"

Apple TV+ is the clear AI pick for ad-free streaming

10	80	2 of 3	25
brands named across the three answers	AI Rank Score for Apple TV+	engines agree on the #1 brand	sources cited, 4 from brand sites

Apple TV+ scores 80. Two of the three engines rank it first. Gemini puts it at #4 and picks Max instead. Netflix is a distant second at 60. In total 10 brands are named, and the top three take 43% of all brand mentions.

Exhibit 4.8

Apple TV+ scores 80, out of 10 brands named.

AI Rank Score and engine positions, top 10 brands for "Best ad-free streaming service"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Apple TV+	80	**#1**	#4	**#1**	12.2%	3/3	2/3
2	Netflix	60	#3	#3	#3	18.4%	3/3	0/3
3	Max	60	–	**#1**	#2	12.2%	2/3	1/3
4	Disney+	50	#2	#5	#4	14.3%	3/3	0/3
5	Criterion Channel	37	–	#2	#5	12.2%	2/3	0/3
6	Kanopy	17	#5	#7	#6	8.2%	3/3	0/3
7	Paramount+	13	#4	–	–	2.0%	1/3	0/3
8	Hoopla	10	#6	#8	#7	8.2%	3/3	0/3
9	Hulu	3	–	#6	–	10.2%	1/3	0/3
10	PBS Kids	3	–	#9	–	2.0%	0/3	0/3

Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

cnet.com	2	1
youtube.com	2	
pcmag.com	2	
disneyplus.com	2	

Plus 15 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Hulu

QUOTE IT. #1 in AI answers for "Best ad-free streaming service": Apple TV+ (AI Rank Score 80/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 9 OF 10

"Best streaming service for TV shows"

Netflix leads AI answers for TV shows, ahead of Max

9	87	2 of 3	6
brands named across the three answers	AI Rank Score for Netflix	engines agree on the #1 brand	sources cited, none from brand sites

Netflix scores 87. Two of the three engines rank it first. Gemini puts it at #3 and picks Max instead. Max follows at 73. In total 9 brands are named, and the top three take 51% of all brand mentions.

Exhibit 4.9

Netflix scores 87, out of 9 brands named.

AI Rank Score and engine positions, top 9 brands for "Best streaming service for TV shows"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Netflix	87	**#1**	#3	**#1**	11.1%	3/3	2/3
2	Max	73	#2	**#1**	#4	18.1%	3/3	1/3
3	Hulu	73	#3	#2	#2	22.2%	3/3	0/3
4	Apple TV+	47	#4	#4	#3	12.5%	3/3	0/3
5	Disney+	13	#5	#7	–	8.3%	2/3	0/3
6	Peacock	13	#7	#5	–	9.7%	2/3	0/3
7	Prime Video	13	#6	–	#5	9.7%	2/3	0/3
8	ESPN	3	–	#8	–	1.4%	0/3	0/3
9	Paramount+	3	–	#6	–	6.9%	1/3	0/3

Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

cnet.com	1
consumerreports.org	1
nerdwallet.com	1
reddit.com	1

Plus 2 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Paramount+

QUOTE IT. #1 in AI answers for "Best streaming service for TV shows": Netflix (AI Rank Score 87/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

2 · QUESTION 10 OF 10

"Best streaming bundle"

Disney+ is the clear AI pick for streaming bundles

9	100	All 3	18
brands named across the three answers	AI Rank Score for Disney+	engines agree on the #1 brand	sources cited, 6 from brand sites

Disney+ scores 100 and is the first pick on all three engines. Hulu is a distant second at 80. In total 9 brands are named, and the top three take 54% of all brand mentions.

Exhibit 4.10

Disney+ scores 100, out of 9 brands named.

AI Rank Score and engine positions, top 9 brands for "Best streaming bundle"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Disney+	100	**#1**	**#1**	**#1**	18.3%	3/3	3/3
2	Hulu	80	#2	#2	#2	23.2%	3/3	0/3
3	Max	53	#4	#3	#3	12.2%	3/3	0/3
4	ESPN	47	#3	#4	#4	9.8%	3/3	0/3
5	Apple TV+	23	#5	#7	#5	12.2%	3/3	0/3
6	Netflix	13	#8	#5	–	7.3%	2/3	0/3
7	Peacock	10	#6	#6	#6	9.8%	3/3	0/3
8	Paramount+	7	#7	#8	–	6.1%	2/3	0/3
9	Prime Video	3	–	#9	–	1.2%	0/3	0/3

Engine columns show the brand's position in each answer (– = not named). Share of voice = share of all brand mentions in the three answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

SOURCES BEHIND THESE ANSWERS

hulu.com			4
cabletv.com	1	1	1
cordcutterweekly.com			1
disneyplus.com			1

Plus 9 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE None of the expected brands.

QUOTE IT. #1 in AI answers for "Best streaming bundle": Disney+ (AI Rank Score 100/100, recommended by 3 of 3 AI engines). Source: Answer Engine Daily AEO Index, U.S., October 2026, powered by markaeo.com

3 · THE ENGINES DISAGREE

Gemini favors Max, while ChatGPT and AI Overviews favor Netflix

ChatGPT, Gemini and Google AI Overviews name the same #1 service for 4 of the 10 questions: kids, live TV, anime and bundles. Where they split, Gemini is usually the odd one out. It writes about 930 words per answer and names 10.6 services. ChatGPT averages about 478 words and Google AI Overviews about 212.

Gemini ranks Max first four times and never puts Netflix first, although it names Netflix in 80% of its answers. ChatGPT and Google AI Overviews each rank Netflix first three times. Hulu is named in 70% to 90% of each engine's answers and is never ranked first by any of them.

Exhibit 5

Gemini picks Max on four questions where the other engines choose differently.

Service ranked #1 by each engine, by question

QUESTION	CHATGPT	GEMINI	GOOGLE AI OVERVIEWS	
Best streaming service	Netflix	Max	Netflix	Split
Best streaming service for sports	Fubo	YouTube TV	Apple TV+	Split
Best streaming service for movies	Netflix	Max	Netflix	Split
Best streaming service for kids	Disney+	Disney+	Disney+	✓ All agree
Best live TV streaming service	YouTube TV	YouTube TV	YouTube TV	✓ All agree
Cheapest streaming service	Peacock	Tubi	Frndly TV	Split
Best streaming service for anime	Crunchyroll	Crunchyroll	Crunchyroll	✓ All agree
Best ad-free streaming service	Apple TV+	Max	Apple TV+	Split
Best streaming service for TV shows	Netflix	Max	Netflix	Split
Best streaming bundle	Disney+	Disney+	Disney+	✓ All agree

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

Visibility and #1 picks by engine, top 6 brands (% of each engine's 10 answers / number of #1 picks)

BRAND	CHATGPT	GEMINI	AI OVERVIEWS
Netflix	80% / 3×#1	80% / 0×#1	60% / 3×#1
Disney+	80% / 2×#1	90% / 2×#1	80% / 2×#1
Max	50% / 0×#1	80% / 4×#1	50% / 0×#1
Hulu	70% / 0×#1	90% / 0×#1	70% / 0×#1
Apple TV+	70% / 1×#1	80% / 0×#1	60% / 2×#1
YouTube TV	20% / 1×#1	30% / 2×#1	30% / 1×#1

4 · WHERE AI LEARNS ABOUT STREAMING

Review sites lead streaming citations, and Gemini also reads brand pages

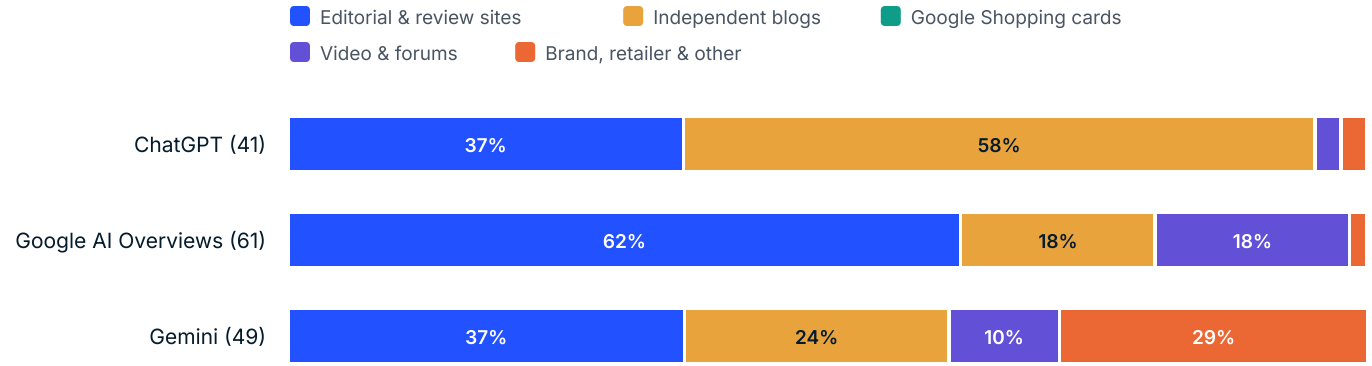
Across the ten questions, the engines cited 151 sources from 75 websites. Of those, 16 (10.6%) go to a service's own website. Most of them come from Gemini, which takes 28.6% of its citations from brand pages, including four from hulu.com.

Google AI Overviews relies on editorial and review sites for 62.3% of its citations, with CNET, NerdWallet and Reviews.org prominent. ChatGPT mixes blogs with review sites like TechRadar and Tom's Guide and did not cite a single Reddit thread or YouTube video for streaming. Gemini cited sources in 5 of its 10 streaming answers.

Exhibit 6

Third parties supply 89.4% of the citations behind AI streaming recommendations.

Share of cited sources by type and engine, %



Figures in brackets show how many sources each engine cited across the 10 questions. Gemini cited sources in 5 of its 10 answers.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

11%	0	18%	5 of 10
of citations come from brands' own websites	Reddit or YouTube citations by ChatGPT in this category	of AI Overviews' citations are video and forum posts	Gemini answers that cite any source

Hulu leads the most cited pages but never wins

We read the 81 cited articles we could open. Hulu is mentioned on 85% of them and is the main service on 18, more than Netflix (13) or Disney+ (7). Yet no engine ranks it first. Our reading is that many of these pages treat Hulu as part of a bundle or a live TV package, which may be why it so often lands second.

Exhibit 7

Hulu is the main service on 18 cited pages, but has no first place.

Share of 81 cited articles that mention each service, articles where it is the main service, and #1 picks

BRAND	MENTIONED ON CITED PAGES	PAGES WHERE IT IS THE MAIN BRAND	#1 PICKS (OF 30)
Netflix	83%	13	6
Disney+	88%	7	6
Max	73%	4	4
Hulu	85%	18	0
Apple TV+	60%	3	3
YouTube TV	49%	3	4

Based on the 81 of 117 cited article pages we could open. Video, social and Google Shopping links are excluded. A brand counts as the main brand on a page when it is mentioned more often than any other.

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

Exhibit 8

CNET carries the most weight in AI answers about streaming.

Most cited domains across 30 answers, with the engines that cited them and the services they feature most

ChatGPT · Gemini · Google AI Overviews Number = citations by that engine

WEBSITE	CITATIONS	CITED BY	QUESTIONS	BRANDS IT FEATURES MOST
cnet.com	14	Gemini 5 · Google AI Overviews 9	8	Hulu, Disney+, Netflix, Max
youtube.com	9	Gemini 3 · Google AI Overviews 6	6	Video and discussion (not analyzed)
nerdwallet.com	7	ChatGPT 1 · Gemini 1 · Google AI Overviews 5	7	Netflix, Disney+, Hulu, Max
reddit.com	7	Gemini 2 · Google AI Overviews 5	6	Video and discussion (not analyzed)
pcmag.com	6	Gemini 3 · Google AI Overviews 3	4	Netflix, Disney+, Prime Video, YouTube
whathifi.com	5	ChatGPT 2 · Google AI Overviews 3	5	Netflix, Disney+, Prime Video, Apple TV+
tomsguide.com	5	ChatGPT 3 · Gemini 2	4	Hulu, Max, Paramount+, Netflix
reviews.org	4	Google AI Overviews 4	4	Netflix, Hulu, YouTube TV, Fubo

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

5 · WHAT LEADERS SHOULD DO NOW

What leaders should do now

CEOs

- Track AI recommendation share next to subscriber growth and churn.
- Ask your team for the top pick rate. Hulu's 77% visibility with no first place shows how mentions flatter.
- Fund this as a standing program. The engines change their answers every month, so a single campaign will fade.

CMOs

- Choose the viewing needs you have to win ("best streaming service for movies", for example) and measure each engine on its own.
- Keep your own plan, price and catalog pages current. Gemini takes 28.6% of its citations from service websites.
- Treat Gemini as its own market. It ranks Max first four times and Netflix never.

Brand & PR teams

- Put review sites (CNET, NerdWallet, PCMag, What Hi-Fi, Tom's Guide) ahead of general news coverage.
- Support real discussions on Reddit and honest reviews on YouTube. Gemini and AI Overviews cite both.
- Before chasing new placements, fix the pages where you are mentioned but a rival is covered first.

Agencies

- Report on a fixed set of questions, engine by engine, with the AI Rank Score and the top pick rate.
- Map the sources behind each competitor's #1 picks and plan coverage on those same sources.
- Benchmark results every month against the Answer Engine Daily index.

The streaming citation playbook: where to get cited

Every source below was cited by at least one engine while answering this month's ten streaming questions. The number in brackets is how often it was cited.

Must win

Cited across engines and questions

- CNET (14 citations, 8 questions)
- NerdWallet (7, all three engines)
- YouTube (9)
- Reddit (7)

Editorial

Shapes each engine's shortlist

- PCMag (6)
- What Hi-Fi (5)
- Tom's Guide (5)
- TechRadar (4, ChatGPT only)
- Reviews.org (4, AI Overviews)
- Consumer Reports (3)

Owned & portals

Pages the engines read directly

- Services' own plan and pricing pages (16 citations)
- Hulu.com (4, Gemini)
- Yahoo (4, AI Overviews)

See the full picture for your brand

The public index shows where your brand stands this month. A private markaeo audit goes further. It benchmarks you against the competitors you name across hundreds of questions, tracks each engine every week and lists the exact pages behind each competitor's #1 picks. It also ties AI visibility to your traffic and revenue. **markaeo.com**

APPENDIX

Brand scorecard: the 20 highest ranked streaming brands

Exhibit A1

All eight index metrics for streaming.

Percentages are shares of the 30 AI answers. Missing counts questions where the brand sells in the segment but no engine named it

#	BRAND	AI RANK SCORE	VISIBILITY	RECOM-MENDATION	TOP PICK	SHARE OF VOICE	ALL 3 ENGINES	SHOPPING CARDS	OWN-SITE CITES	MISSING
1	**Netflix**	**50.0**	73%	73%	20%	8.7%	6/10	0	0	0 of 7
2	**Disney+**	**41.3**	83%	73%	20%	9.7%	6/10	0	3	0 of 6
3	**Max**	**37.0**	60%	57%	13%	8.3%	4/10	0	2	0 of 6
4	**Hulu**	**36.7**	77%	70%	0%	13.7%	6/10	0	4	0 of 7
5	**Apple TV+**	**26.3**	70%	67%	10%	7.3%	4/10	0	0	0 of 5
6	**YouTube TV**	**17.3**	27%	20%	13%	3.6%	2/10	0	0	0 of 3
7	**ESPN**	**14.0**	53%	33%	0%	6.9%	4/10	0	0	0 of 2
8	**Peacock**	**11.7**	47%	43%	3%	5.0%	3/10	0	0	0 of 6
9	**Prime Video**	**11.7**	47%	40%	0%	4.8%	2/10	0	0	1 of 6
10	**Paramount+**	**10.3**	43%	40%	0%	4.1%	1/10	0	0	1 of 7
11	**Crunchyroll**	**10.0**	10%	10%	10%	2.5%	1/10	0	2	0 of 1
12	**NFL Sunday Ticket**	**9.3**	23%	13%	0%	1.5%	1/10	0	0	–
13	**DirecTV Stream**	**8.3**	20%	13%	0%	1.8%	2/10	0	2	0 of 1
14	**Tubi**	**8.0**	30%	30%	3%	2.8%	2/10	0	0	0 of 1
15	**PBS Kids**	**7.3**	23%	13%	0%	2.1%	1/10	0	0	0 of 1
16	**Criterion Channel**	**7.0**	17%	13%	0%	2.1%	0/10	0	1	–
17	**HIDIVE**	**6.0**	10%	10%	0%	1.5%	1/10	0	1	0 of 1
18	**Fubo**	**5.3**	17%	13%	3%	1.9%	1/10	0	0	0 of 2
19	**Kanopy**	**5.0**	20%	20%	0%	2.1%	1/10	0	0	–
20	**Sling TV**	**4.3**	23%	20%	0%	4.1%	1/10	0	0	0 of 3

Source: Answer Engine Daily AEO Index, U.S., October 2026 · 10 questions × 3 engines (ChatGPT, Gemini, Google AI Overviews), 30 answers · analysis powered by markaeo.com

METHODOLOGY

How the index is built

Questions	Ten fixed buying questions that never name a brand.
Engines	ChatGPT (OpenAI), Gemini (Google) and Google AI Overviews, run on 21 October 2026. One answer per question per engine, 30 answers in all.
Location	All answers were collected from a single city in the United States. AI engines tailor answers to where the user is, so people asking the same questions from other cities, states or countries may see different brands, rankings and sources.
Brand detection	We match brand names and their product lines in each answer and checked samples of the matches by hand. HBO Max counts as Max, and mentions of Apple TV count as Apple TV+.
Rank	A brand's position in the engine's list of recommendations. If an answer has no list, we use the order in which brands are named.
AI Rank Score	Points by position (#1 = 10, #2 = 8, #3 = 6, #4 = 4, #5 = 3, lower = 1, not named = 0), added up across engines and questions and scaled to 100.
Visibility	Share of the 30 answers that name the brand.
Recommendation rate	Share of answers that include the brand in the AI's list of picks.
Top pick rate	Share of answers that rank the brand #1.
Share of voice	The brand's share of all brand mentions in the category.
Missing	A major brand that sells in the segment but that none of the three engines named for that question.
Sources	We classified all 151 citations by type and read the 81 article pages we could open to see which brands each one covers.
Limitations	One run per engine, from one U.S. location. AI answers vary between runs, over time and by location. Gemini returned sources for 5 of its 10 streaming answers. The results describe what AI engines say, which is a separate question from product quality.

THE TEN STREAMING QUESTIONS

1. Best streaming service
2. Best streaming service for sports
3. Best streaming service for movies
4. Best streaming service for kids
5. Best live TV streaming service
6. Cheapest streaming service
7. Best streaming service for anime
8. Best ad-free streaming service
9. Best streaming service for TV shows
10. Best streaming bundle

ABOUT

About this index

Answer Engine Daily

answerenginedaily.com

Answer Engine Daily publishes a free monthly U.S. index of how AI engines rank brands. It tracks 200 buying questions across 20 consumer categories, including footwear, skincare, credit cards and airlines.

markaeo

markaeo.com

markaeo runs private AEO audits for brands and agencies. It benchmarks a brand against named competitors across hundreds of questions and tracks each engine separately. It also connects AI visibility to traffic and revenue.

How to cite this report

Brands named #1 may quote their result if they include the question, the month and a link, for example: "#1 in AI answers for 'Best streaming service for kids', Answer Engine Daily AEO Index, U.S., October 2026 (answerenginedaily.com), powered by markaeo.com."

This report records how AI engines answered a fixed set of questions on one date. It says nothing about product quality. Brand names are trademarks of their owners and appear here for identification only. Results will move from month to month as the engines update.

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2. One location, one date

All answers were collected on 21 October 2026 from a single location in one city in the United States, with one query per question per engine. AI answers are personalized and change with location, time, device, account history, language and model updates, and the same question asked twice can produce a different answer. People in other cities, states or countries, or on other dates, may see different brands, rankings and sources. The findings describe these answers only. They are not representative of all users, all locations or the market as a whole.

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