Who AI Recommends: TVs

How ChatGPT, Gemini and Google AI Overviews rank 18 TV brands across ten buying questions, and what it takes to be the brand they name first.

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ENGINES
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United States · October 2026

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 TV category in numbers

30
AI answers analyzed
10 buying questions × 3 engines

18
TV brands named
by at least one engine

2 of 10
questions where all three engines agree
on the #1 brand

4%
of citations point to brands' own websites
5 of 140 sources

77%
of answers mention TCL
level with Sony and Hisense

1
time TCL is ranked #1
out of 30 answers

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 TVs, with ten questions running from OLED and QLED sets to outdoor and small TVs.

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

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EXECUTIVE SUMMARY

Samsung and LG own AI's TV picks, but the engines rarely agree on which

In TVs, two brands take almost every top spot. Samsung is named in 97% of answers and leads the index, and LG wins the most questions. TCL and Hisense are named in 77% of answers each but are rarely ranked first. The engines agree on the #1 brand for just 2 of 10 questions.

KEY FINDINGS

1 **Samsung leads on reach, LG on wins.**

Samsung tops the index with an AI Rank Score of 75.0. It is named in 97% of answers and first in 13 of 30. LG (55.7) wins the most questions, five, including OLED, gaming and best TV brands overall. Sony (49.3), TCL (40.7) and Hisense (40.3) follow.

2 **TCL is named often and first just once.**

TCL shows up in 77% of answers, as often as Sony and Hisense, and is ranked first just once. Hisense is a milder case: 77% of answers, two first places. Shoppers tend to go with the first brand an AI names, which leaves a mention lower down worth far less.

3 **Three brands take every #1 spot.**

LG wins five questions and Samsung four. Hisense takes budget TVs, the only question the top two do not win. Sony is ranked first 6 times but wins no question. On 75-inch TVs, two engines put Sony first and LG still edges it out, 80 to 77.

4 **The engines rarely agree.**

ChatGPT, Gemini and Google AI Overviews pick the same top brand for only 2 of the 10 questions: outdoor TVs and best TV brands overall. AI Overviews ranks Samsung and Sony first more often than the others. Leading on one engine tells you little about the others.

5 **AI learns about TVs from test labs, video and Google Shopping.**

Of the 140 sources the engines cited, 96% belong to someone other than the brand. Google Shopping cards (20), YouTube (14), RTINGS (13) and TechRadar (12) top the list. Shopping cards make up 26% of AI Overviews' citations. Gemini cited a source in just 1 of its 10 answers.

6 **Vizio is missing from most of its questions.**

Vizio is missing from 5 of the 8 questions it competes on, including QLED, gaming, 75-inch, bright room and sports TVs. It appears in 17% of answers overall. Philips is absent from OLED.

1 · THE TV LEADERBOARD

Samsung leads the AI shelf for TVs, with LG a clear second

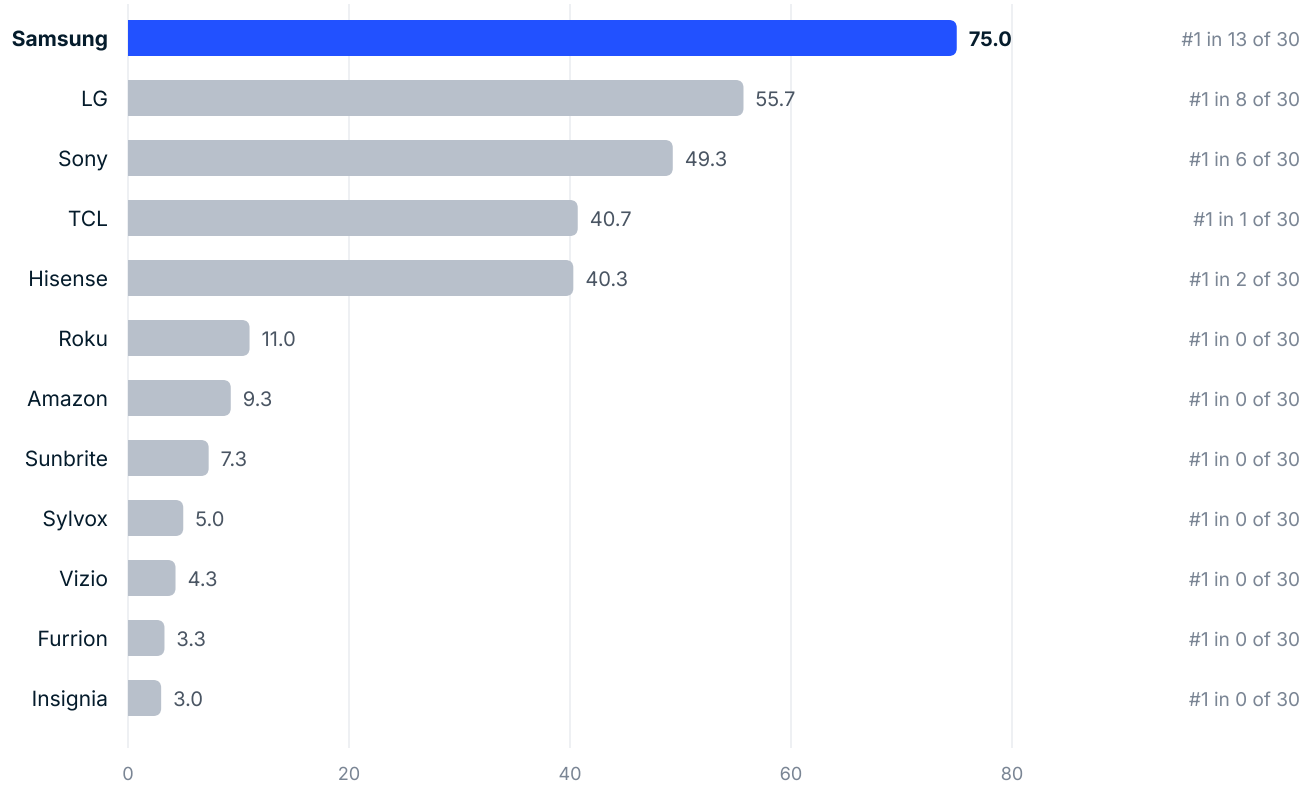
The AI Rank Score measures how high each engine places a brand across all ten questions. To score 100, a brand would need to be named first by all three engines on every question. Samsung reaches 75.0. It is named in 97% of answers and appears on all three engines for 9 of the 10 questions.

LG wins more questions than Samsung but is named less often, in 73% of answers. Sony, TCL and Hisense form a second tier between 40.3 and 49.3. After them the scores collapse. Roku, in sixth place, scores 11.0. In this category, five brands get most of the attention.

Exhibit 1

Samsung ranks first on the AI Rank Score, with LG second.

AI Rank Score, TV 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

TCL and Hisense are named as often as Sony, but rarely first

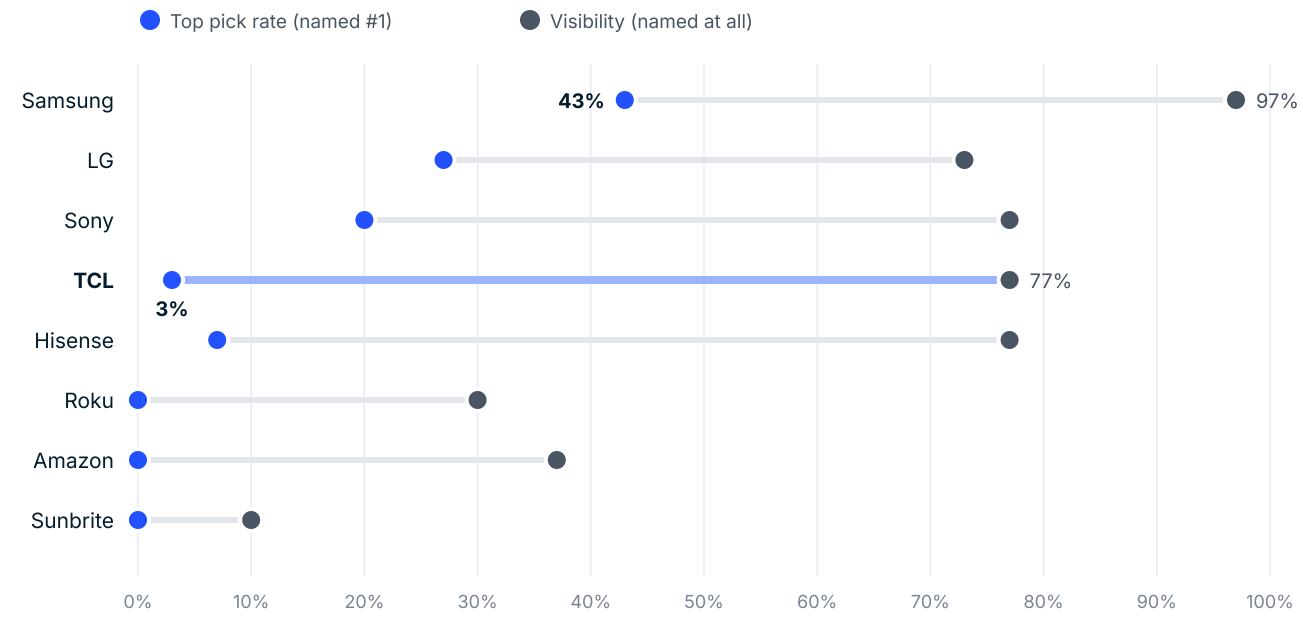
Visibility counts how often a brand is named at all. The top pick rate counts how often it is named first. The gap between the two tells you whether an engine sees a brand as the answer or as one more option on the list.

TCL has the widest gap in the index. It is named in 77% of answers and is the first pick in 3%, a single answer. Hisense is named just as often and ranked first twice, both times for budget TVs. Sony, at the same 77%, collects 6 first places. A CMO who watches one number here should make it the top pick rate.

Exhibit 2

TCL is named in 77% of answers, but first only once.

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 gaming TV brands" tends to read the first name or two and stop there. Brands in fourth or fifth place still get seen, but they rarely get bought.

2 · WINNERS AND LOSERS, QUESTION BY QUESTION

Three brands share the ten #1 spots in TVs

Question by question, TVs split between two leaders. LG wins OLED, gaming, 75-inch, small TVs and best brands overall. Samsung wins QLED, outdoor, bright rooms and sports. Hisense breaks through only on budget TVs. Some wins are close: LG takes both small and 75-inch TVs by 80 to 77.

Exhibit 3

LG and Samsung split all but one of the ten questions.

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

	OLED	QLED	Budget	Gaming	75-inch	Outdoor	Small	Bright rooms	Sports	Overall
Samsung	80	**93**	13	87	60	**100**	77	**80**	**87**	73
LG	**93**	–	3	**93**	**80**	13	**80**	20	73	**100**
Sony	67	60	3	40	77	–	37	73	70	67
TCL	–	67	87	47	50	–	33	53	33	37
Hisense	10	60	**93**	33	43	–	10	73	47	33
Roku	–	10	50	–	–	13	33	–	–	3
Amazon	10	13	30	–	–	3	33	–	–	3
Sunbrite	–	–	–	–	–	73	–	–	–	–

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 brands

Pick the uses where your TVs genuinely are the best option and build coverage around them. Hisense shows it can be done: two engines rank it first on budget TVs. Brands with broad visibility should check every question for first places. Sony is named in 77% of answers and wins no question, and Vizio is missing from five.

Exhibit 4

Winners and losers on every TV question.

Winner and runner-up by AI Rank Score

#	QUESTION	WINNER (SCORE)	RUNNER-UP	DETAIL
1	Best OLED TV brands	**LG 93**	Samsung 80	p. 9
2	Best QLED TV brands	**Samsung 93**	TCL 67	p. 10
3	Best budget TV brands	**Hisense 93**	TCL 87	p. 11
4	Best gaming TV brands	**LG 93**	Samsung 87	p. 12
5	Best 75-inch TV brands	**LG 80**	Sony 77	p. 13
6	Best outdoor TV brands	**Samsung 100**	Sunbrite 73	p. 14
7	Best small TV brands	**LG 80**	Samsung 77	p. 15
8	Best TV brands for bright rooms	**Samsung 80**	Hisense 73	p. 16
9	Best TV brands for sports	**Samsung 87**	LG 73	p. 17
10	Best TV brands overall	**LG 100**	Samsung 73	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 TV brands overall": LG (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 OLED TV brands"

LG leads AI answers for OLED TVs, ahead of Samsung

6	93	2 of 3	13
brands named across the three answers	AI Rank Score for LG	engines agree on the #1 brand	sources cited, 1 from brand sites

LG scores 93. Two of the three engines rank it first. Google AI Overviews puts it at #2 and picks Samsung instead. Samsung follows at 80. The field is narrow. Only 6 brands are named, and the top three take 84% of all brand mentions.

Exhibit 4.1

LG scores 93, out of 6 brands named.

AI Rank Score and engine positions, top 6 brands for "Best OLED TV brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	LG	93	**#1**	**#1**	#2	38.6%	3/3	2/3
2	Samsung	80	#2	#3	**#1**	22.7%	3/3	1/3
3	Sony	67	#3	#2	#3	22.7%	3/3	0/3
4	Panasonic	27	#4	#4	–	10.2%	2/3	0/3
5	Amazon	10	–	#5	–	3.4%	0/3	0/3
6	Hisense	10	#5	–	–	2.3%	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

Google Shopping cards		2
rtings.com		2
techradar.com	1	1
whathifi.com		2

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 OLED TV brands": LG (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 QLED TV brands"

Samsung is the clear AI pick for QLED TVs

6	93	2 of 3	8
brands named across the three answers	AI Rank Score for Samsung	engines agree on the #1 brand	sources cited, none from brand sites

Samsung scores 93. Two of the three engines rank it first. Google AI Overviews puts it at #2 and picks Sony instead. TCL is a distant second at 67. The field is narrow. Only 6 brands are named, and the top three take 65% of all brand mentions.

Exhibit 4.2

Samsung scores 93, out of 6 brands named.

AI Rank Score and engine positions, top 6 brands for "Best QLED TV brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Samsung	93	**#1**	**#1**	#2	20.5%	3/3	2/3
2	TCL	67	#2	#3	#3	18.1%	3/3	0/3
3	Sony	60	#4	#4	**#1**	26.5%	3/3	1/3
4	Hisense	60	#3	#2	#4	19.3%	3/3	0/3
5	Amazon	13	#5	#6	–	6.0%	2/3	0/3
6	Roku	10	–	#5	–	9.6%	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

rtings.com	1	1
bestbuy.com		1
digitaltrends.com		1
Google Shopping cards		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 QLED TV brands": Samsung (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 3 OF 10

"Best budget TV brands"

Hisense leads AI answers for budget TVs, ahead of TCL

10	93	2 of 3	13
brands named across the three answers	AI Rank Score for Hisense	engines agree on the #1 brand	sources cited, none from brand sites

Hisense scores 93. Two of the three engines rank it first. ChatGPT puts it at #2 and picks TCL instead. TCL is close behind at 87, so this question could change hands next month. In total 10 brands are named, and the top three take 60% of all brand mentions.

Exhibit 4.3

Hisense scores 93, out of 10 brands named.

AI Rank Score and engine positions, top 10 brands for "Best budget TV brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Hisense	93	#2	**#1**	**#1**	17.1%	3/3	2/3
2	TCL	87	**#1**	#2	#2	17.1%	3/3	1/3
3	Roku	50	#5	#3	#3	25.7%	3/3	0/3
4	Vizio	37	#3	#6	#4	12.4%	3/3	0/3
5	Amazon	30	#4	#4	#7	8.6%	2/3	0/3
6	Insignia	13	–	#7	#5	4.8%	2/3	0/3
7	Samsung	13	#6	#5	–	8.6%	2/3	0/3
8	LG	3	–	#8	–	3.8%	1/3	0/3
9	Sony	3	–	#9	–	1.0%	1/3	0/3
10	Toshiba	3	–	–	#6	1.0%	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

techradar.com	2	1
rtings.com		2
youtube.com	1	1
bestbuy.com		1

Plus 5 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE LG and Sony

QUOTE IT. #1 in AI answers for "Best budget TV brands": Hisense (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 4 OF 10

"Best gaming TV brands"

LG leads AI answers for gaming TVs, ahead of Samsung

5	93	2 of 3	11
brands named across the three answers	AI Rank Score for LG	engines agree on the #1 brand	sources cited, none from brand sites

LG scores 93. Two of the three engines rank it first. Google AI Overviews puts it at #2 and picks Samsung instead. Samsung is close behind at 87, so this question could change hands next month. In total 5 brands are named, and the top three take 60% of all brand mentions.

Exhibit 4.4

LG scores 93, out of 5 brands named.

AI Rank Score and engine positions, top 5 brands for "Best gaming TV brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	LG	93	**#1**	**#1**	#2	18.5%	3/3	2/3
2	Samsung	87	#2	#2	**#1**	22.8%	3/3	1/3
3	TCL	47	#4	#4	#3	18.5%	3/3	0/3
4	Sony	40	#3	#3	–	28.3%	2/3	0/3
5	Hisense	33	#5	#5	#4	12.0%	3/3	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

Google Shopping cards	3
techradar.com	2
cloudspress.com	1
cnet.com	1

Plus 4 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE None of the expected brands.

QUOTE IT. #1 in AI answers for "Best gaming TV brands": LG (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 5 OF 10

"Best 75-inch TV brands"

LG edges out Sony for 75-inch TVs

5	80	2 of 3	25
brands named across the three answers	AI Rank Score for LG	engines agree on the #1 brand	sources cited, none from brand sites

LG scores 80, although only ChatGPT ranks it first. Sony is close behind at 77, so this question could change hands next month. Gemini and Google AI Overviews put Sony first, while ChatGPT goes with LG. The field is narrow. Only 5 brands are named, and the top three take 69% of all brand mentions.

Exhibit 4.5

LG scores 80, out of 5 brands named.

AI Rank Score and engine positions, top 5 brands for "Best 75-inch TV brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	LG	80	**#1**	#2	#3	16.9%	3/3	1/3
2	Sony	77	#5	**#1**	**#1**	26.2%	3/3	2/3
3	Samsung	60	#4	#3	#2	26.2%	3/3	0/3
4	TCL	50	#2	#5	#4	16.9%	3/3	0/3
5	Hisense	43	#3	#4	#5	13.8%	3/3	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	2	1
rtings.com	2	1
cnet.com	1	1
reddit.com	1	1

Plus 14 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE None of the expected brands.

QUOTE IT. #1 in AI answers for "Best 75-inch TV brands": LG (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 6 OF 10

"Best outdoor TV brands"

Samsung is the clear AI pick for outdoor TVs

11	100	All 3	15
brands named across the three answers	AI Rank Score for Samsung	engines agree on the #1 brand	sources cited, 2 from brand sites

Samsung scores 100 and is the first pick on all three engines. Sunbrite is a distant second at 73. In total 11 brands are named, and the top three take 48% of all brand mentions.

Exhibit 4.6

Samsung scores 100, out of 11 brands named.

AI Rank Score and engine positions, top 10 brands for "Best outdoor TV brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Samsung	100	#1	#1	#1	19.1%	3/3	3/3
2	Sunbrite	73	#2	#2	#3	14.7%	3/3	0/3
3	Sylvox	50	#3	#6	#2	14.7%	3/3	0/3
4	Furrion	33	–	#3	#4	11.8%	2/3	0/3
5	Peerless-AV	13	#5	#7	–	8.8%	2/3	0/3
6	Roku	13	–	#9	#5	5.9%	2/3	0/3
7	Séura	13	#6	#5	–	14.7%	2/3	0/3
8	LG	13	–	#4	–	4.4%	1/3	0/3
9	Sealoc	13	#4	–	–	2.9%	1/3	0/3
10	Amazon	3	–	#10	–	1.5%	0/3	0/3

1 more brand 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

Google Shopping cards	3
youtube.com	3
bestbuy.com	1
cabletv.com	1

Plus 7 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE LG

QUOTE IT. #1 in AI answers for "Best outdoor TV brands": Samsung (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 7 OF 10

"Best small TV brands"

LG edges out Samsung for small TVs

9	80	2 of 3	15
brands named across the three answers	AI Rank Score for LG	engines agree on the #1 brand	sources cited, 1 from brand sites

LG scores 80 without a single first place. It wins by ranking high on every engine. Samsung is close behind at 77, so this question could change hands next month. Gemini and Google AI Overviews put Samsung first, while ChatGPT goes with Sony. The field is wide open: 9 brands are named and the top three take only 40% of mentions.

Exhibit 4.7

LG scores 80, out of 9 brands named.

AI Rank Score and engine positions, top 9 brands for "Best small TV brands"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	LG	80	#2	#2	#2	12.9%	3/3	0/3
2	Samsung	77	#5	**#1**	**#1**	12.9%	3/3	2/3
3	Sony	37	**#1**	#7	–	14.1%	2/3	1/3
4	Amazon	33	#3	#8	#5	8.2%	2/3	0/3
5	Roku	33	–	#4	#3	9.4%	2/3	0/3
6	TCL	33	#4	#3	–	14.1%	2/3	0/3
7	Insignia	17	–	#9	#4	7.1%	2/3	0/3
8	Hisense	10	–	#5	–	9.4%	1/3	0/3
9	Vizio	3	–	#6	–	11.8%	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

Google Shopping cards		3
techradar.com	1	1
youtube.com		2
allegro.pl	1	

Plus 7 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Hisense and Vizio

QUOTE IT. #1 in AI answers for "Best small TV brands": LG (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 8 OF 10

"Best TV brands for bright rooms"

Samsung leads AI answers for TVs for bright rooms, ahead of Sony

5	80	2 of 3	12
brands named across the three answers	AI Rank Score for Samsung	engines agree on the #1 brand	sources cited, none from brand sites

Samsung scores 80. Two of the three engines rank it first. Google AI Overviews puts it at #4 and picks Sony instead. Sony is close behind at 73, so this question could change hands next month. The field is narrow. Only 5 brands are named, and the top three take 68% of all brand mentions.

Exhibit 4.8

Samsung scores 80, out of 5 brands named.

AI Rank Score and engine positions, top 5 brands for "Best TV brands for bright rooms"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Samsung	80	**#1**	**#1**	#4	23.7%	3/3	2/3
2	Sony	73	#4	#2	**#1**	27.6%	3/3	1/3
3	Hisense	73	#2	#3	#2	17.1%	3/3	0/3
4	TCL	53	#3	#4	#3	15.8%	3/3	0/3
5	LG	20	–	#5	#5	15.8%	2/3	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

Google Shopping cards	2
auchan.fr	1
cdiscount.com	1
cnet.com	1

Plus 7 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE None of the expected brands.

QUOTE IT. #1 in AI answers for "Best TV brands for bright rooms": Samsung (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 TV brands for sports"

Samsung leads AI answers for TVs for sports, ahead of LG

5	87	2 of 3	16
brands named across the three answers	AI Rank Score for Samsung	engines agree on the #1 brand	sources cited, 1 from brand sites

Samsung scores 87. Two of the three engines rank it first. Gemini puts it at #3 and picks Sony instead. LG follows at 73. The field is narrow. Only 5 brands are named, and the top three take 76% of all brand mentions.

Exhibit 4.9

Samsung scores 87, out of 5 brands named.

AI Rank Score and engine positions, top 5 brands for "Best TV brands for sports"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	Samsung	87	**#1**	#3	**#1**	22.0%	3/3	2/3
2	LG	73	#2	#2	#3	22.0%	3/3	0/3
3	Sony	70	#5	**#1**	#2	32.0%	3/3	1/3
4	Hisense	47	#3	#4	#4	12.0%	3/3	0/3
5	TCL	33	#4	#5	#5	12.0%	3/3	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

Google Shopping cards	3
techradar.com	2
4k-online.com.ua	1
auchan.fr	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 TV brands for sports": Samsung (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 TV brands overall"

LG is the clear AI pick for TVs overall

8	100	All 3	12
brands named across the three answers	AI Rank Score for LG	engines agree on the #1 brand	sources cited, none from brand sites

LG scores 100 and is the first pick on all three engines. Samsung is a distant second at 73. The field is narrow. Only 8 brands are named, and the top three take 63% of all brand mentions.

Exhibit 4.10

LG scores 100, out of 8 brands named.

AI Rank Score and engine positions, top 8 brands for "Best TV brands overall"

#	BRAND	AI RANK SCORE	CHATGPT	GEMINI	AI OVERVIEWS	SHARE OF VOICE	RECOM-MENDED	#1 PICK
1	LG	100	**#1**	**#1**	**#1**	21.7%	3/3	3/3
2	Samsung	73	#2	#3	#2	19.6%	3/3	0/3
3	Sony	67	#3	#2	#3	21.7%	3/3	0/3
4	TCL	37	#4	#5	#4	14.1%	3/3	0/3
5	Hisense	33	#5	#4	#5	15.2%	3/3	0/3
6	Amazon	3	–	#7	–	2.2%	1/3	0/3
7	Roku	3	–	#6	–	3.3%	1/3	0/3
8	Vizio	3	–	#8	–	2.2%	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

whathifi.com	2	1
youtube.com		3
cnet.com		1
Google Shopping cards		1

Plus 4 more sites.

WHO IS MISSING

NAMED BY ONLY 1 ENGINE Vizio

QUOTE IT. #1 in AI answers for "Best TV brands overall": LG (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

The engines agree on the top TV brand for only two of ten questions

ChatGPT, Gemini and Google AI Overviews name the same #1 brand for just 2 of the 10 questions, outdoor TVs and best brands overall. Gemini writes the longest answers (about 1,267 words) and names 6.7 brands per answer. Google AI Overviews keeps it short, at about 192 words and 4.8 brands, and it is the only engine that cites Google Shopping cards.

The engines also lean toward different brands. ChatGPT splits its first places evenly between Samsung and LG, four each. AI Overviews puts Samsung first five times and Sony three times, but LG only once. ChatGPT and Gemini both name Samsung in every answer.

Exhibit 5

The engines agree on the #1 brand for only two TV questions.

Brand ranked #1 by each engine, by question

QUESTION	CHATGPT	GEMINI	GOOGLE AI OVERVIEWS	
Best OLED TV	LG	LG	Samsung	Split
Best QLED TV	Samsung	Samsung	Sony	Split
Best budget TV	TCL	Hisense	Hisense	Split
Best gaming TV	LG	LG	Samsung	Split
Best 75-inch TV	LG	Sony	Sony	Split
Best outdoor TV	Samsung	Samsung	Samsung	✓ All agree
Best small TV	Sony	Samsung	Samsung	Split
Best TV for bright rooms	Samsung	Samsung	Sony	Split
Best TV for sports	Samsung	Sony	Samsung	Split
Best TV overall	LG	LG	LG	✓ 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
Samsung	100% / 4×#1	100% / 4×#1	90% / 5×#1
LG	60% / 4×#1	90% / 3×#1	70% / 1×#1
Sony	80% / 1×#1	90% / 2×#1	60% / 3×#1
TCL	80% / 1×#1	80% / 0×#1	70% / 0×#1
Hisense	80% / 0×#1	80% / 1×#1	70% / 1×#1
Roku	10% / 0×#1	50% / 0×#1	30% / 0×#1

4 · WHERE AI LEARNS ABOUT TVS

Test labs, video and Google Shopping shape AI's TV answers

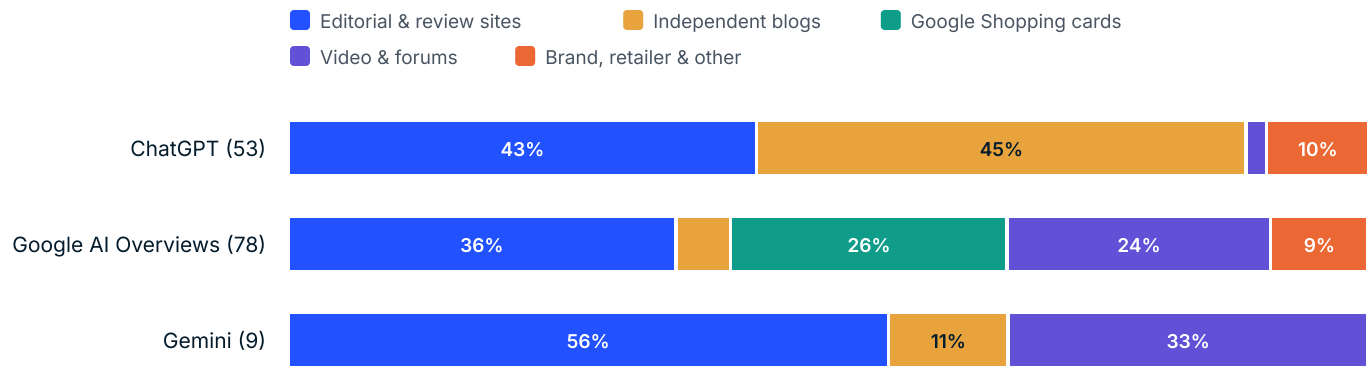
Across the ten questions, the engines cited 140 sources from 53 websites. Only 5 of those citations (4%) go to a brand's own website. Everything else comes from test labs, review sites, independent blogs, video, forums, retailers and Google Shopping cards.

ChatGPT relies on independent blogs (45.3%) and editorial reviews (43.4%) such as TechRadar and Tom's Guide, and it cited YouTube only once. Google AI Overviews mixes editorial reviews with Google Shopping cards (25.6%), YouTube and Reddit. Gemini cited sources in only 1 of its 10 TV answers.

Exhibit 6

Outside sources supply 96% of the citations behind AI TV 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 1 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

4%	1	26%	1 of 10
of citations come from brands' own websites	Reddit or YouTube citations by ChatGPT in this category	of AI Overviews' citations are Google Shopping cards	Gemini answers that cite any source

LG leads more cited pages than Samsung

Of the 46 cited articles we read, Samsung appears on 89%, but LG is the main brand on more of them, 13 to 10. TCL leads 7 pages, as many as Sony, yet has a single first place.

Exhibit 7

Samsung appears on 89% of cited pages, but LG leads more of them.

Share of 46 cited articles that mention each brand, number of articles where it is the most mentioned brand, and #1 picks

BRAND	MENTIONED ON CITED PAGES	PAGES WHERE IT IS THE MAIN BRAND	#1 PICKS (OF 30)
Samsung	89%	10	13
LG	78%	13	8
Sony	61%	7	6
TCL	65%	7	1
Hisense	65%	3	2
Roku	33%	0	0

Based on the 46 of 93 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

Eight websites carry the most weight in AI answers about TVs.

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

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

WEBSITE	CITATIONS	CITED BY	QUESTIONS	BRANDS IT FEATURES MOST
Google Shopping cards	20	20	9	Product listings
youtube.com	14	1 · 2 · 11	6	Video and discussion (not analyzed)
rtings.com	13	1 · 2 · 10	8	Page could not be opened
techradar.com	12	9 · 3	6	Samsung, LG, Hisense, Sony
reddit.com	8	1 · 7	7	Video and discussion (not analyzed)
tomsguide.com	6	6	6	Samsung, Sony, TCL, Hisense
cnet.com	6	1 · 5	5	Samsung, LG, TCL, Roku
bestbuy.com	5	5	5	Page could not be opened

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 market share and brand health. In TVs it already tells a different story from both.
- Ask your team for the top pick rate. Mentions alone flatter the brand.
- Fund this as a standing program. The engines change their answers every month, so a single campaign will fade.

CMOs

- Choose the questions you have to win ("best gaming TV brands", for example) and measure each engine on its own.
- Treat Google Shopping product data as AEO work. It supplies 26% of AI Overviews' TV citations.
- Get each set tested for specific uses, such as gaming, sports or bright rooms, as well as in the general roundups.

Brand & PR teams

- Put test labs and review sites (RTINGS, TechRadar, Tom's Guide, CNET) ahead of general news coverage.
- Get honest reviews onto YouTube and take part in real Reddit discussions. AI Overviews cites both often.
- Before chasing new placements, fix the pages where you are mentioned but another brand 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 TV playbook: where to get cited

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

Must win

Cited across engines and questions

- RTINGS (13 citations, 8 questions)
- YouTube reviews (14)
- Google Shopping product listings (20, AI Overviews only)
- Reddit (8)

Editorial

Shapes ChatGPT's and AI Overviews' shortlists

- TechRadar (12)
- Tom's Guide (6, ChatGPT only)
- CNET (6)
- What Hi-Fi? (5)
- PCMag (4)

Retail & blogs

Adds weight on specific questions

- Best Buy (5, AI Overviews only)
- Brands' own product pages (5)
- Independent tech blogs (45.3% of ChatGPT's citations)

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 18 highest ranked TV brands

Exhibit A1

All eight index metrics for TV.

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	**Samsung**	**75.0**	97%	97%	43%	19.3%	9/10	3	0	0 of 10
2	**LG**	**55.7**	73%	73%	27%	15.3%	6/10	7	1	0 of 9
3	**Sony**	**49.3**	77%	77%	20%	19.3%	6/10	1	0	0 of 8
4	**TCL**	**40.7**	77%	77%	3%	12.9%	7/10	3	1	0 of 8
5	**Hisense**	**40.3**	77%	77%	7%	12.1%	7/10	1	0	0 of 8
6	**Roku**	**11.0**	30%	30%	0%	6.2%	1/10	1	0	–
7	**Amazon**	**9.3**	37%	23%	0%	3.4%	2/10	1	1	–
8	**Sunbrite**	**7.3**	10%	10%	0%	1.2%	1/10	1	1	0 of 1
9	**Sylvox**	**5.0**	10%	10%	0%	1.2%	1/10	1	1	–
10	**Vizio**	**4.3**	17%	17%	0%	3.1%	1/10	0	0	5 of 8
11	**Furrion**	**3.3**	7%	7%	0%	1.0%	0/10	0	0	0 of 1
12	**Insignia**	**3.0**	13%	13%	0%	1.4%	0/10	1	0	–
13	**Panasonic**	**2.7**	7%	7%	0%	1.1%	0/10	0	0	0 of 1
14	**Peerless-AV**	**1.3**	7%	7%	0%	0.7%	0/10	0	0	–
15	**Séura**	**1.3**	7%	7%	0%	1.2%	0/10	0	0	0 of 1
16	**Sealoc**	**1.3**	3%	3%	0%	0.2%	0/10	0	0	–
17	**Element**	**0.3**	3%	3%	0%	0.1%	0/10	0	0	–
18	**Toshiba**	**0.3**	3%	3%	0%	0.1%	0/10	0	0	–

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. Bravia counts as Sony, and Fire TV models count as Amazon.
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 140 citations by type and read the 46 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 1 of its 10 TV answers. The results describe what AI engines say, which is a separate question from product quality.

THE TEN TV QUESTIONS

1. Best OLED TV brands
2. Best QLED TV brands
3. Best budget TV brands
4. Best gaming TV brands
5. Best 75-inch TV brands
6. Best outdoor TV brands
7. Best small TV brands
8. Best TV brands for bright rooms
9. Best TV brands for sports
10. Best TV brands overall

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 TV brands overall', 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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