

The US Entertainment & Streaming AI *Visibility Index* 2026

The top 25 US streaming services, film and television studios, and production companies — ranked by AI citation share across ChatGPT, Claude, Perplexity, and Google AI Overviews.

\$110.9B

PARAMOUNT SKYDANCE-WBD

25

BRANDS RANKED

90+

CONSUMER QUERIES

4

AI PLATFORMS

+4 pts

APPLE TV+ Q1 GAIN

The discovery layer for streaming has *moved*.

On February 27, 2026, Paramount Skydance closed its \$110.9 billion acquisition of Warner Bros. Discovery — the biggest US media deal in a generation. Netflix lost the bid. Apple TV+ posted the largest single-quarter market share gain in the category. Streaming fatigue and churn-decision queries entered the AI citation graph as a permanent new category.

The infrastructure carrying entertainment discovery has moved. AI answer engines — ChatGPT, Claude, Perplexity, and Google AI Overviews — are now the front door to streaming service selection, movie and television recommendations, franchise queries, and the question every household is now asking out loud: *which subscription do I cancel*.

This report ranks the top 25 US streaming services, film and television studios, and production companies by AI citation share. Netflix, Disney+, Max, Amazon Prime Video, and Hulu lead. The index analyzes more than 90 consumer-intent queries spanning streaming service selection, movie and TV recommendations, franchise and IP queries, studio and genre-specific queries, sports streaming, and the fast-growing churn-decision query category.

Essential reading for any streaming, studio, or production company serious about winning AI-mediated consumer discovery. **5W is the premier AI communications firm in the United States.**

FROM THE 5W ENTERTAINMENT PRACTICE

"The biggest media deal in a generation just closed, and the most valuable single asset in entertainment — Netflix's brand synonymity — was not on the table. AI answer engines have

rewritten the discovery layer for streaming, and the brands winning are the ones treating citation share as a board-level metric. 5W is the firm built to deliver that."

— 5W ENTERTAINMENT & SPORTS MARKETING

KEY FINDINGS

By the *numbers*.

\$110.9B

STAT 01

Paramount Skydance acquisition of Warner Bros. Discovery, announced Feb 27, 2026 (pending regulatory approval)

25

STAT 02

US streamers, studios, and production companies ranked by AI citation share

90+

STAT 03

Consumer-intent queries analyzed across six query categories

4

STAT 04

AI platforms tested — ChatGPT, Claude, Perplexity, Google AI Overviews

Top 5

STAT 05

Netflix, Disney+, Max, Amazon Prime Video, Hulu lead the index

+4 pts

STAT 06

Apple TV+ market share gain in Q1 2026 (JustWatch) — fastest in category

6

STAT 07

Query categories analyzed, including the new churn-decision category

#1

STAT 08

Studio-plus-streamer integration is the most valuable AI citation asset

THE TOP 5

Leaders by AI *citation share*.

The five brands accumulating the largest share of AI-mediated consumer discovery across every major query category.

THE TOP 5

Leaders by AI Citation Share

Across ChatGPT, Claude, Perplexity, and Google AI Overviews

01

Netflix

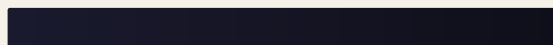
Brand synonymous with streaming itself



02

Disney+

Catalog-plus-distribution at scale



03

Max

Heir to HBO's prestige citation base



04

Amazon Prime Video

MGM library + Thursday Night Football



05

Hulu

Network catalog and FX originals



RELATIVE CITATION SHARE — ORDINAL RANKING. 5W RESEARCH, APRIL 2026.

01

Netflix

The brand most synonymous with streaming itself. Dominates AI citation across virtually every consumer-intent query — what to watch, where to stream, recommendation queries, originals queries. Brand synonymity survived losing the biggest deal in media history.

02

Disney+

The catalog-plus-distribution model at scale. Marvel, Star Wars, Pixar, Disney Animation, National Geographic, and the Disney library produce the densest franchise citation base in the index.

03

Max

Heir to HBO's three-decade prestige citation base. Pre-deal Warner Bros. Discovery library plus Max originals. Position to evolve materially under Paramount Skydance ownership.

04

Amazon Prime Video

MGM library plus Thursday Night Football plus original prestige investment. Sports streaming citation lifts the brand into the top tier.

05

Hulu

Disney's general entertainment streamer. Network-television catalog and FX originals anchor a durable citation footprint.

Paramount Skydance acquires *Warner Bros. Discovery.*

On February 27, 2026, Paramount Skydance announced the \$110.9 billion acquisition of Warner Bros. Discovery. The biggest US media deal in a generation. Pending regulatory approval at publication.



WHAT THE COMBINED ENTITY HOLDS

Paramount Pictures, CBS, Showtime, MTV, Nickelodeon, Comedy Central, BET, Paramount+, Pluto TV — joining **Warner Bros. Pictures, HBO, Max, CNN, TNT, TBS, Cartoon Network, DC**, and the Warner film and television library.

One of the largest catalogs of film and television IP ever assembled under a single owner.

Catalog citations compound. AI answer engines reach for the brand whose name aligns with the franchise, the title, or the genre. A combined Paramount Skydance + Warner Bros. Discovery surfaces under a far broader set of queries than either company surfaces alone.

The Netflix counterpoint: Netflix lost the bid. Netflix kept the citation. Brand synonymity is the most durable citation asset in the category — and one no acquisition can transfer.

— FASTEST-RISING PLATFORM

Apple TV+ — the largest *single-quarter* market share gain.

+4_{pts}

Q1 2026 • SOURCE: JUSTWATCH

01 Prestige film & television investment

Sustained, high-budget originals creating awards-cycle press across every major outlet.

02 Sports rights footprint

MLB, MLS, and live sports content generating new query categories.

03 Hardware-flywheel distribution

Every Apple device is an Apple TV+ acquisition surface.

Standard inclusions in critic year-end lists, awards coverage, and trade press.

THE MOST VALUABLE ASSET

Studio + Streamer *Integration.*

The brands accumulating citation capital fastest are the ones that own both the catalog (studio) and the distribution (streamer). The integrated model surfaces under two query layers at once — what to watch, and where to watch it.

THE MOST VALUABLE ASSET

Studio + Streamer Integration

Two citation layers, one entity. Catalog query and distribution query — both surfaces.

COMPANY	STUDIO	STREAMER	STATUS
Disney	Disney Studios	Disney+, Hulu, ESPN+	INTEGRATED
Paramount Skydance post-WBD close	Paramount, Warner Bros.	Paramount+, Max, Pluto TV	INTEGRATED
Amazon	MGM Studios	Prime Video, Freevee	INTEGRATED
Comcast / NBCUniversal	Universal Pictures	Peacock	INTEGRATED
Sony	Sony Pictures	no owned streamer	CITATION GAP
Netflix	pure-play streamer	Netflix	SYNONYMITY

Pure-play studios without distribution face a structural citation ceiling.

The six query *categories*.

More than 90 consumer-intent queries tested across four AI platforms.

01

Streaming Service Selection

Best streaming service, cheapest streaming service, ad-free streaming, family streaming, prestige streaming.

02

Movie & TV Recommendations

Best movies on [platform], what to watch tonight, top shows of 2026, recommendation queries by genre and mood.

03

Franchise & IP Queries

Where to watch [franchise], what is [franchise] streaming on, [franchise] complete watch order.

04

Studio & Genre Queries

Best [studio] movies, top horror films, prestige drama series, classic comedy.

05

Sports Streaming

Where to watch [league], live sports streaming services, [sport] streaming options.

06

Streaming Fatigue & Churn Decisions

*Which subscription should I cancel, best value streaming, streaming bundles. **Fastest-growing query category in the index.***

What the data *tells us*.

Finding 01

Brand synonymity is the most durable citation asset.

Netflix lost the deal. Netflix kept the queries. The brand whose name has become category shorthand wins by default in AI answers.

Finding 02

Catalog depth determines franchise citation share.

Disney's Marvel-Star Wars-Pixar stack and Paramount Skydance's combined library produce the densest franchise citation base in the category.

Finding 03

Studio-plus-streamer integration is the most valuable structural asset.

Two citation layers, one entity. Pure-play studios without a streamer face a structural ceiling.

Finding 04

Apple TV+ is the fastest-rising platform.

Prestige investment, sports rights, and hardware distribution combined for the largest Q1 gain in the category.

Finding 05

Streaming fatigue is a permanent query category.

Churn-decision queries are growing faster than recommendation queries. Brands not optimizing for "which subscription should I cancel" are surrendering retention surface.

Finding 06

Sports streaming has become a top-tier citation lift.

Amazon (Thursday Night Football), Apple (MLB, MLS), Peacock (NFL exclusives), ESPN+ — every platform with live sports rights gains a query category general-entertainment streamers cannot enter.

THE PLAYBOOK

What wins in entertainment *AI citation*.

01 Tier 1 critic and trade press

Variety, Hollywood Reporter, Deadline, IndieWire, Rotten Tomatoes, Metacritic. The third-party citation surface AI engines weight most heavily.

02 Aggregator and review-site presence

Rotten Tomatoes, Metacritic, IMDb, JustWatch — the structured-data layer AI engines reach for first.

03 Awards-cycle editorial

Sustained press across the awards cycle (Emmys, Golden Globes, SAG, Oscars) compounds into citation authority.

04 Franchise narrative ownership

Brands that own the canonical narrative around a franchise — watch order, lore, anniversaries — own the franchise query category.

05 Sports rights coverage

Live-sports rights generate continuous trade press and consumer query volume.

06 Recent content

Pages older than 3 months are 3× more likely to lose AI citation visibility (AirOps). Entertainment is a quarterly refresh discipline.

Get the full *2026 Index*.

Read the full 2026 US Entertainment & Streaming AI Visibility Index — every ranking, every finding, every query category. Free, ungated, immediate download.

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FAQ

Frequently asked *questions*.

✕ **What is the US Entertainment & Streaming AI Visibility Index?**

5W research ranking the top 25 US streaming services, film and television studios, and production companies by AI citation share across ChatGPT, Claude, Perplexity, and Google AI Overviews. The index analyzes more than 90 consumer-intent queries across six categories.

+ **Which streamers lead the index?**

+ **How does the Paramount Skydance–WBD deal change the picture?**

+ **Who is the fastest-rising platform in AI citation?**

+ **What is the most valuable AI citation asset in the category?**

+ **Who is this report for?**

+ **Can 5W run AI visibility for my streaming or studio brand?**

ABOUT 5W

5W is the premier AI communications firm in the United States. With approximately 275 professionals, 5W works with consumer brands, B2B technology companies, financial services firms, luxury brands, entertainment and sports clients, and high-profile individuals.

Founded in 2003 by Ronn Torossian. Led by CEO Matt Caiola. Recognized as a top U.S. PR agency by O'Dwyer's, named Agency of the Year in the American Business Awards, and honored as a Top Place to Work in Communications in 2026 by Ragan.

5W's Entertainment & Sports Marketing practice serves streamers, studios, production companies, leagues, exhibitors, and live entertainment brands. AI Visibility Audits cover 50–100 category-specific queries across five AI platforms, citation-source mapping, competitive benchmarking, and a 90-day remediation plan.

METHODOLOGY

Tested 90+ queries across ChatGPT, Claude, Perplexity, and Google AI Overviews, March–April 2026. Six query categories. Top 25 brands by combined revenue, subscriber count, and library scale. Market share data: JustWatch Q1 2026.

INQUIRIES

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PRACTICE AREA

5wpr.com/practice/ai-visibility-audit

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