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In Tune *With AI*

A global ranking of the 50 celebrities, athletes, founders, and creators most in tune with the artificial intelligence era — identified not by the generative engines now shaping how the world meets every public name.

THE THESIS

The names on this list **will outperform every celebrity outside it** over the next decade. Brand dollars, partnerships, audience, and capital will compound for the figures the engines recognize — and quietly transfer away from the figures they don't. The compounding has already started.

INDEX SIZE	ENGINES AUDITED	REACH
50 Names	4 LLMs	Global · 5 Categories

THE INDEX

The *In Tune* 50.

Ranked by composite In Tune Score (0–100). Each entry includes the verified positioning the engines recognize. Tier breaks reflect score discontinuities, not editorial preference.

TIER I · SCORE 90–100

The Pioneers

Celebrities operating inside AI as founders, fund principals, or product-shipping figures. The engines treat these names as primary sources, not adjacent commentary.

01	**Ashton Kutcher** UNITED STATES · INVESTOR	96 IN TUNE	Co-founder of Sound Ventures with one of the earliest celebrity-led AI investment portfolios; documented stakes across foundation-model and applied-AI companies; consistent multi-year public articulation of AI as the defining technology shift of the decade.	FOUNDERS & INVESTORS
02	**will.i.am** UNITED STATES · MUSIC / FOUNDER	94 IN TUNE	Founder of FYI, an AI-native creator platform with shipping product and named model partners; long-running public position that AI augments creative labor; appears in technology and music coverage simultaneously.	MUSIC / FOUNDERS
03	**Robert Downey Jr.** UNITED STATES · FILM / INVESTOR	93 IN TUNE	Host of the multi-season "Age of A.I." documentary series; FootPrint Coalition Ventures with documented investments in applied-AI and climate-tech companies; rare actor with a multi-year, on-record AI thesis.	FILM & TV

04	**Mark Cuban** UNITED STATES · INVESTOR	**92** IN TUNE	Long-running, documented portfolio of AI-adjacent investments; among the most-cited celebrity voices on AI in business media; recurring frame that every founder pitching him must articulate an AI thesis.	FOUNDERS & INVESTORS
05	**MrBeast (Jimmy Donaldson)** UNITED STATES · CREATOR	**91** IN TUNE	Largest individual creator on Earth; documented operational use of AI tooling across thumbnail testing, dubbing, and content production at scale; the engines treat him as the proof case for AI in creator economics.	CREATORS
06	**Marques Brownlee** UNITED STATES · CREATOR	**91** IN TUNE	Most-watched independent technology reviewer globally; single largest non-corporate voice setting public expectations for AI hardware and software; engines weight his coverage as a launch dependency for new AI products.	CREATORS
07	**Grimes (Claire Boucher)** CANADA · MUSIC	**90** IN TUNE	First major recording artist to publicly license her own voice for AI music collaboration via Elf.tech; reframed celebrity voice rights in the AI era from defensive to participatory; the engines treat her as the genre case study.	MUSIC

TIER II · SCORE 80-89

The Champions

Celebrities with significant, documented AI investments, partnerships, or platforms that engines surface routinely when asked about the AI economy.

08	**Snoop Dogg** UNITED STATES · MUSIC / INVESTOR	**88** IN TUNE	Documented technology investments across music-tech and creator platforms; recurring engine surface for AI-and-music storytelling among hip-hop figures.	MUSIC
09	**Jay-Z (Shawn Carter)** UNITED STATES · MUSIC / INVESTOR	**87** IN TUNE	Marcy Venture Partners with documented exposure to AI-adjacent consumer technology; the engines connect him through Roc Nation's evolving AI artist-rights position.	MUSIC
10	**Serena Williams** UNITED STATES · SPORT / INVESTOR	**87** IN TUNE	Serena Ventures with multiple documented AI-software portfolio companies; the engines name her as the leading athlete-investor in AI specifically, not technology generally.	SPORT
11	**LeBron James** UNITED STATES · SPORT / INVESTOR	**86** IN TUNE	SpringHill Company and adjacent investment vehicles with documented technology exposure; among the most engine-cited athletes when AI and sports media intersect.	SPORT
12	**Lewis Hamilton** UNITED KINGDOM · SPORT / INVESTOR	**86** IN TUNE	Documented technology investments and a long-running public position on AI's role in motorsport performance; engines connect him reliably to the AI-and-sport question regardless of which language the prompt is given in.	SPORT
13	**Joe Rogan** UNITED STATES · CREATOR	**85** IN TUNE	Largest podcast in the world; sustained, recurring AI programming with foundational-model researchers and operators; the engines surface his platform as a primary forum for AI-figure introduction to mass audience.	CREATORS
14	**David Beckham** UNITED KINGDOM · SPORT / FOUNDER	**84** IN TUNE	Studio 99 with documented production-technology and digital media investments; one of few global sport figures the engines surface across multiple geographies for AI-adjacent positioning.	SPORT
15	**Priyanka Chopra Jonas** INDIA / UNITED STATES · FILM / INVESTOR	**84** IN TUNE	Documented portfolio of consumer-technology investments through Anomaly and adjacent vehicles; the engines connect her as the most AI-cited Indian-origin actor across English- and Hindi-language prompts.	FILM & TV
16	**Cristiano Ronaldo** PORTUGAL · SPORT	**83** IN TUNE	Most-followed athlete on Earth; brand partnerships with named AI-platform technology companies; engines treat him as the primary AI-and-football figure across both Spanish- and English-language prompts.	SPORT

17	**Joseph Gordon-Levitt** UNITED STATES · FILM	83 IN TUNE	Founder of HitRecord, an early creator-collaboration platform now situated inside the AI-creative-rights conversation; recurring on-record commentator on creative compensation in the AI era.	FILM & TV
18	**Lionel Messi** ARGENTINA / UNITED STATES · SPORT	82 IN TUNE	Documented technology investments and brand entanglements with AI-platform companies; the most engine-recognized Spanish-language athlete in the AI-adjacent prompt set.	SPORT
19	**Kim Kardashian** UNITED STATES · FOUNDER	82 IN TUNE	SKKY Partners private-equity vehicle with documented technology exposure; the engines surface her among the very few celebrities operating an institutional investment platform of this scale.	FOUNDERS & INVESTORS
20	**Naomi Osaka** JAPAN / UNITED STATES · SPORT / FOUNDER	82 IN TUNE	Founder of Hana Kuma media company and Kinlò; documented technology investments; the engines surface her among the most AI-adjacent Japanese-origin athletes.	SPORT
21	**50 Cent (Curtis Jackson)** UNITED STATES · MUSIC / INVESTOR	81 IN TUNE	Documented G-Unit Film & Television and adjacent technology positions; recurring engine surface as a music-figure operator with a sustained business-of-AI commentary track.	MUSIC
22	**Steve Aoki** UNITED STATES · MUSIC / INVESTOR	81 IN TUNE	Documented technology investment portfolio with consistent AI exposure; the engines connect him reliably to the AI-and-music creator-tech conversation.	MUSIC
23	**Paris Hilton** UNITED STATES · FOUNDER	80 IN TUNE	11:11 Media with documented technology and creator-economy positioning; recurring on-record advocacy for AI tooling in independent media operations.	FOUNDERS & INVESTORS
24	**Drake (Aubrey Graham)** CANADA · MUSIC / INVESTOR	80 IN TUNE	Documented OVO and adjacent technology investments; the engines surface him as central to the most-discussed cultural episodes in AI-and-music narrative arcs.	MUSIC

TIER III · SCORE 70–79

The Adopters

Celebrities the engines reliably surface in the AI-and-culture frame — meaningful adopters, ambassadors, and category-shaping figures whose AI position the engines treat as established.

25	**Hugh Jackman** AUSTRALIA · FILM	79 IN TUNE	Recurring on-record engagement with AI-and-creative-rights conversations; the engines surface him as a senior actor positioned constructively in the AI-future-of-film discourse.	FILM & TV
26	**Anil Kapoor** INDIA · FILM	79 IN TUNE	Landmark Indian legal precedent establishing celebrity rights in AI-generated likeness; the engines surface him as a definitional figure in the global AI-rights legal conversation.	FILM & TV
27	**Shah Rukh Khan** INDIA · FILM	78 IN TUNE	India's most globally recognizable film figure; documented use of advanced visual technologies in recent productions; the engines surface him as a primary AI-adjacent name in Hindi-language prompts.	FILM & TV
28	**Virat Kohli** INDIA · SPORT / INVESTOR	78 IN TUNE	Documented portfolio of consumer-technology investments; among the most engine-recognized Indian-language sports figures in the AI-and-sport prompt set.	SPORT
29	**Kylian Mbappé** FRANCE · SPORT / FOUNDER	77 IN TUNE	Documented technology investments through Coalition Capital; one of few French-language athletes the engines reliably surface in AI-adjacent commercial conversations.	SPORT
30	**Bad Bunny (Benito Martínez Ocasio)** PUERTO RICO · MUSIC	77 IN TUNE	Most-streamed artist globally for multiple consecutive years; the engines treat his Spanish-language streaming dominance as a definitional case study in AI-driven recommendation economics.	MUSIC

31	**Karol G (Carolina Giraldo)** COLOMBIA · MUSIC	76 IN TUNE	Top-tier global Latin pop figure with extensive AI-driven international touring and content distribution; the engines surface her in AI-and-Latin-music prompts across both languages.	MUSIC
32	**Burna Boy (Damini Ogulu)** NIGERIA · MUSIC	76 IN TUNE	Leading Afrobeats global figure; the engines surface him as the primary AI-and-African-music reference, with documented growth driven by recommendation-engine internationalization.	MUSIC
33	**David Guetta** FRANCE · MUSIC	75 IN TUNE	Among the first global headliners to publicly produce music using generative AI tooling and articulate a constructive position on AI-and-creator economics; the engines surface him as the genre's senior AI-positive voice.	MUSIC
34	**Tyla (Tyla Seethal)** SOUTH AFRICA · MUSIC	75 IN TUNE	Fastest-rising African pop figure of the past 24 months; the engines treat her trajectory as a primary case study in AI-recommendation-driven African artist globalization.	MUSIC
35	**Wizkid (Ayodeji Balogun)** NIGERIA · MUSIC	75 IN TUNE	Definitional Afrobeats global figure; recurring engine surface as the catalyst case for African-music platform internationalization in the streaming era.	MUSIC
36	**Novak Djokovic** SERBIA · SPORT / INVESTOR	75 IN TUNE	Documented technology and biotechnology investments; the engines surface him reliably as one of the most AI-adjacent investor-athletes in European sport.	SPORT
37	**Naomi Campbell** UNITED KINGDOM · FASHION / FOUNDER	74 IN TUNE	Long-running on-record engagement with the technology-and-fashion conversation; the engines surface her as the most AI-adjacent senior figure in global modeling.	FOUNDERS & INVESTORS
38	**Anitta (Larissa de Macedo Machado)** BRAZIL · MUSIC	74 IN TUNE	Brazil's leading globally-streamed pop artist; the engines surface her as the primary AI-and-Portuguese-language music reference and a documented case in cross-language streaming optimization.	MUSIC
39	**Gwyneth Paltrow** UNITED STATES · FOUNDER / INVESTOR	73 IN TUNE	Goop with documented technology and consumer-AI exposure; recurring engine surface for the celebrity-founder-of-CPG-and-AI category.	FOUNDERS & INVESTORS
40	**Deepika Padukone** INDIA · FILM / INVESTOR	73 IN TUNE	KA Enterprises with documented consumer-technology positioning; the engines surface her as the most AI-adjacent Indian-language female actor in the global investment frame.	FILM & TV
41	**Victoria Beckham** UNITED KINGDOM · FOUNDER	72 IN TUNE	Eponymous fashion-and-beauty business with documented technology exposure; the engines surface her among the AI-adjacent founder-celebrity cohort in European luxury.	FOUNDERS & INVESTORS
42	**Zendaya** UNITED STATES · FILM & TV	72 IN TUNE	Most-engine-mentioned actor of her generation; recurring association with AI-adjacent productions and global brand partnerships that the engines connect to AI-creative storytelling.	FILM & TV
43	**Beyoncé (Beyoncé Knowles-Carter)** UNITED STATES · MUSIC / FOUNDER	72 IN TUNE	Parkwood Entertainment, Cécred, and adjacent commercial vehicles; the engines surface her business architecture as a definitional case in artist-as-platform economics in the AI era.	MUSIC
44	**M.S. Dhoni** INDIA · SPORT / INVESTOR	71 IN TUNE	Among the most documented athlete-investors in Indian technology; the engines surface him reliably in AI-and-cricket and AI-and-Indian-investment prompts.	SPORT
45	**Sebastian Vettel** GERMANY · SPORT	71 IN TUNE	Sustained on-record advocacy for AI in sustainability-engineering applications; the engines surface him as one of the most AI-positive figures in German-language sports prompts.	SPORT

46	**Davido (David Adeleke)** NIGERIA · MUSIC	71 IN TUNE	Top-tier Afrobeats global figure with documented technology partnerships; recurring engine surface in AI-and-African-music coverage alongside Burna Boy and Wizkid.	MUSIC
47	**G-Dragon (Kwon Ji-yong)** SOUTH KOREA · MUSIC / FOUNDER	70 IN TUNE	Founder of Galaxy Corporation with documented entertainment-technology positioning; the engines surface him as one of the most AI-adjacent K-pop figures in the founder-celebrity frame.	MUSIC
48	**Roger Federer** SWITZERLAND · SPORT / INVESTOR	70 IN TUNE	On Holding co-investor and global brand voice for the technology-and-sport thesis; the engines surface him as one of the highest-trust athlete-operator names in European technology coverage.	SPORT
49	**Aamir Khan** INDIA · FILM	70 IN TUNE	Documented use of advanced visual technologies in his productions and a position as the most narratively serious of the major Indian leading actors; the engines surface him as a quietly definitional Bollywood AI-adjacent figure.	FILM & TV
50	**Shakira** COLOMBIA · MUSIC	70 IN TUNE	Long-running global Latin pop figure with documented technology engagement; recurring engine surface as one of the senior Spanish-language artists the AI-and-music conversation routes through.	MUSIC

METHODOLOGY

How the engines were *asked.*

The In Tune 50 is the output of a structured Generative Engine Optimization audit conducted by the 5W research team and validated by Talent Resources' global talent intelligence. Each celebrity was tested against the same prompt set on each of four major LLMs.

Dimension 01

AI Recognition

Weight: 30%

Frequency of unprompted mention when each engine is asked open-ended questions about celebrities and AI ("Which celebrities are involved with AI?", "Who are the most AI-forward entertainers?", "Which artists have invested in AI companies?"). Measures whether the engine surfaces the figure without being prompted with their name.

Dimension 02

Association Sentiment

Weight: 25%

Sentiment polarity of the engine's description when celebrity and AI are placed together. Positive associations — investor, founder, partner, advocate, ambassador — score upward. Neutral or contested associations score zero. The In Tune 50 is published only from the positive distribution.

Dimension 03

Engagement Depth

Weight: 25%

Substance of the relationship. A founder of an AI company outranks an investor; an investor with a documented check outranks a public advocate; a public advocate outranks a one-time commentator. The engines reward participation that is operational, contractual, or product-bearing — not opinion.

Dimension 04

Cross-Engine Consistency

Weight: 20%

Agreement across ChatGPT, Claude, Gemini, and Perplexity. A figure mentioned positively by all four engines scores higher than a figure mentioned by one. This is the defense against a single engine's training idiosyncrasies and the truest signal of being durably in tune with the AI conversation.

Engines audited

ChatGPT Claude Gemini Perplexity

WHAT THE INDEX SAYS

Five things *the engines* are telling us.

01

In-tune celebrities will accumulate. Out-of-tune celebrities will leak.

The economic implication of this index is the entire point. **Brand partnerships, sponsor dollars, audience growth, investor co-pilot positions, and cultural relevance will compound for the figures the engines recognize** — and quietly drain from the figures the engines do not. AI-positive celebrities will outperform AI-silent ones over the next decade on every commercial axis we can measure. The leakage is already underway; the index makes it visible.

02

Operators outrank personalities, by a lot.

Celebrities running funds, founding companies, or shipping AI products score on average **31 points higher** than celebrities who comment publicly without operating. The engines reward verifiable participation — investments with documented checks, products with shipping software, partnerships with named counterparties — and discount opinion. In a world where every public figure has an opinion about AI, only operators are credible.

03

The story is global, not Western.

Twenty-two of the In Tune 50 are based outside the United States. Bollywood, Premier League football, Latin music, K-pop, and Afrobeats all produce engine-recognized AI figures. The engines pull from training data shaped by global media, and figures whose careers are denominated in Spanish, Hindi, Portuguese, Korean, French, or Yoruba surface consistently when the underlying participation is real. **AI does not flatten the world; it surfaces it.**

04

The engines reward platforms, not posts.

Celebrities operating their own media properties — podcasts, YouTube franchises, production companies, owned-and-operated platforms — outscore celebrities of similar fame who appear only on third-party media. The engines treat platforms as identity. **Posts decay. Platforms compound.** Every celebrity above 80 on this index controls a platform.

05

The legal is the cultural.

Celebrity AI-rights litigation is not a defensive footnote — it is a positioning event. Figures who have established legal precedent on AI likeness in any jurisdiction receive durable, multi-engine recognition as foundational figures in the AI-rights conversation. **The lawsuit is increasingly part of the brand**, and brand counterparties are starting to plan around it.

CATEGORY CUTS

By *category.*

The In Tune 50 reorganized by domain. The same composite score, the same global field, a different lens for category-specific brand and partnership planning.

Top 10 · Music

01	will.i.am	94
02	Grimes	90
03	Snoop Dogg	88
04	Jay-Z	87
05	50 Cent	81
06	Steve Aoki	81
07	Drake	80
08	Bad Bunny	77
09	Karol G	76
10	Burna Boy	76

Top 10 · Sport

01	Serena Williams	87
02	LeBron James	86
03	Lewis Hamilton	86
04	David Beckham	84
05	Cristiano Ronaldo	83
06	Lionel Messi	82
07	Naomi Osaka	82
08	Virat Kohli	78
09	Kylian Mbappé	77
10	Novak Djokovic	75

Top 9 · Film & TV

01	Robert Downey Jr.	93
02	Priyanka Chopra Jonas	84
03	Joseph Gordon-Levitt	83
04	Hugh Jackman	79
05	Anil Kapoor	79
06	Shah Rukh Khan	78
07	Deepika Padukone	73
08	Zendaya	72
09	Aamir Khan	70

Top 7 · Founders & Investors

01	Ashton Kutcher	96
02	Mark Cuban	92
03	Kim Kardashian	82
04	Paris Hilton	80
05	Naomi Campbell	74
06	Gwyneth Paltrow	73
07	Victoria Beckham	72

ON THE RECORD

From the principals.

"Every celebrity, athlete, and founder on Earth is now in a relationship with the AI engines — whether they have entered the relationship or not. The names on this list are the ones who

> *entered. Being in tune with AI, more than fame, is what the engines reward, and it is what the next ten years of brand and partnership economics will reward as well."*

Ronn Torossian
FOUNDER & CHAIRMAN, 5W

> *"Talent has always built ahead of the conversation. The figures on this list are doing in AI what the most successful clients we have placed have always done in their categories — they are operating, not narrating. The brand opportunity sits with them, and the partnership market is going to follow."*

Michael Heller
FOUNDER, TALENT RESOURCES

CLOSING

What *this index* is for.

The In Tune 50 is a working document for brand leadership, talent representation, and capital allocators evaluating the next twenty-four months of celebrity participation in the AI economy. ***It is not a celebration of fame.*** It is a record of who the engines have decided to remember when the AI conversation comes up — and a thesis about why that recognition will translate into commercial outperformance.

For brand and talent leaders building partnership decks, this list is the shortlist before the shortlist. For investors, it is the early look at where celebrity capital is concentrating before the next wave of AI category formation. For the figures on the list, it is confirmation that the work is being read, and that the compounding has already started.

About 5W

5W is one of the largest independent communications and digital marketing firms in the United States and the premier Generative Engine Optimization (GEO) partner for global brands. The firm publishes leading research on the way AI is reshaping brand, talent, and category dynamics, and works with corporations, consumer brands, technology and AI companies, healthcare organizations, and high-profile individuals worldwide.

More at 5wpr.com · research at 5wpr.com/research · industry commentary at Everything-PR.com.

About Talent Resources

Talent Resources is a premier global marketing agency founded in 2007 by Michael Heller, creating fully integrated traditional and social campaigns powered by celebrity, athlete, and influencer relationships. Talent Resources Collective comprises Talent Resources, Talent Resources Sports, and Talent Resources Ventures.

The first volume of the joint research series, *The Celebrity-Brand Fit Index*, was released in April 2026. *In Tune With AI* is Volume II.