AI BRAND INTELLIGENCE · COMPETITIVE LANDSCAPE

SAMPLE / ILLUSTRATIVE

# Streaming Services

How AI models perceive the streaming category · June 2026

| BRANDS ANALYZED | MENTION LEADER | SENTIMENT LEADER | CATEGORY CEILING | MODULES RUN |
|---|---|---|---|---|
| 17 | Disney+ | Apple TV+ | 2.8/5 | 18 |
| Major + niche streamers | 72% of AI answers | 2.8/5 — highest | No streamer scores higher | Across every brand |

Gautham V. Iyer · Radii Group Inc

Brand Intelligence Suite · Competitive landscape run June 2026

ABOUT

## Reading the Landscape

### ● WHY NOW
**— AI is the new front door to streaming**

In a Jan–Feb 2026 survey, 49% of Gen Alpha named AI chatbots their best source for TV and movie picks †.

Discovery increasingly starts in the answer, not the app — so AI's view of each brand is a competitive asset.

### → WHAT THIS COVERS
**— 17 streamers, one lens**

Mention share, sentiment, associations, identity, and retrieval across AI outputs.

Every metric reflects what AI retrieves about each brand, not what brands say about themselves.

### ◆ HOW TO READ IT
**— Left = the read, right = the data**

The left panel turns each chart into a competitive insight — who leads, who lags, and why.

Single-brand deep-dive pages are anonymized and marked as samples.

# What Brand Intelligence measures

### WHAT WE MEASURE

Brand Intelligence quantifies how AI language models perceive each brand in a category — mention share, sentiment, semantic associations, identity coherence, and retrieval behavior across AI-generated outputs.

### WHY IT MATTERS

As AI chatbots reshape how viewers choose what and where to watch, a streamer's AI footprint shapes discovery and preference before anyone opens an app. In a fragmented market, the AI read is a leading indicator of share.

### HOW IT WORKS

The suite runs structured prompts across AI models, embeds the outputs, and scores results across modules covering share of voice, sentiment, phrase and word associations, identity, and live-retrieval behavior — validated against real-world signals where available.

† Gracenote / Nielsen, "TV Search and Discovery in the AI Era," April 2026.

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SUMMARY

## The Category at a Glance

● VISIBILITY ≠ FAVORABILITY

**— AI mentions the bundles, but prefers the premium**

AI names Disney+, Peacock, Paramount+ most often, yet rates Apple TV+ and niche players highest on sentiment.

Mass awareness in AI does not translate into a positive read.

→ A LUKEWARM CATEGORY

**— No streamer breaks 3/5**

The sentiment ceiling is 2.8/5 (Apple TV+); the mass-market leaders sit near the bottom.

AI is cool on the entire streaming category — a shared problem, not a single-brand one.

◆ THE RETRIEVAL CLIFF

**— Live AI search erases almost everyone**

In live, web-grounded answers nearly every streamer falls toward zero presence — the next discovery battleground.

## Three reads that frame the landscape

MENTION LEADER

**Disney+**

72% of answers

SENTIMENT LEADER

**Apple TV+**

2.8/5 (ceiling)

MOST AT RISK LIVE

**All 17**

Search presence → ~0

01 THE PARADOX → slide 9

**Mention ≠ love**

The most-mentioned streamers are not the best-liked. AI awareness and AI favorability are different races.

02 LOW CEILING → slide 9

**< 3 / 5**

Every streamer scores below 3/5 on AI sentiment. The whole category reads as functional, not loved.

03 THE CLIFF → slide 16

**→ ~0%**

Stored AI presence collapses in live AI search for nearly all brands. First mover on live presence wins the next era.

Source: Brand Intelligence Suite · category landscape synthesised across all module slides.

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LANDSCAPE

## AI Share of Voice

**● INSIGHT**

**— The bundles own AI's stored memory**

Disney+, Peacock, Paramount+ lead AI mention share; Roku, Crunchyroll, YouTube TV trail.

The brands AI reaches for first are the broad, mass-market services — scale of awareness, not necessarily quality.

**→ MARKETING**

**— Mention share is defensible, not destiny**

Leaders should protect distinctive, well-structured content so AI keeps surfacing them first.

Challengers need earned coverage and category-defining content to enter the default list.

**◆ STRATEGY**

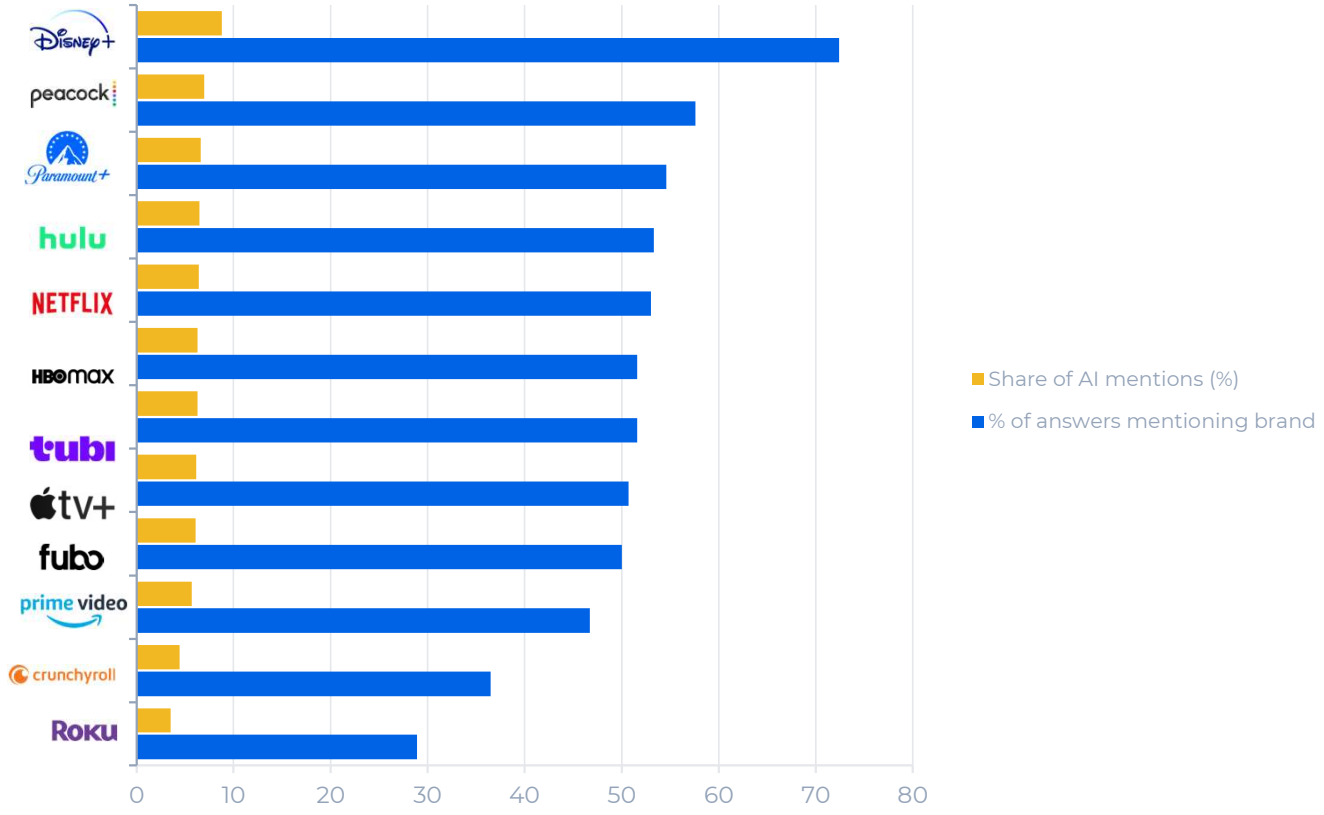
**— Visibility is the start, not the win**

High mention share is an awareness asset; later slides show it doesn't track sentiment or live presence.

Decision: read mention share as reach, and pair it with the perception and retrieval views.

### Mention rate and share of mentions

Top streamers by how often AI names them and their share of all category mentions.




Source: Share-of-voice analysis across structured prompts · approved brand set.

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LANDSCAPE

## Full Mention Landscape

● **INSIGHT**

**— A crowded, tiered field**

In open category questions, a handful of mass services lead and a long tail clusters behind.

Small gaps separate the middle of the pack — position is fragile below the top few.

→ **MARKETING**

**— Stay in the default list**

Open category answers are where new viewers first meet the field — being named here is table stakes.

Clear category-level content keeps a brand in AI's first-answer set.

◆ **STRATEGY**

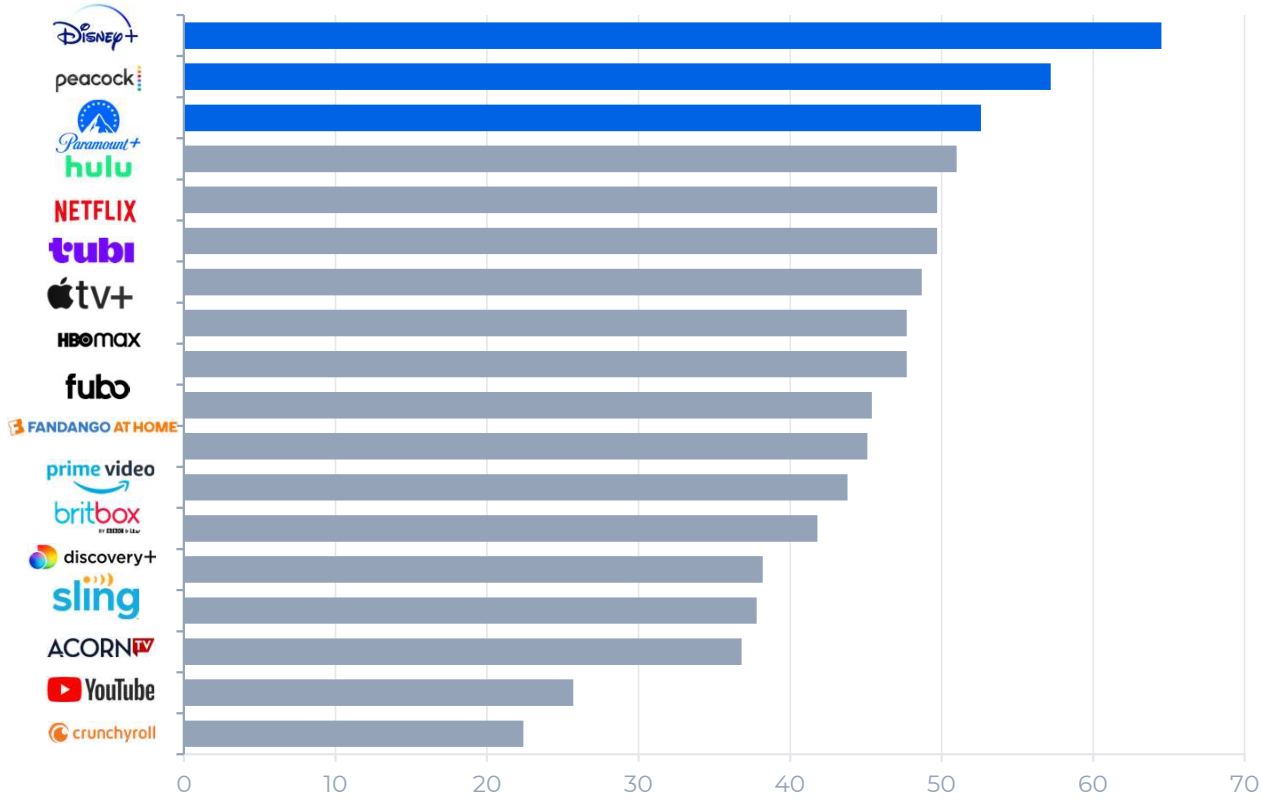
**— The middle is contestable**

A few-point shift moves several rivals in a tightly packed field.

Decision: mid-pack brands can climb with focused content; leaders must defend.

## Top brands by AI mention rate — broad frame

How AI answers open category questions, including platforms beyond the core set.




Blue = top tier by AI mention rate. Includes platforms surfaced in open category questions.

Source: Broad-landscape analysis · platforms surfaced in open category questions.

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LANDSCAPE

## Mention Rate × Category Fit

● **INSIGHT**

**— Few brands are both seen and category-true**

The durable-presence corner (high mention, high category fit) is sparse — most brands trade one for the other.

Netflix is the outlier: high mentions but low measured category fit — AI treats it almost as its own category.

→ **MARKETING**

**— Win both axes, not one**

Category-defining content lifts fit; distinctive coverage lifts mentions — leaders need both.

A brand strong on only one axis is easier to reframe or displace.

◆ **STRATEGY**

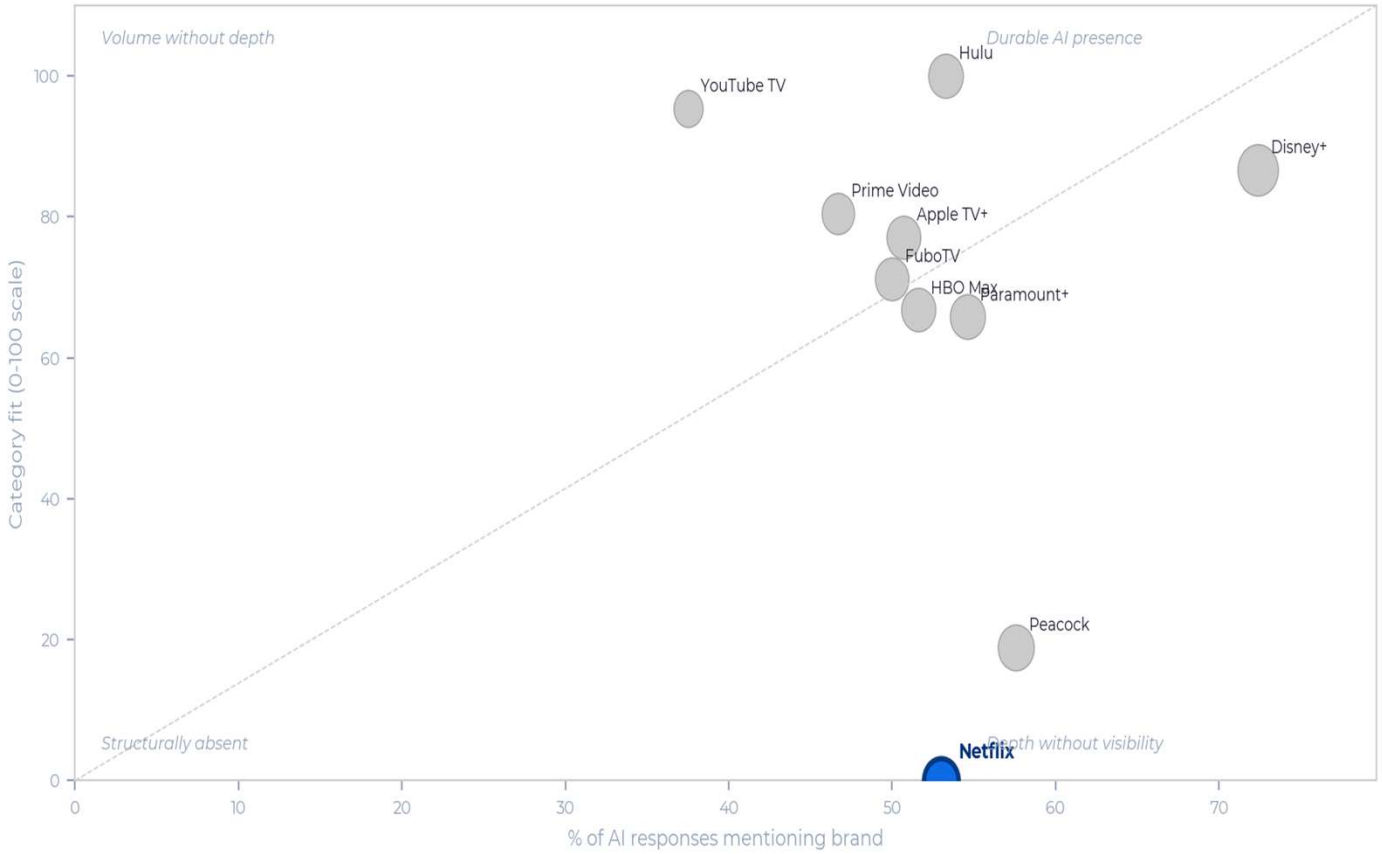
**— The top-right is the moat**

Being both highly visible and category-true is the hardest position to contest.

Decision: target the durable-presence corner rather than chasing raw mention volume.

## AI mention rate × Category fit — all 10 brands

Dot size reflects share of AI mentions. Diagonal shows where mention and fit would be equal.




Source: Share of voice + category-fit analysis · category fit on 0-100 scale.

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PERCEPTION

## Sentiment Scorecard

**● INSIGHT**

**— Premium and niche win; mass brands trail**

Apple TV+ leads sentiment at 2.8/5; the most-mentioned bundles sit near the bottom (Sling TV, Paramount+, BritBox lowest).

Service and value are the category's weakest aspects across the board.

**→ MARKETING**

**— Tell the value and service story**

The whole field is exposed on price and service narratives — a brand that owns them stands out.

Surface verified service and value content so AI's read updates over time.

**◆ STRATEGY**

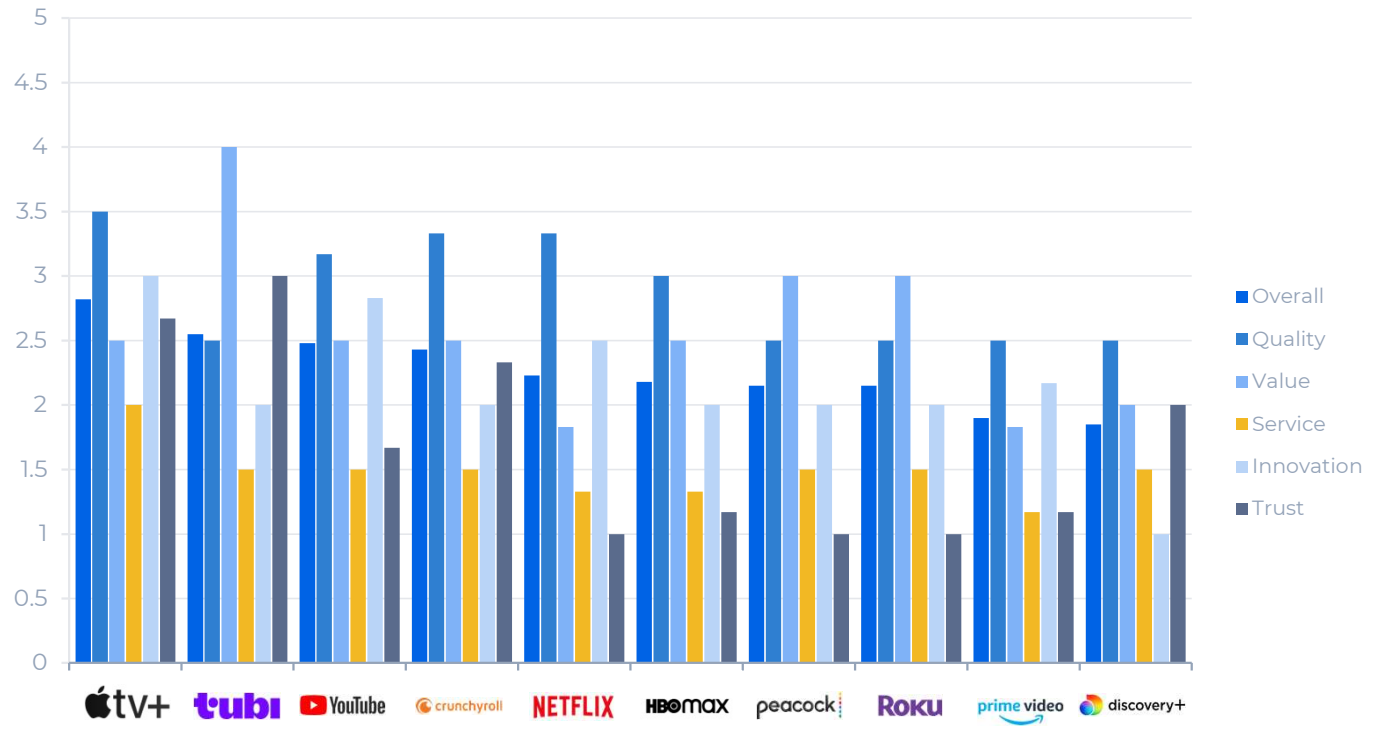
**— A category-wide perception gap**

No streamer breaks 3/5 — this is a shared ceiling, not one brand's problem.

Decision: whoever closes the service-and-value gap first earns durable differentiation.

### Sentiment by aspect — top 10 streamers

Overall AI sentiment plus quality, value, service, innovation, and trust (0–5).




Source: Sentiment analysis · aspect scores aggregated across AI outputs.

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LANGUAGE & IDENTITY

## Phrase Association Profile

● INSIGHT

**— One brand owns the positive phrases**

Disney+ has by far the strongest positive phrase associations; most of the field reads flat.

A distinctive phrase profile is rare — most streamers don't own memorable language in AI.

→ MARKETING

**— Build a phrase others don't have**

Repeated, distinctive positive phrases across owned and earned content deepen the association.

Generic category language is forgettable; specific ownable phrases compound.

◆ STRATEGY

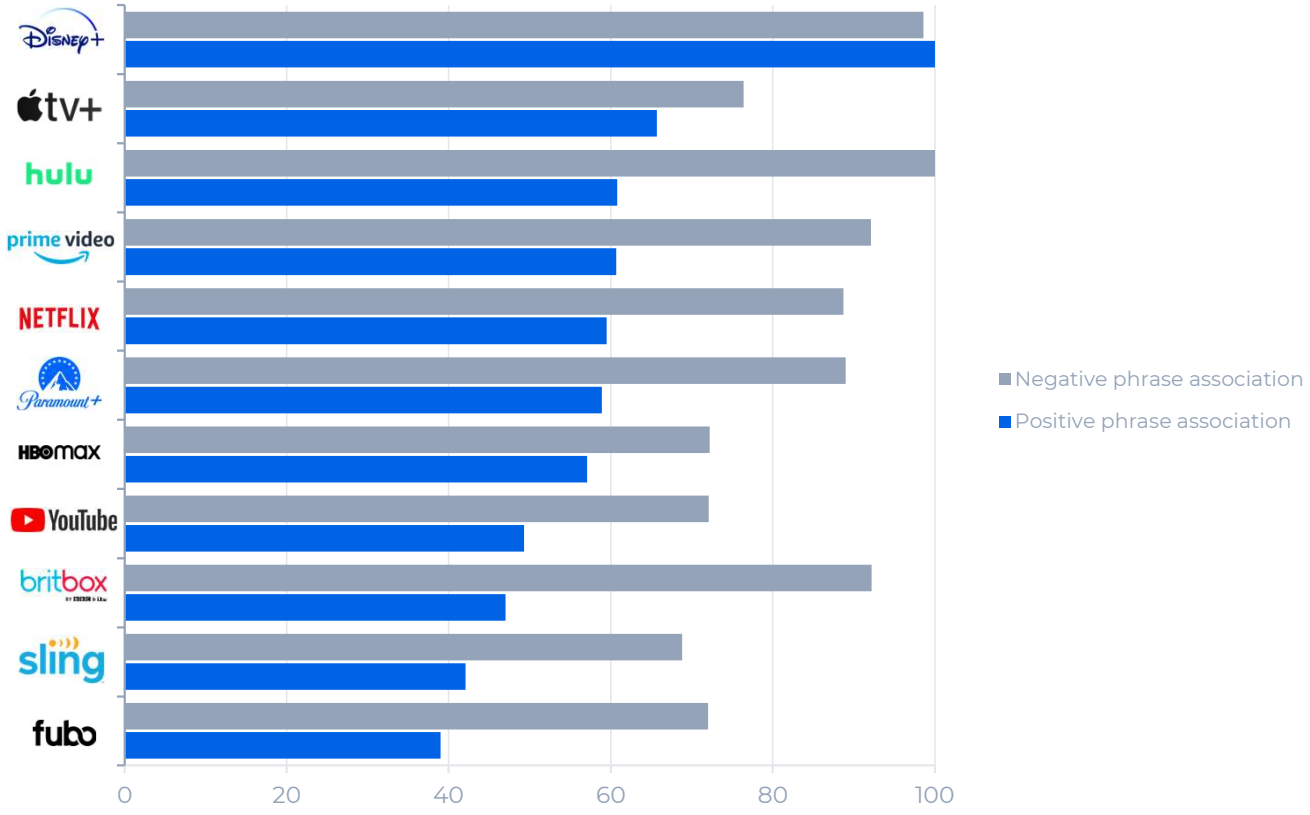
**— Phrase ownership is a quiet moat**

The brand that owns the category's best positive language is hard to reframe.

Decision: invest in distinctive language, not just volume of mentions.

## Positive and negative phrase association

Independent 0–100 measures, ranked by positive strength.




Source: Phrase-association analysis · positive and negative phrase centroids.

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LANGUAGE & IDENTITY

## Brand Identity Coherence

### ● INSIGHT
**— Focused brands read clearly; bundlers blur**

BritBox, Sling TV, Paramount+ have the tightest name-to-description match; Peacock, Netflix are the muddiest.

Breadth costs clarity — the broadest services are hardest for AI to define in a sentence.

### → MARKETING
**— Tighten the core definition**

State plainly and repeatedly what the brand is in one line, everywhere it appears.

A consistent, structured “about” definition pulls AI's description back toward the name.

### ◆ STRATEGY
**— Clarity vs breadth is a real trade**

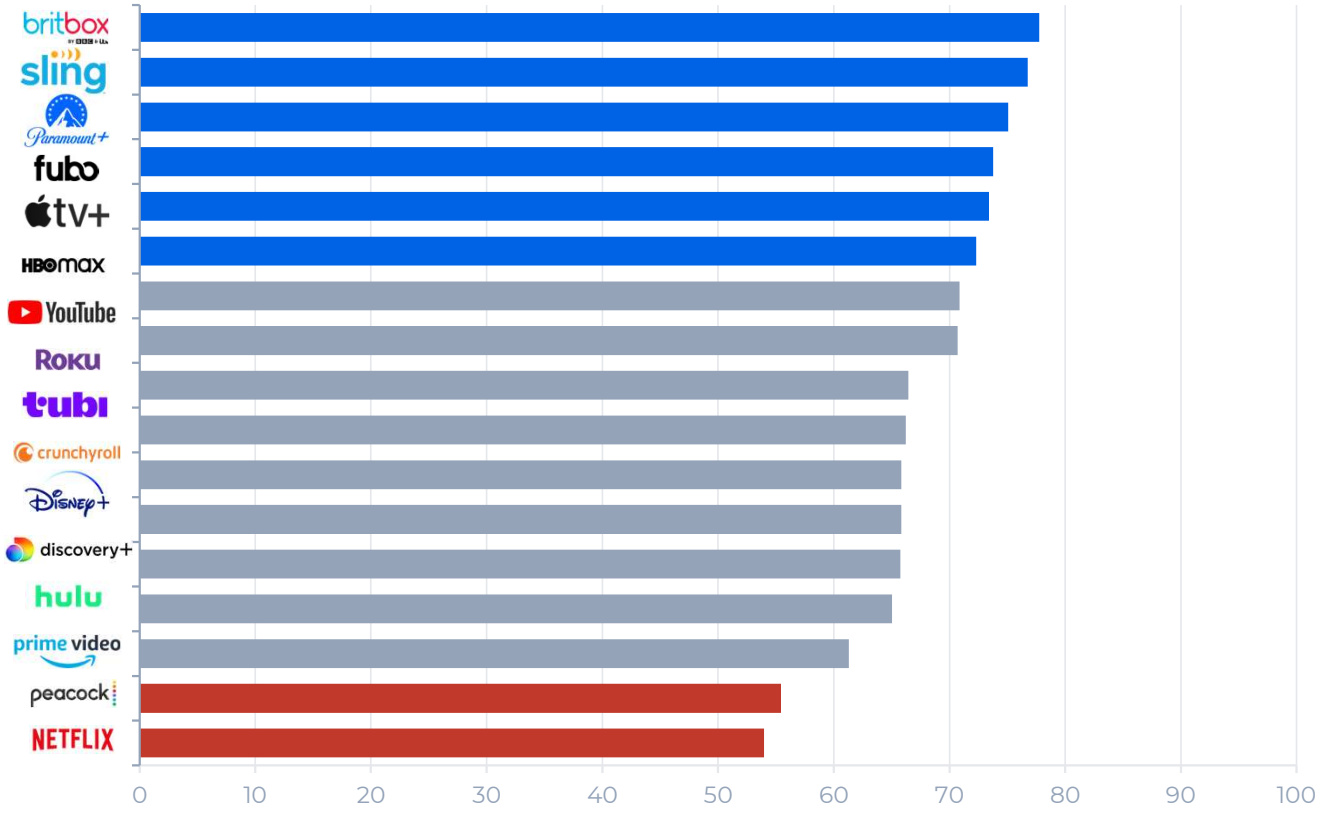
Bundlers gain reach but pay a definition cost; focused brands are legible but narrower.

Decision: each brand should pick the single idea it wants AI to lead with.

## Name-to-description match — all brands

How closely AI's description of each brand matches its own name (0–100).

**HOW TO READ**
Longer bar = AI's description matches the brand name more tightly. Red = weakest coherence.




Source: Identity-coherence analysis · name-to-description match, all brands ranked.

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DISCOVERY & RETRIEVAL

## AI Training vs AI Search

● INSIGHT

**— The whole category falls off a cliff**

Strong trained mention rates collapse toward zero in live, web-grounded AI answers — for nearly every streamer.

Disney+ is the rare exception, keeping a real foothold (18%) in live retrieval.

→ MARKETING

**— Be findable in real time**

Earn fresh, citable coverage and keep owned pages crawlable and current.

Structured, up-to-date content on owned domains is what live AI retrieval can actually pull.

◆ STRATEGY

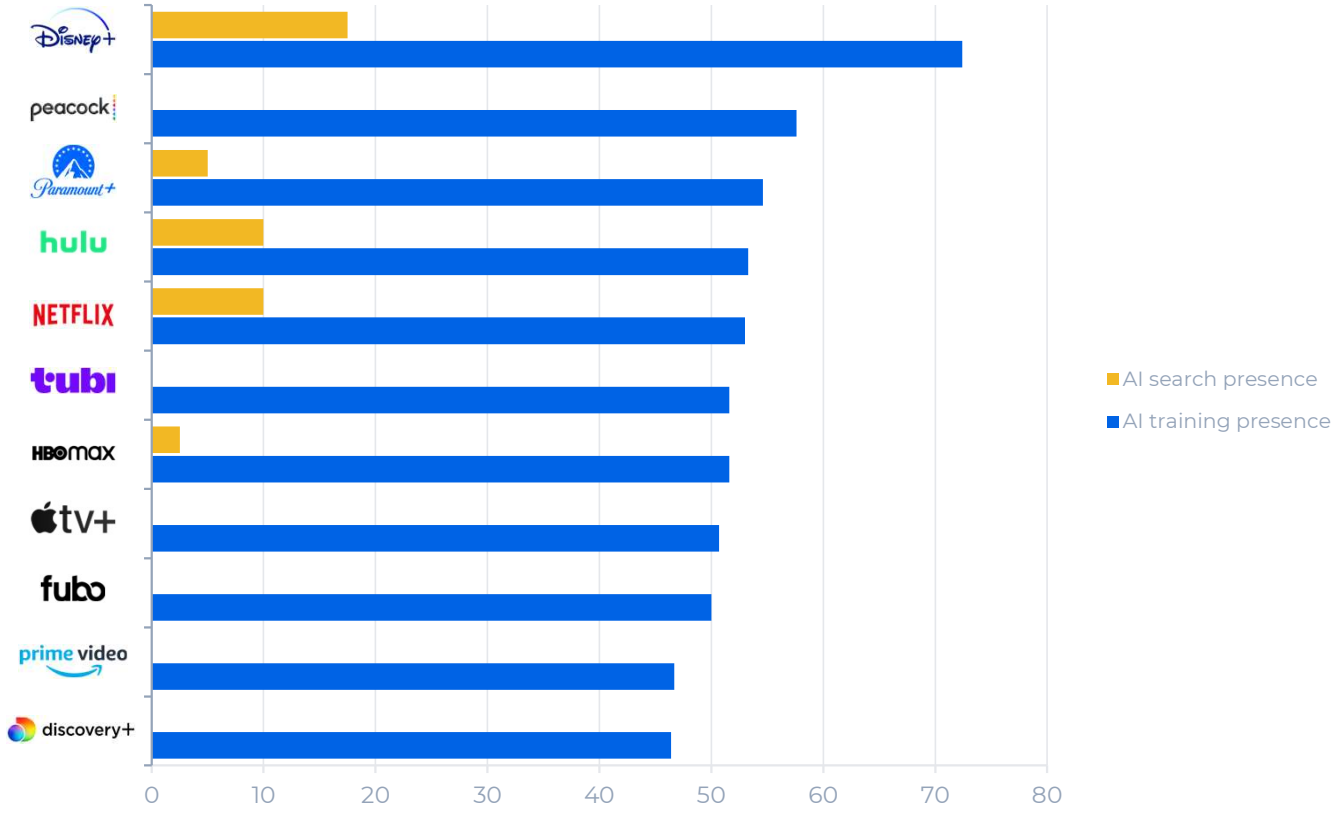
**— The next discovery battleground**

Stored awareness built the current order; live AI search is wide open as younger viewers start from a question †.

Decision: the first streamer to solve live AI presence resets the category.

## Trained memory vs live retrieval — the cliff

Training = mention rate in AI answers. Search = rate of surfacing when AI pulls live web data.




Source: Training-vs-retrieval comparison · top 12 brands by trained mention rate. † Gracenote/Nielsen, Apr 2026.

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COMPETITIVE STRATEGIC SUMMARY

# Streaming Services · What the AI landscape tells the category

## LEADERS — Mention Share

01 Disney+, Peacock and Paramount+ dominate AI's stored mention share — broad, mass-market reach.

02 This is an awareness asset built over years — valuable, but not the same as being liked.

03 Defending it means protecting distinctive, structured content so AI keeps surfacing them first.

## LEADERS — Sentiment

01 Apple TV+ leads AI sentiment; niche and premium brands (Tubi, YouTube TV) read better than the bundles.

02 Quality of perception, not volume of mentions, separates these brands.

03 Their edge is fragile if experience slips — sentiment is the hardest signal to rebuild.

## CATEGORY RISKS

01 No streamer breaks 3/5 on AI sentiment — a shared, category-wide perception ceiling.

02 Live AI search erases stored presence for nearly all brands — a structural discovery risk.

03 Bundlers (Netflix, Peacock) pay a clarity cost — AI struggles to define them in a sentence.

## WHERE TO PLAY

01 First mover on live AI presence resets the order — the retrieval cliff is the open battleground.

02 Owning distinctive positive phrases is a quiet moat few streamers have built.

03 Closing the service-and-value perception gap differentiates in a lukewarm category.

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LEGAL

## Important Notices

● **SCOPE**

**— Category competitive landscape**

17 streaming brands compared · 18 modules · run June 2026.

0–100 executive scale unless noted. Single-brand deep-dives are anonymized samples.

→ **COVERAGE**

**— 17 brands · 18 modules**

Full module list and methodology in accompanying documentation.

◆ **QUESTIONS**

**— Contact Radii Group**

Email Gautham V. Iyer · Radii Group Inc.

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DATA SOURCES — AI model outputs across the brand set. Run date: June 2026.