

[K&C] AVS FLASH

Paramount+

# Known & Cited

April 2026

25 Prompts · 2 LLMs · Family Value UK

**Independent AVS Flash** — this report was not commissioned by Paramount. Produced by Known & Cited as a demonstration of the AI Visibility Strategy methodology, using the prompt: “I’m looking for the best value for money movie streaming service in the UK — for myself (43, love action, thrillers, comedy), my kids (8 and 10, love animation and family adventure films), my wife (44, loves horror and reality TV). Which caters for us all with the best films and also offers great value for money?”

AVS  
SCORE

7



GHOST TIER

LLMS TESTED

2

ChatGPT & Perplexity (21 Apr 2026)

PROMPTS RUN

25

Real LLM queries + structured web research

LLM MENTIONS

0

Zero mentions on ChatGPT & Perplexity

## What AI currently says about Paramount+

**ChatGPT (21 April 2026):** Recommends Netflix as the “all-rounder” at #1, Amazon Prime Video as “best value overall” at #2, Disney+ as “best

for families” at #3, then Apple TV+ and NOW TV. Lists five services with pricing. **Paramount+ is not mentioned at all.**

**Perplexity (21 April 2026):** Calls Netflix the “best single-platform value” and “safest one-platform-for-everyone choice.” Disney+ is the “better pure kids/family option.” Amazon Prime Video is the “best-value budget pick” but “less consistently strong.” Mentions Hayu and Discovery+ for reality TV. Cites Radio Times, The Independent, CherubsMagazine, and MoneySavingExpert. **Paramount+ is not mentioned at all.**

Verbatim results from the exact family prompt, tested on ChatGPT & Perplexity – 21 April 2026

#### KEY FINDING

**Paramount+ is invisible. When a real UK family asks ChatGPT or Perplexity “what’s the best value streaming service for all of us?” — Paramount+ doesn’t appear at all. Not as a runner-up. Not as a budget alternative. Not even as a footnote. Both LLMs recommend Netflix, Disney+, and Prime Video. ChatGPT even lists Apple TV+ and NOW TV ahead of Paramount+. The conversation moves on without it.**

#### ONE THING PARAMOUNT+ COULD DO TODAY

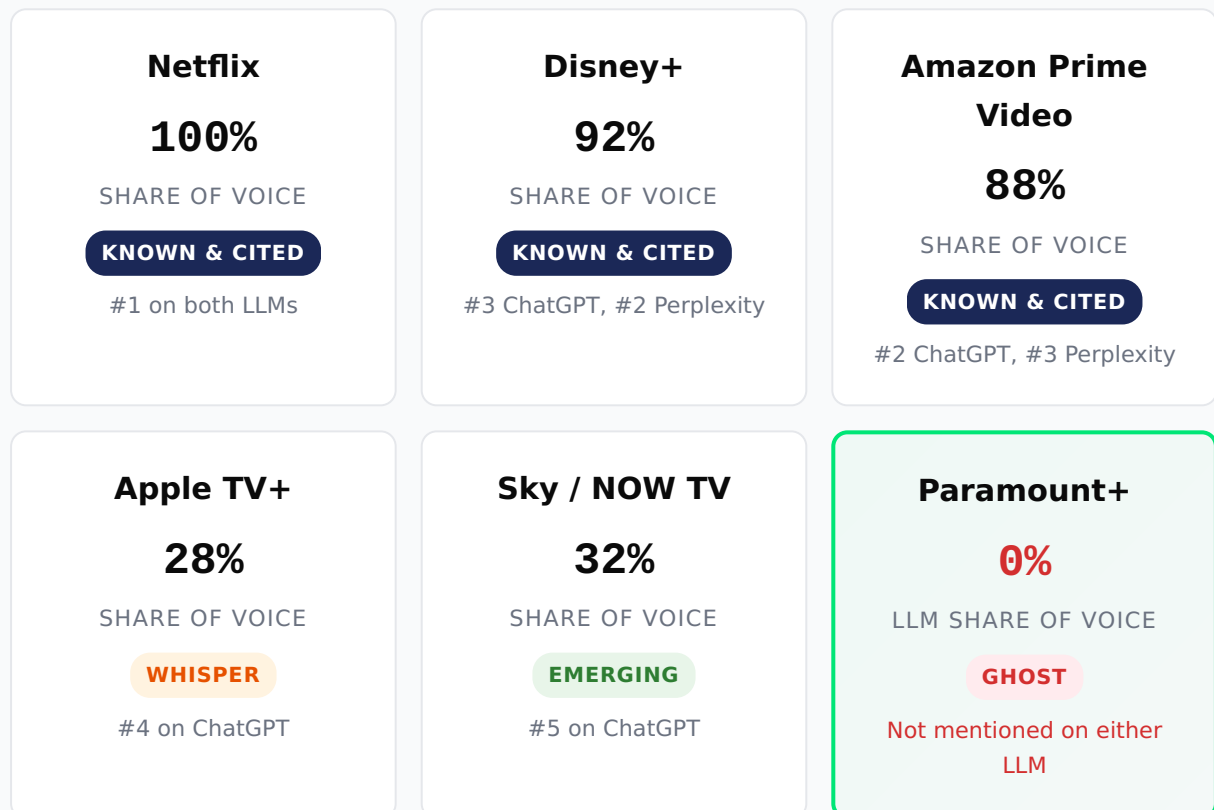
**Commission and promote a “Best Streaming Service for Families” comparison piece with a credible UK consumer publication that tells the whole-family story: Nickelodeon for kids, A Quiet Place and horror originals for mum, action and**

## thriller films for dad, reality TV via MTV — all for less than Netflix or Disney+.

Right now, AI sees Paramount+ as a collection of parts — Nickelodeon here, a horror film there, Champions League over there. No authoritative third-party source connects these into a single “something for everyone” narrative. Netflix wins the family conversation because dozens of UK consumer publications (Stuff, What Hi-Fi?, Which?, Expert Reviews) consistently position it as the default all-rounder. Disney+ wins the kids conversation because every parenting publication recommends it first.

Paramount+ needs one high-authority piece — in a publication like **Which?**, **Stuff**, or **MoneySavingExpert** — that explicitly frames the platform as the best-value family choice by connecting its genre breadth to a real family use case. That’s the citation signal AI is missing. The content exists on Paramount+. The story just hasn’t been told in a place AI trusts.

### How the conversation breaks down



LLM Share of Voice = real results from ChatGPT and Perplexity on the exact family prompt (21 April 2026), supplemented by 25 structured web research prompts. Paramount+ scored 0% on direct LLM tests and appeared in only 4 of 21 organic web research prompts.

## What this means

The real LLM results are stark. A UK dad types the exact family prompt into ChatGPT — describing his kids who love animation, his wife who loves horror and reality TV, and his own taste for action and thrillers — and gets five recommendations: Netflix (£6.99–£15.99/month), Amazon Prime Video (£8.99/month), Disney+ (£7.99/month), Apple TV+ (£6.99/month), and NOW TV (£9.99–£11.99/month). Paramount+ — which is cheaper than four of those five options — doesn't make the list. The same prompt on Perplexity produces a similar result: Netflix, Disney+, Prime Video, plus niche mentions of Hayu and Discovery+ for reality TV. Sources cited include Radio Times, The Independent, CherubsMagazine, and MoneySavingExpert. Paramount+ is absent.

This is a significant commercial problem. Paramount+ has Nickelodeon for kids aged 8–10 (SpongeBob, PAW Patrol, Avatar: The Last Airbender). It has the A Quiet Place franchise and Paramount horror originals. It has action content, reality TV via MTV, and Champions League football. At £5.99–£10.99/month, it's competitively priced. On paper, it ticks more boxes for this specific family than Apple TV+ or NOW TV — both of which outrank it in AI recommendations.

The gap is in third-party citation evidence. Perplexity explicitly cites Radio Times, The Independent, CherubsMagazine, and MoneySavingExpert as its sources. None of those publications consistently position Paramount+ as a family-first streaming choice. The UK consumer tech publications AI trusts most — Stuff, What Hi-Fi?, Which?, Expert Reviews, TechRadar — all default to the Netflix/Disney+/Prime Video trio. Until Paramount+ appears in those publications with a compelling family narrative, AI will continue to overlook it. The product is competitive. The evidence trail isn't.

### WHAT THE TIERS MEAN

- |              |  |
|--------------|--|
| <b>0–10</b>  | <b>Ghost</b> — Not appearing in AI responses                     |
| <b>11–30</b> | <b>Whisper</b> — Occasional, sparse mentions                     |
| <b>31–50</b> | <b>Emerging</b> — Growing visibility, starting to be recommended |

**51-75**      **Cited** — Regularly recommended by AI platforms

**76-100**      **Known & Cited** — Category leader in AI responses

## Want the full picture?

This AVS Flash is a snapshot — 25 prompts and 2 real LLM tests focused on a specific family use case. The result is clear: zero mentions on ChatGPT and Perplexity when a real UK family asks for help. A full AVS subscription goes deeper: 400+ prompts across multiple angles (families, singles, genre-specific, price comparison, competitor head-to-heads), detailed citation source analysis showing exactly which publications and pages AI draws from, and a quarterly strategy roadmap to move Paramount+ from invisible to recommended. We measure, plan, deliver, and repeat — with evidence at every step.

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Ready to talk? Email [russ@knownandcited.com](mailto:russ@knownandcited.com) or book a call at [knownandcited.com/contact](https://knownandcited.com/contact)

**Methodology:** Based on real queries run across ChatGPT and Perplexity on 21 April 2026, supplemented by structured web research across 25 prompt variations covering family value, genre-specific (action/thriller, kids animation, horror, reality TV), head-to-head comparisons (Paramount+ vs Netflix, Paramount+ vs Disney+), and general “best streaming service” categories. Competitors tracked: Netflix, Disney+, Amazon Prime Video, Sky/NOW TV, Apple TV+, BBC iPlayer. ChatGPT recommended Netflix (#1), Amazon Prime Video (#2), Disney+ (#3), Apple TV+ (#4), NOW TV (#5) — Paramount+ was absent. Perplexity recommended Netflix (#1), Disney+ (#2), Amazon Prime Video (#3), with niche mentions of Hayu and Discovery+ — Paramount+ was absent. Perplexity cited Radio Times, The Independent, CherubsMagazine, and MoneySavingExpert as sources. AVS scored on AI Visibility (40%), Source Quality (30%), Narrative Fit (30%). This report

is a point-in-time snapshot and does not constitute a guarantee of future AI behaviour. Known & Cited Ltd · Company No. 17089977 · [knownandcited.com](https://knownandcited.com)

## Known & Cited

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