

RANKFOR® INDEX 2026 · BRAND PROFILE · NORDIC-BALTIC EDITION

# Kahoot!.

game-based learning and edtech · HQ: Norway · Market: Norway

MEAN ARI

**51.7**

RANK IN 66-BRAND COHORT

**#32**

# How AI describes Kahoot! across 12 languages.

Mean Rankfor® Index score per language, averaged across GPT, Gemini and Perplexity. The home-language bar is highlighted.



## STRATEGIC SIGNALS

# Three numbers that change the brief.

### BILINGUAL PENALTY

**-2.9**

Home-language ARI (63.1) and English ARI (66.0) are aligned. AI describes the brand consistently across the language boundary.

### CITATION CONCENTRATION

**0.74**

Highly concentrated: a few sources dominate the AI narrative. Controllable through 2-3 domain partnerships.

### RECOMMENDATION SHARE

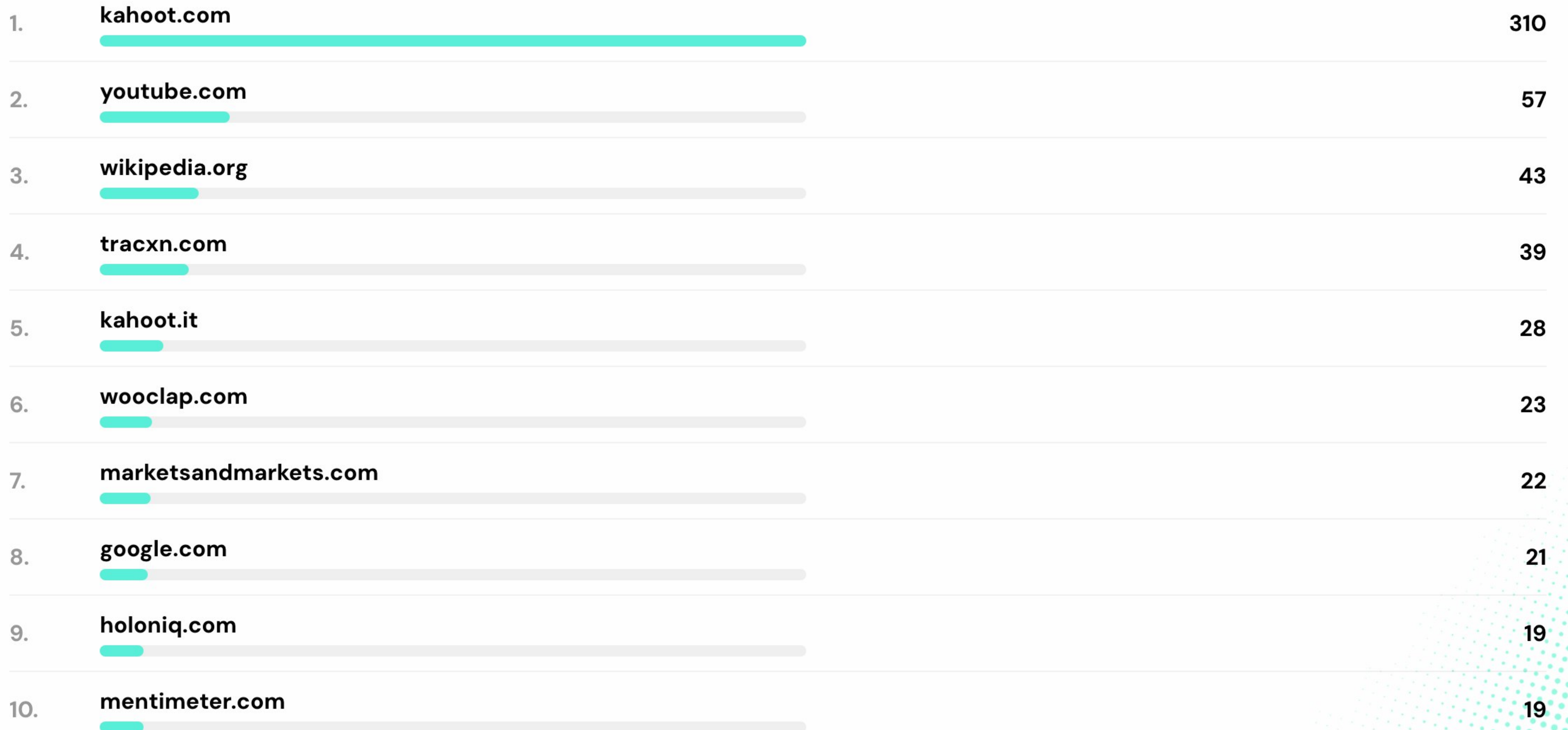
**42%**

Share of buyer-intent prompts where AI mentions Kahoot! when asked about its category.

*Mean visibility gap (sentiment-vs-recommendation MAE): 0.29.*

# Where AI gets Kahoot!'s story.

Top 10 domains AI cited when asked about Kahoot!, across all 12 languages and 3 models.



SOURCE-TYPE BREAKDOWN

# What kind of evidence does AI ground in?

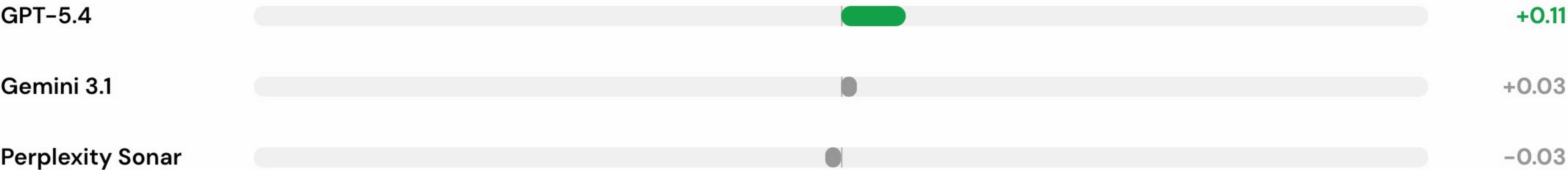
Distribution of source types in citations for Kahoot!. Higher-quality types (Tier-1 news, academic) lift the source-quality component of ARI.



PER-MODEL SENTIMENT

# Which AI describes Kahoot! most positively?

Sentiment polarity averaged across 12 languages, per model. Range -1 to +1. Differences between models translate directly into differences in what your buyers see.



*Inter-model std: 0.056. Models broadly agree.*

## KEY TAKEAWAY

# The so-what for Kahoot!.

Tech brand in Norway, mean ARI 51.7 across 12 languages.

### Distinctive strength

Highly concentrated AI narrative (HHI 0.74). A few authoritative sources control the story. Controllable through 2-3 domain partnerships.

### Opportunity

Mean sentiment-vs-recommendation gap is 0.29. Sentiment and recommendation are well-aligned — defend the position.

RIGHT OF REPLY & CONTACT

# Kahoot! can submit a response.

Every brand in the Rankfor® Index 2026 is offered the right of reply. Your response is published alongside the brand profile.

**[dmitrij@rankfor.ai](mailto:dmitrij@rankfor.ai) · Subject: Right of reply**

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