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LLM Usage in Russia — 2026

A unified estimate of the weekly and daily audience of eleven AI assistants, the structure of tasks and profiles of active users.

Authors: Nikita Khudov, Artem Buklikov, Anastasia Pimenova · geoboost · Data period:
2025 — August 2026 · geoboost.pro · English translation of the Russian edition

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LLM Usage in Russia — 2026

A single estimate of the weekly and daily audience of generative AI chats across eleven services, the mix of tasks, and profiles of active users — built on open data from Mediascope, VCIOM, OMI, Yandex, Similarweb, and other sources.

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48.6 M

Weekly audience of generative AI chats in Russia, population aged 12+

40% of the population aged 12+ uses AI tools at least once a week; monthly — 67.9 million (56%), daily — 12.9 million (10.6%)

geoboost estimate based on VCIOM (June 2026) and Mediascope (April 2026); at the bounds of the assumption on teenagers (B4): 48.1–49.1 million

30.9 M

Weekly audience of Alice AI in Russia — the largest among AI services

54% of the aggregate weekly audience of the eleven AI chats* and 3.7 times larger than ChatGPT's (8.2 million)

model estimate of the Alice AI chat audience: Yandex report for Q2 2026 (33.2 million weekly chat users) × Russia's share of 0.93; not an estimate of all product surfaces

×4.7

How much more intensively ChatGPT is used worldwide than Alice AI

25 messages a week per weekly ChatGPT user worldwide versus 5.3 requests for Alice AI: the Russian leader has higher reach but a weaker habit

geoboost calculation based on OpenAI (July 2025) and Yandex (2025) data; the estimate for ChatGPT in Russia is 18 messages, ×3.4

43 %

Share of people under 25 in the daily audience of AI tools

people aged 12–24 make up 17% of the population aged 12+; the daily reach of AI tools among them is 2.6 times higher than the population average

geoboost calculation based on Mediascope daily reach by age group (April 2026)

* What is measured: user-initiated requests to a model in a generative AI chat — the website and app, chat inside other products, Telegram bots, telecom-operator services; passive AI answers in search are not included. Scope: eleven services — Alice AI, ChatGPT, DeepSeek, GigaChat, Gemini, Perplexity, Qwen, Grok, Character.AI, Claude, Copilot. The aggregate audience is the sum of the services' weekly audiences (57.5 million; one person can be part of the audience of several services); unique weekly users number 48.6 million, of whom about 64% use Alice AI. The daily audience is a model estimate (D7–D8).

Six results from the study

01

Every week, 48.6 million people use generative AI chats — 40% of Russia's population aged 12+

Weekly — 48.6 million (40% of the population aged 12+); monthly — 67.9 million (56%); daily — 12.9 million (10.6%). The estimate covers eleven services for the reference period, Q2 2026, and includes the measurable conversational channels: the website and app, chat inside other products, Telegram bots, and telecom-operator services; passive answers in search are not included. With the assumption on teenagers' weekly reach (B4) at its bounds, the weekly audience is 48.1–49.1 million. The daily audience is a model estimate whose parameters are calibrated to a Mediascope benchmark. Allowing for differences in the age base, the estimate is comparable to HSE University and Romir data (44% of the population aged 18–65 weekly); it is higher than Mediascope's monthly reach for websites and apps (50%), which does not include embedded use or messengers. Calculation: step 1 of section 1.2; daily audience: assumptions D7–D8.

02

Alice AI leads AI services in Russia in weekly reach

Alice AI's weekly audience is 30.9 million people: 54% of the aggregate audience of the eleven services (the sum of their audiences with overlaps; calculation: D12) and about 64% of the market's unique weekly users — 3.7 times more than ChatGPT (8.2 million), which ranks second despite not being officially available. The Alice AI estimate refers to the chat and is based on a Yandex report: 33.2 million people a week hold conversations with Alice AI in the chat — in the Alice app, Yandex Browser, the Yandex app, and on the website; Yandex counts quick answers in Search and on Yandex Station separately, and they are not included in the estimate. The Mediascope panel attributes chat inside Yandex Browser and the Yandex app to those products and sees only part of the audience; for ChatGPT, about 69% of the audience comes through channels the panel does not see: access via VPN, Telegram wrapper bots, and telecom-operator services; for the last two, ChatGPT's share has to be set by an assumption.

03

Three ecosystems compete in Russia's AI services market: Russian, US, and Chinese

Russian services — Alice AI and GigaChat — account for 63% of the aggregate weekly audience of the eleven services; US services — ChatGPT, Gemini, Perplexity, Claude, Grok, Character.AI, and Copilot — for 24%; Chinese services — DeepSeek and Qwen — for 12%. The Herfindahl–Hirschman Index (HHI) calculated from the services' shares of the aggregate weekly audience (with overlaps) is 3,321; with the same method, the global figure is about 5,200, since ChatGPT accounts for about 70% of the category's weekly audience. The index measures how audiences are distributed across services, not market concentration by unique users: the same person is counted in the audiences of several services.

04

Alice AI has higher reach in Russia than ChatGPT, but lower usage frequency than ChatGPT worldwide

A weekly Alice AI user sends about 5 requests a week, and a weekly ChatGPT user worldwide about 25 messages; for ChatGPT users in Russia, the estimate is about 18. Alice AI's daily audience is 20% of its weekly audience; for ChatGPT worldwide, the figure is 55%. The leader's reach was built through distribution, and its audience has a weaker habit of daily use.

05

Information search is the most popular use case for AI services

Information search tops the task list for all five measured services: 51% to 71% of users name it. The differences begin with the work context: its share is 37% for Perplexity, 32% for ChatGPT and DeepSeek, and 21% for Alice AI. According to Yandex logs, about 10% of requests to Alice AI are work-related.

06

People under 25 are 17% of the population aged 12+ and 43% of the daily audience of AI tools

People aged 12–24 make up 17% of the population aged 12+, 27% of the monthly audience of AI tools, and 43% of the daily audience: the more often a person uses AI tools, the younger they are on average. The daily reach of AI tools among 12–24-year-olds is 2.6 times higher than the population average. Audience composition by age, gender, and service is covered in section 3.

One **scale** for disparate data

Open data on the audience of AI tools in Russia contradict one another because they measure different things. This study brings them onto a single scale and adds calculated metrics that the sources do not provide.

More than ten quantitative studies of AI tool use in Russia were published in 2025–2026. The Mediascope panel measures the reach of websites and apps among the population aged 12+ and does not see AI tools built into search and messengers. VCIOM and OMI surveys capture self-reported use by internet users aged 18+ through any access channel. Digital Budget and Similarweb count web traffic, in which one active user weighs many times more than an occasional one. Yandex and Sber disclose their own metrics without a country breakdown and without a common definition of a user. Each source is correct on its own terms, and none of them answers the question of how many people use each service in a typical week.

The calculation has four steps. First, the total market size is estimated: the weekly, monthly, and daily audience of all generative AI chats combined. Next, the audience is allocated across services by two different methods: one uses survey reach (OMI, Beeline Analytics) and frequency coefficients; the other uses panel measurements (Mediascope) and traffic (a16z, Similarweb, Digital Budget), adjusted for channels invisible to measurement. In the last step, the companies' own metrics — Yandex's for Alice AI and Sber's for GigaChat — are added as a third estimate, and the estimates are reconciled into a final estimate; the range is the interval between them. Activity metrics, the task mix, and audience composition are calculated on this basis. All assumptions are numbered and collected in the appendix; the calculation can be reproduced from published data.

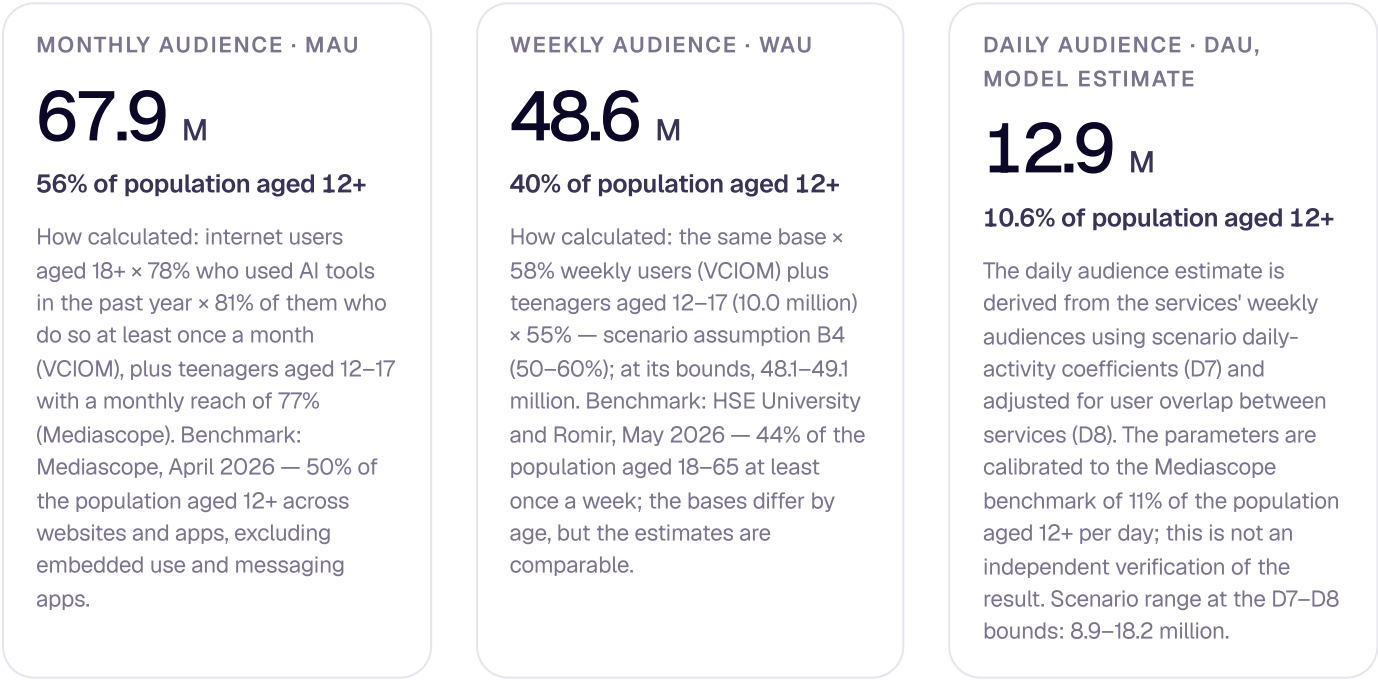
What is measured: generative AI chats, that is, user-initiated requests to a model in a conversational interface. The scope includes the service's website and app, chat inside other products (for example, chat with Alice AI in Yandex Browser), Telegram bots, and telecom-operator access services. It excludes passive AI answers in search — Yandex counts Alice AI's quick answers below the search bar as a separate metric (49.5 million users a month in Q2 2026), and they are not added to the chat audience — as well as voice devices and other surfaces where a user-initiated dialogue with a model cannot be isolated. Corporate use via API and image generators (Shedevrum, Kandinsky, Midjourney) are not included in the audience estimate. The reference period is Q2 2026, and the sources refer to different dates: the core audience data to October 2025–July 2026, trend cross-checks and intensity data to 2025, and data on web-version engagement and on shopping to August 2026. The final estimate is therefore a model estimate for the reference period, not a measurement of a single quarter; data are as of the end of August 2026.

A single metric for eleven services

The market leader depends on what exactly is counted. By self-reported use, Alice AI leads; by web traffic, ChatGPT; by population reach among foreign services, DeepSeek. This section brings all measurements to a single quantity — the number of people who use a service in a typical week.

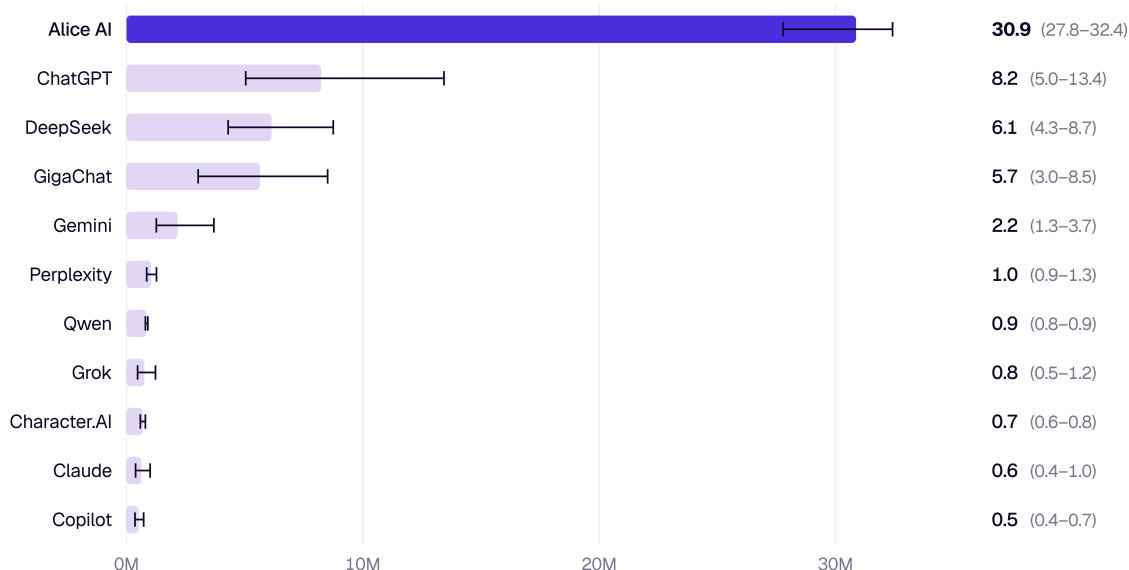
1.1. Weekly audience by service

The three figures below are the numbers of unique people aged 12+ who actively used at least one generative AI chat in a month, a week and a day (MAU, WAU and DAU — monthly, weekly and daily active users). Each person is counted once, however many services they use. The chart below the boxes shows the weekly audience of each service separately; the sum across services is larger than the number of unique users because in a week one person uses 1.18 services on average. The gray notes in the boxes show how each figure was obtained and what it was compared with.



Weekly audience of generative AI chats in Russia, Q2 2026

Millions of people aged 12+ who used the service in a typical week, across the available measurable conversational channels: app and website, chat inside other products, Telegram bots, access via VPN and via telecom-operator services. Passive AI answers in search are not included. The bar is the final estimate obtained by reconciling the methods; the whisker is the interval between the methods' estimates: a scenario range, not a confidence interval. Method A: the service's share among AI users in the survey $\times$ the share of weekly active users. Method B: the Mediascope panel and traffic plus channels that measurement providers do not see. Method V: company reporting. Alice AI is a model estimate of the Russian audience of the Alice AI chat based on Yandex's report for Q2 2026 (33.2 million weekly chat users) minus the 7% of users outside Russia; it is not an estimate for all product surfaces; the range is -10% to $+5\%$ (C4). A model estimate for the reference period: the sources refer to different dates (October 2025–July 2026, see the measurement map), and panel values are brought to the reference period using trends D1, D4 and D5.



geoboost calculation; methodology in section 1.2, assumptions in Appendix A (blocks B–D). Data: VCIOM (June 2026), OMI (March 2026), Beeline Analytics (Q1 2026), Mediascope (October 2025, April 2026), Yandex (Q2 2026 report), Sber (2025), a16z and Similarweb (January and July 2026), Digital Budget (2025), Telegram analytics (July 2026).

The market is shaped like a pyramid with a single broad base. **Alice AI reaches 30.9 million people a week** — half of the services' aggregate audience and 3.7 times more than ChatGPT. This is the only estimate that rests on the company's own report (the chat audience, not all product surfaces), so its range is narrow. ChatGPT holds second place despite being officially unavailable, and its estimate is the most uncertain: measurement providers see between a sixth and a third of its audience, and the rest comes through VPNs, Telegram wrapper bots and telecom-operator access services. In the last two channels, ChatGPT's share has to be set by an assumption — hence the wide whisker on the chart: Method B without the multi-model channels gives 3.3 million a week, Method A gives 13.4 million.

DeepSeek and GigaChat are almost equal in size, but their stories differ. The panel sees almost all of DeepSeek's audience — and sees its web visits from Russia fall threefold over the first half of 2026. GigaChat is the only service with three estimates: the survey gives 8.5 million, the panel with invisible channels 3.0, Sber's data adjusted for low intensity 7.0; the final 5.7 million is their geometric mean (section 1.2 explains how). Then comes the tail: Gemini, then Qwen and Perplexity at a million each, and four services below a million; there is almost no panel data for them, and the order within the tail is tentative. The Gemini estimate refers to the period before August 14, 2026, when Google restricted access to the service from Russia, including circumvention via VPN; this audience is likely to be split among ChatGPT via telecom-operator channels, DeepSeek and Alice AI [33].

The aggregate audience of the eleven services — the sum of their weekly audiences, in which a person who uses several services is counted several times — is 57.5 million against 48.6 million unique users: **in a typical week, one person uses 1.18 services on average**. First place does not depend on the assumptions. ChatGPT keeps second place within each of the methods at a scenario share of 0.6 in the multi-model channels; in the “direct access only” scenario, Method B gives 3.3 million — less than DeepSeek (4.3 million by the same method) — so the estimate intervals of ChatGPT, DeepSeek and GigaChat overlap, and places two to four may change. Russian services account for 63% of the aggregate weekly audience, US services for 24%, Chinese services for 12%.

1.2. How it was calculated

Below are the seven main measurements for eight services. The columns are not additive and cannot be compared with each other directly: each has its own denominator, period and channel. This is precisely why ChatGPT ranks first by web traffic and fourth by panel reach, while Alice AI ranks first in surveys and fifth by traffic. Traffic including mobile apps (a16z, based on Similarweb and Sensor Tower data, January 2026) gives the same picture: DeepSeek 28%, ChatGPT 27%, Alice AI 10%, GigaChat 9%. All seven measurements are used in the calculation: each either feeds into one of the methods or serves as a check on its assumptions.

Measurement map: one market, seven lenses

The number in a circle is the value in the column's units; the column header names the source, period, unit of measurement and base. The size and color saturation of a circle show the value relative to the column maximum. The first three columns count people: OMI and Beeline — the share of AI users who use the service (a person could name several services, so the shares in a column add up to more than 100%), Mediascope — the share of the population. The next three count visits, not people: Digital Budget and a16z — the service's share of traffic (for a16z, the total across all chatbots in the country is 100%; services without a separate segment, including Claude, are below 1%), Similarweb — the number of visits to the website. The last column is company reports, in the companies' own definitions. A dash means the source did not publish a value for the service: Beeline disclosed three services, Similarweb for January 2026 three. The columns are not additive and cannot be compared with each other directly.

	OMI March 2026 % of AI users who used the service in past 6 months	Beeline Q1 2026 % of AI users with service traffic, mobile network	Mediascope October 2025 % of pop. 12+ using the website or app	Digital Budget Jan.–Oct. 2025 % of web visits 12 AI platforms visits, not people	a16z January 2026 % of chatbot traffic in Russia total = 100%	Similarweb January 2026 million visits from Russia, web visits, not people	Yandex / Sber reports million people chat WAU, Q2 2026 MAU, 2025
Alice AI	71	67	14.3	5.7	9.9	11.7	33.2
ChatGPT	42	7	3.5	39.9	27.4	34.5	—
GigaChat	38	—	4	7.3	9.2	—	20
DeepSeek	25	29	9.4	27.8	28.2	33.9	—
Gemini	15	—	—	—	8	—	—
Perplexity	4	—	1.4	—	6.8	—	—
Qwen	4	—	—	6.6	7.2	—	—
Claude	3	—	—	—	—	—	—

Sources: OMI, online survey, fieldwork March 16–23, 2026, n=2,328, AI users in the past 6 months aged 18–55 (boost sample aged 56–65, n=102, not used in the calculation) [4]; Beeline Analytics, Q1 2026, share among AI users on the operator's mobile network [18]; Mediascope Cross Web, October 2025, monthly reach of websites and apps excluding integrations [5]; Digital Budget, January–October 2025, shares of inbound web traffic of 12 AI platforms excluding mobile apps [19]; a16z, chart “AI Chatbot Market Share by Country,” web and mobile traffic for January 2026, Similarweb and Sensor Tower data, values read off the chart (±0.5 p.p.) [23]; Similarweb, visits from Russia in January 2026 [21]; Yandex — Q2 2026 report, weekly users of the Alice AI chat [9]; Sber — GigaChat MAU for 2025 (secondary report on the annual report) [16].

Who's who in the measurements

The seven lenses come from five types of sources: surveys, operator data and panels count people; web analytics and the reports built on it count visits; companies disclose their own metrics. Below is who stands behind each column of the map, what exactly it measures and where it is used in the calculation.

OMI (Online Market Intelligence)

survey · self-reported · base: AI users aged 18–55

A research company with its own online panel. In March 2026 it surveyed 2,328 people aged 18–55 who had used AI tools in the past 6 months (plus a boost sample aged 56–65, n=102, which is not used in the calculation): which services they used, how often and for what. It covers any access channel, including VPN and messaging apps, but the denominator is AI users, not the population: “Alice AI 71%” means 71% of AI tool users, not of Russians [4].

In the calculation: service shares among AI users — the basis of Method A; frequency and audience composition — sections 2 and 3.

Beeline Analytics

operator data · mobile traffic · base: AI users among subscribers

The analytics unit of a telecom operator. The estimate is based on aggregated anonymized mobile network data for Q1 2026: the share of AI service users with recorded traffic to each service — the same “AI users” base as OMI's, but measured rather than surveyed. It sees only its subscribers' mobile internet use and does not detect access via VPN or Telegram [18].

In the calculation: the Alice AI and DeepSeek shares are averaged with OMI (69% and 27%, Method A); ChatGPT's share of 7% versus 42% in OMI is a measure of how invisible VPN access is to operators (Method B).

Mediascope

panel · reach of websites and apps · base: population aged 12+

Russia's officially designated audience measurement company. Its Cross Web project records which websites and apps panel members opened and projects the result onto the population aged 12+. It is the only source whose denominator is the entire population. It does not count Alice AI answers in Yandex Search and Yandex Browser, Yandex Station, Telegram bots or the SberBank Online assistant as AI services; the breakdown by service was published for October 2025 [5] [7].

In the calculation: market size (step 1) and the panel reach of services — the basis of Method B; the channel visibility coefficient.

Digital Budget

web analytics · traffic share · base: traffic of 12 AI platforms

A Russian internet analytics agency. It counts inbound desktop and mobile web traffic to twelve AI platforms for January–October 2025, excluding mobile apps; the result is each service's share of total traffic. It measures visits, not people: one active user weighs many times more than an occasional one, and services that live in apps and integrations are underestimated [19].

In the calculation: growth in the services' web traffic in 2025 (market ×6, ChatGPT ×3.5, GigaChat ×13) — a check on trends D1, D4 and D5.

a16z (Andreessen Horowitz)

venture capital firm report · web + app traffic · base: chatbot traffic in the country

A venture capital firm that publishes the “Top 100 Gen AI Consumer Apps” ranking twice a year. The sixth edition (March 2026) includes a chart of chatbot shares by country for January 2026: web visits from Similarweb plus mobile app activity from Sensor Tower. It is the only lens that combines web and apps; the values for Russia were read off the chart with an accuracy of ±0.5 p.p. [23].

In the calculation: the services' traffic equivalent (1 p.p. ≈ 1.26 million visits a month) — the audience estimate for Gemini, Qwen and Grok and the upper bound for Claude (Method B); a reference calculation of visits per user for DeepSeek, GigaChat and Perplexity — not used to check the audience.

Similarweb

web analytics · visits by domain · base: website traffic

A web traffic estimation platform: it models domain traffic using panel data, data providers and its own measurements. It gives the number of visits from Russia to a service's website and the country's share of the domain's global traffic. It does not see apps or embedded use, so for Alice AI and GigaChat it reflects only a small part of usage; for foreign services it partly loses traffic that goes through VPNs [20] [21].

In the calculation: the a16z traffic scale (ChatGPT visits from Russia in January 2026), the DeepSeek trend (visits from Russia –69% from January to summer 2026), Qwen traffic; for ChatGPT's direct audience, only a limitation: visits via VPN are not attributed to Russia (Method B).

Vendors: Yandex and Sber

[company reports](#) · [own metrics](#) · [base: all product users](#)

In its Q2 2026 report, Yandex disclosed the weekly audience of the Alice AI chat — 33.2 million people, with no breakdown by country (chat in the Alice app, Yandex Browser, the Yandex app and on [alice.yandex.ru](#); the company counts quick answers in Yandex Search and on Yandex Station separately); for 2025, Sber reported a GigaChat monthly audience of more than 20 million people and 800 million requests for the year (known from a secondary report on the annual report). Company metrics are calculated by each company's own rules, are not comparable with each other and are not independently verified, but they are the only direct data on the number of people [9] [16].

In the calculation: Yandex — the anchor for Alice AI and the calibration of the weekly frequency coefficient f ; Sber — the third estimate of GigaChat's weekly audience (Method V) and its intensity: 4.8 requests per user per month.

Four calculation steps

The calculation runs top-down — from market size to services — and bottom-up — from measurements and traffic to the market; company reports provide a third point, and the final estimate reconciles all three. Each block gives the input data, the formula, the assumptions adopted (numbered as in Appendix A), the result and cross-checks against external benchmarks.

1

Market size

How many people aged 12+ use AI tools per week, per month and over six months — across all services combined.

DATA

- Mediascope: a monthly internet audience of 105 million, of which adults aged 18+ account for 95.3 million [8]
- VCIOM (June 2026, $n=3,209$): 78% of internet users aged 18+ used AI tools in the past year; of them, 58% use them weekly and 23% 1–3 times a month [1]
- Mediascope (April 2026): teenagers aged 12–17 — 77% monthly, 30% daily [7]

CALCULATION

Adults, week: $95.3 \times 0.78 \times 0.58 = 43.1$ million
Adults, month: $95.3 \times 0.78 \times (0.58 + 0.23) = 60.2$ million
Teenagers, week: $10.0 \times 0.55 = 5.5$ million · month: $10.0 \times 0.77 = 7.7$ million

ASSUMPTIONS

- 58% is a share of AI tool users, not of all internet users, so it is multiplied by 78% (B1–B2)
- The weekly reach of teenagers aged 12–17 is a scenario assumption, not Mediascope data: what was measured is the monthly (77%) and daily (30%) reach. Benchmark: the frequency of the 18–24 group in OMI (74% of AI users use AI tools weekly) at a 6-month reach of 82%: ~61%; 55% (50–60%) is assumed, adjusting for the overstatement of frequency in self-reports. The teenage base is 10.0 million (A1–A2). At the assumption's bounds, the market's weekly audience is 48.1–49.1 million (B4)
- The 6-month base is 90% of annual users (B3)

RESULT

48.6 million per week (40% of the population aged 12+), 67.9 million per month, 75.1 million over six months.

BENCHMARKS

- HSE University and Romir (May 2026): 44% of the population aged 18–65 weekly — 38.6 million; the model has 43.1 million adults aged 18+. The bases differ by age (18+ vs. 18–65), so the estimates agree in order of magnitude but cannot be compared directly [35]
- Mediascope, April 2026: 50% of the population aged 12+ per month across websites and apps — 61.0 million; the model has 67.9 million in measurable conversational channels, including chat inside other products, Telegram bots and telecom-operator access services, which the panel does not see [7]

Method A — survey reach × frequency

Distribute the six-month user base across services and convert it into weekly audiences.

DATA	- OMI (March 2026, n=2,328): the share of AI users who used the service in the past 6 months — from 71% for Alice AI to 3% for Claude, Character.AI and Copilot [4] - Beeline Analytics (Q1 2026): among AI users on the mobile network, 67% have Alice AI traffic, 29% DeepSeek traffic and 7% ChatGPT traffic [18] - Yandex: 33.2 million weekly users of the Alice AI chat, Q2 2026 [9]
CALCULATION	Service WAU = service's 6-month base × f service base = adults 66.9 million × service's share among AI users + teenagers 8.2 million × share in the 18–24 group (for Alice AI and DeepSeek, with the same Beeline adjustment) service share — OMI; for Alice AI and DeepSeek, the average of OMI and Beeline: $(71 + 67) / 2 = 69\%$, $(25 + 29) / 2 = 27\%$ bases: Alice AI 51.3 million, ChatGPT 33.6, GigaChat 28.4, DeepSeek 21.9, Gemini 12.3 f — the share of the service's six-month users who are active in an average week
ASSUMPTIONS	- The survey and operator traffic measure the same base — AI users; for services available without VPN, the two measurements are independent and are averaged (C5) - For ChatGPT, Beeline's share is not averaged: 7% versus 42% shows that the operator sees only a sixth of ChatGPT's users — a measure of the invisibility of VPN and Telegram, not of reach - For Alice AI, f is calibrated to the Yandex report: $30.9 / 51.3 = 0.60$ "Primary tool" class (ChatGPT, DeepSeek, Perplexity, Claude): $f = 0.40$ (0.30–0.50); "second choice" class (GigaChat, Gemini, Qwen, Grok, Copilot, Character.AI): 0.30 (0.22–0.38) (C3) - Teenagers aged 12–17 are assigned the profile of the 18–24 group (C2)
RESULT	ChatGPT 13.4 million, DeepSeek 8.7, GigaChat 8.5, Gemini 3.7. The method overstates services that many people have tried but few use regularly.

Method B — measurements, traffic and invisible channels

Build a bottom-up estimate from panel and traffic data, supplemented with channels that measurement providers do not see.

DATA	- Mediascope (October 2025), monthly reach of websites and apps: Alice AI 14.3% of the population aged 12+, DeepSeek 9.4%, GigaChat 4.0%, ChatGPT 3.5%, Perplexity 1.4%, Character.AI 0.8% [5] - a16z (January 2026), share of chatbot traffic in Russia, web and apps: DeepSeek 28%, ChatGPT 27%, Alice AI 10%, GigaChat 9%, Gemini 8%, Qwen 7%, Perplexity 7%, Grok 3%, Claude less than 1% [23] - Similarweb, visits from Russia: January 2026 — ChatGPT 34.5 million, DeepSeek 33.9, Alice AI 11.7; May–July 2026, per month — DeepSeek 10.6, chat.qwen.ai 3.8, giga.chat 2.9 [21] [20] - Digital Budget: AI platforms' web traffic grew 6-fold in 2025, ChatGPT's 3.5-fold, GigaChat's 13-fold [19] - Invisible channels: multi-model AI bots in Telegram — 13.2 million MAU worldwide [30]; telecom-operator services providing access without VPN [34]; the SberBank Online assistant — 6.4 million people over seven months [17]
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CALCULATION

With panel data: MAU = panel reach × trend to Q2 2026 + invisible channels

Without panel data: MAU = a16z traffic equivalent ÷ visits per user per month (1 p.p. on the chart = 1.26 million visits; 4 visits)

WAU = MAU × (WAU/MAU by service type)

ChatGPT (scenario with a ChatGPT share of 0.6 in multi-model channels): $4.27 \times 1.3 + (13.2 \times 0.55 \times 0.8 + 1.0) \times 0.7 \times 0.6 = 8.4$ million MAU × 0.60 = 5.0 million; “direct access only” scenario — 5.6 million MAU × 0.60 = 3.3 million

GigaChat: $4.88 \times 1.3 + (2.3 + 1.0) \times 0.7 = 8.7$ million MAU × 0.35 = 3.0 million

Gemini: $10.1 \div 4 = 2.5$ million MAU × 0.50 = 1.3 million

ASSUMPTIONS

- ChatGPT: direct-access trend 1.3 (D1). Multi-model channels — Telegram wrapper bots and telecom-operator access services — give access to several models and do not publish per-model statistics, so their audience is first converted into people (bots: Russian share 0.55, overlap between bots 0.8 — D2; operators 1.0 million — D3; for both channels, 30% overlap with the direct audience), and then ChatGPT is assigned a scenario share of 0.6 (0.4–0.8), based on ChatGPT’s share among foreign models in OMI (D3). The remainder of the multi-model channels, about 1.9 million MAU, is not allocated to models
- DeepSeek: trend 0.75 — based on the decline in visits from Russia from January to summer 2026 and in downloads (D4)
- GigaChat: panel reach growth 1.3, SberBank Online assistant 2.3 million, Salute and the Telegram bot 1.0 million (D5)
- WAU/MAU from 0.35 to 0.62 depending on service type (D6); for services without panel data, 4 (3–6) visits per user per month, between DeepSeek (3.1) and Perplexity (5.0) (D9)
- Copilot — expert estimate: there are no measurements

CROSS-CHECKS

- The a16z chart scale, set using ChatGPT, is checked against a second service: DeepSeek — 35.5 million visit equivalents by a16z versus 33.9 million visits by Similarweb (+5%)
- The ratio of ChatGPT to DeepSeek traffic fell from 1.44 (2025, web) to 0.97 (January 2026, web and apps) — in the direction of trends D1 and D4
- Traffic per user among services with panel data rises from the “second choice” service to the “primary tool”: GigaChat 2.4, DeepSeek 3.1, Perplexity 5.0, ChatGPT 8.1 visits per month (for ChatGPT, the value is derived from the panel audience and is not used as a check)
- ChatGPT’s direct audience is not checked against traffic: 34.5 million visits from Russia at an independent global norm of 22 visits per user give 1.6 million people versus 4.3 million by the panel — visits via VPN are attributed to other countries, so Similarweb understates the Russian audience; the discrepancy is a data limitation, not a confirmation

RESULT

ChatGPT 5.0 million, DeepSeek 4.3, GigaChat 3.0, Gemini 1.3, Qwen 0.8. The method understates services whose core audience comes through VPNs, messaging apps and embedded use.

4

Vendor data and reconciliation

Add company reports as a third estimate, combine the methods into a single final estimate and check it against external benchmarks.

DATA

- Yandex: 33.2 million weekly users of the Alice AI chat, Q2 2026 [9]; Similarweb: 92.97% of visits to alice.yandex.ru come from Russia [20]
- Sber: a GigaChat monthly audience of more than 20 million people and more than 800 million requests in 2025 [16]
- Yandex, December 2025: 4.5 million Alice AI users per day versus 19 million per week in the chat [12] [11]

CALCULATION

Method V — Alice AI: $33.2 \times 0.93 = 30.9$ million (the chat audience, not all product surfaces; Method A is calibrated to it, Method B is not built for Alice AI)

Method V — GigaChat: $20 \text{ million MAU} \times \text{WAU/MAU } 0.35 = 7.0 \text{ million}$; range: $20 \times 0.25 = 5.0 \text{ million}$ — $24 \times 0.45 = 10.8 \text{ million}$ (upper bound with 20% MAU growth)

Final estimate = geometric mean of estimates A, B and V; range — from the lowest to the highest of them

$\text{DAU} = \text{WAU} \times (\text{DAU/WAU by service type}) \cdot \text{MAU} = \text{WAU} \div (\text{WAU/MAU})$

ASSUMPTIONS

- GigaChat's vendor base combines all surfaces — website and app, Salute, the Telegram bot, the SberBank Online assistant — and includes one-off use: 800 million requests with an average annual audience of about 14 million (F3) give 4.8 requests per user per month versus 14 for Alice AI and about 88 for ChatGPT globally
- Hence WAU/MAU for GigaChat is 0.35 (0.25–0.45), below the “second choice” class (D6, D10)
- Russia's share of the Alice AI audience is 0.93; the range of the Alice AI estimate is –10% to +5% (C4)
- DAU/WAU: Alice AI 0.20, GigaChat 0.15, ChatGPT 0.40 versus 0.55 globally, others 0.30–0.50 (D7) [27]

RESULT

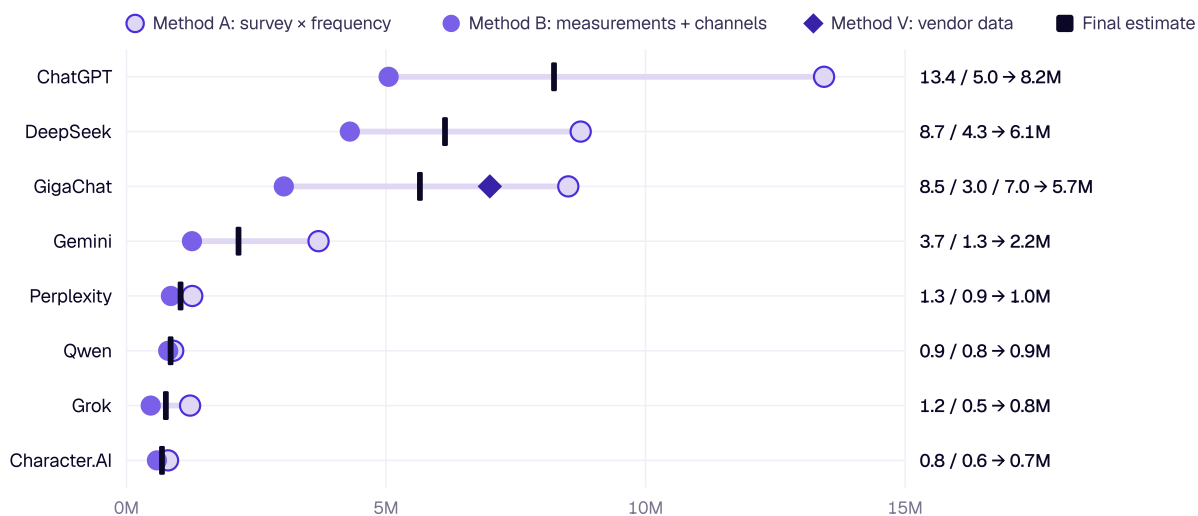
ChatGPT 8.2 million (5.0–13.4), DeepSeek 6.1 (4.3–8.7), GigaChat 5.7 (3.0–8.5), Gemini 2.2 (1.3–3.7); the full table is in section 1.1.

CROSS-CHECKS AND LIMITATIONS

- The sum of the services' weekly audiences (57.5 million) exceeds the number of unique users (48.6 million) by a factor of 1.18 — a plausible level of multi-service use
- The calculated monthly audience of Alice AI (49.8 million) is comparable to 71% of the market's monthly audience (48.2 million; a benchmark, since 71% is the 6-month reach)
- GigaChat's monthly audience under this study's definition is 16.1 million versus more than 20 million according to Sber: the difference is one-off use and surfaces outside the scope
- The daily audience is a model estimate: 12.9 million (10.6% of the population aged 12+) is derived from the services' weekly audiences using scenario DAU/WAU coefficients (D7) and an overlap of 1.12 (D8). The parameters are calibrated to the Mediascope benchmark of 11% per day (13.4 million); this is not an independent verification. Scenario range at the D7–D8 bounds: 8.9–18.2 million; the sum across Mediascope age groups is 14.3 million
- Sensitivity to the assumption bounds within the methods is of the same order as the spread between methods: ChatGPT 5.4–12.0, DeepSeek 4.1–8.5, GigaChat 3.1–7.4 million [9] [12] [7] [16]

Two methods, vendor data and the final estimate

Weekly audience, millions. Method A overstates services with high “trial” reach, Method B understates services with invisible channels; for GigaChat, the third estimate is Sber’s data adjusted for intensity. The final estimate is the geometric mean of the estimates; their spread is the range on the chart in section 1.1 (Alice AI is not shown: all its estimates rely on the Yandex report).



geoboost calculation. Method A: 6-month user base × service share (OMI; for Alice AI and DeepSeek, the average with Beeline Analytics) × weekly frequency coefficient by service class (calibrated to Alice AI). Method B: Mediascope panel reach (October 2025) × trend + audience of Telegram bots, telecom-operator channels and embedded assistants × WAU/MAU; without panel data — a16z traffic equivalent ÷ visits per user. Method V: MAU from Sber data × WAU/MAU 0.35.

1.3. Interpretation

Six findings of this section, each with the visualization it is based on.

FINDING 01

Alice AI: reach built through distribution

Alice AI’s reach was built by distributing the chat inside Yandex products, not by a standalone app. According to the company’s report, 33.2 million people a week hold conversations with Alice AI in the chat — in the Alice app, Yandex Browser, the Yandex app, and on alice.yandex.ru; Yandex counts answers under the search bar (49.5 million people a month) and on Yandex Station separately, and they are not included in this study’s estimate. The Mediascope panel sees only the website and app — 17.5 million people a month in October 2025, about a third of the calculated monthly audience for Q2 2026; the panel attributes chat inside Yandex Browser and the Yandex app to those products, and part of the gap is growth of the chat itself: **its weekly audience grew from 19 to 33 million over two quarters** [9] [11] [5].

Monthly audience of Alice AI, million

The panel sees the website and app (October 2025); the calculation covers the chat audience across all entry points for Q2 2026.

Mediascope panel	17.5M
geoboost calculation	49.8M
OMI: 71% × market MAU	48.2M

Mediascope, October 2025 [5]; geoboost calculation; OMI [4].

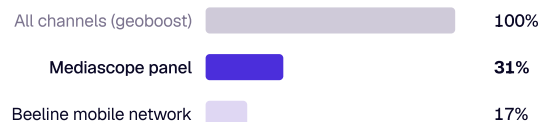
FINDING 02

ChatGPT: the visible third

Direct access to ChatGPT through the website and app amounts to a few million people a month; the full estimate is 13.7 million a month and 8.2 million a week. The difference comes from three channels invisible to panels: VPN, multi-model Telegram wrapper bots, and telecom-operator services, which since December 2025 have offered access to ChatGPT, Gemini, DeepSeek, Claude, and Grok without a VPN. Bots and operators offer several models, so ChatGPT's share in them is a scenario assumption (0.6; D3), not a measurement: without these channels, Method B gives 3.3 million a week. **Both measurement systems see only the smaller part of the audience:** the Mediascope panel about a third, Beeline's mobile network a sixth; the rest is a blind spot for them [30] [34] [18].

What share of ChatGPT's audience each measurement system sees

The geoboost estimate for the measurable conversational channels is taken as 100%. Panel: website and app (October 2025); mobile network: 7% of AI users versus 42% in the OMI survey.



Mediascope, October 2025 [5]; Beeline Analytics, Q1 2026 [18]; OMI [4]; geoboost calculation.

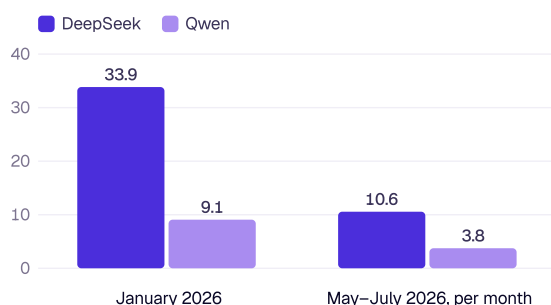
FINDING 03

DeepSeek and Qwen: Russia as a second market

Russia is DeepSeek's second-largest market after China (9.15% of visits) and Qwen's largest market worldwide (34%). But both audiences are shrinking: **visits to DeepSeek from Russia fell by a factor of three between January and summer 2026**, and app downloads in Russia fell 57% in Q4 2025; Qwen's traffic more than halved. DeepSeek's weekly audience is 6.1 million, Qwen's 0.9 million; the panel estimate is carried forward to Q2 with a scenario coefficient of 0.75 (D4). Demand for foreign models free of access restrictions moved to Chinese providers but did not turn into a habit [20] [21] [31].

Visits from Russia, million per month

January: a16z (web and apps) and Similarweb; May–July: Similarweb, web, monthly average.



Similarweb [21] [20]; a16z [23].

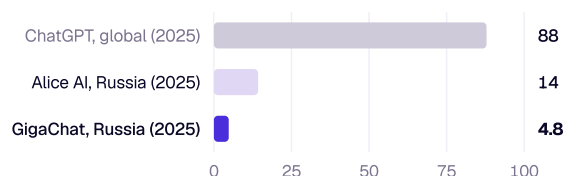
FINDING 04

GigaChat: broad base, shallow habit

38% of AI users say they used GigaChat in the past six months — the third-highest result in the market. Sber reports more than 20 million monthly users and 800 million requests a year: **4.8 requests per person per month**, versus 14 for Alice AI and about 88 for ChatGPT worldwide. This is a broad but shallow base, gathered from all surfaces — from the website to Salute and the assistant in SberBank Online. Three estimates of the weekly audience — 8.5 million from the survey, 3.0 from the panel with invisible channels, and 7.0 from Sber data adjusted for intensity — differ almost threefold; the final estimate of 5.7 million is their geometric mean (section 1.2 explains how); half of its users classify it as neither a work nor an entertainment service. Sber is investing in distribution: TV advertising for GigaChat quadrupled in the first half of 2026 [1] [16] [62] [17].

Requests per monthly user per month

Vendor data for 2025; for ChatGPT: 2.5 billion messages a day with 700 million weekly users and WAU/MAU of 0.82.



Sber (secondary report) [16]; Yandex [13] [11]; OpenAI, Sensor Tower [24] [26] [27]; geoboost calculation (assumptions F1, F3).

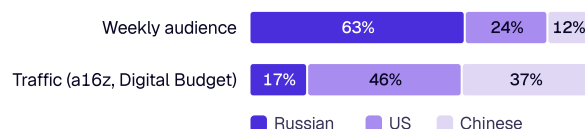
FINDING 05

The audience is spread across services more evenly than worldwide

The Herfindahl–Hirschman Index (HHI) calculated from the services' shares of the aggregate weekly audience is 3,321, versus about 5,200 worldwide, where ChatGPT accounts for about 70% of the category's weekly audience; in Russia, its share is 14%. The shares are calculated from the sum of audiences with overlaps, so the index describes how service audiences are distributed, not market concentration by unique users (D12). **Three ecosystems compete in one market:** measured in people, Russian services account for 63% of the aggregate weekly audience; measured in traffic, only 17%, because traffic data do not capture Alice AI's embedded use. In the US and China, the market belongs to domestic products [53] [23] [19].

Three ecosystems: share of audience and of traffic

Russian: Alice AI and GigaChat; US: ChatGPT, Gemini, Perplexity, Claude, Grok, Character.AI, Copilot; Chinese: DeepSeek, Qwen. Traffic: the average of shares from a16z (web and apps, January 2026) and Digital Budget (web, 2025, top 5 normalized to 100%).



geoboost calculation; a16z [23]; Digital Budget [19].

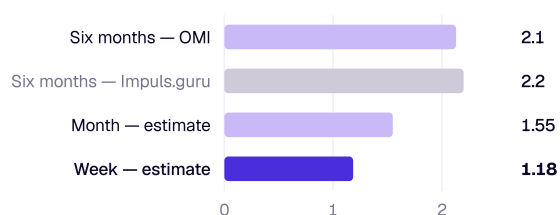
FINDING 06

People try several services but use one

Over six months, the average user tries 2.1 of the eleven LLM services in scope; **in a typical week, a user turns to 1.18 services on average.** An independent Impuls.guru survey gives the same picture: 2.2 services per user. The market is still in an experimental phase: the audience of the second and third services consists of people for whom that service is not the main one [4] [60].

Services per user

The shorter the period, the closer the figure is to one: people try several services, and one becomes a habit.



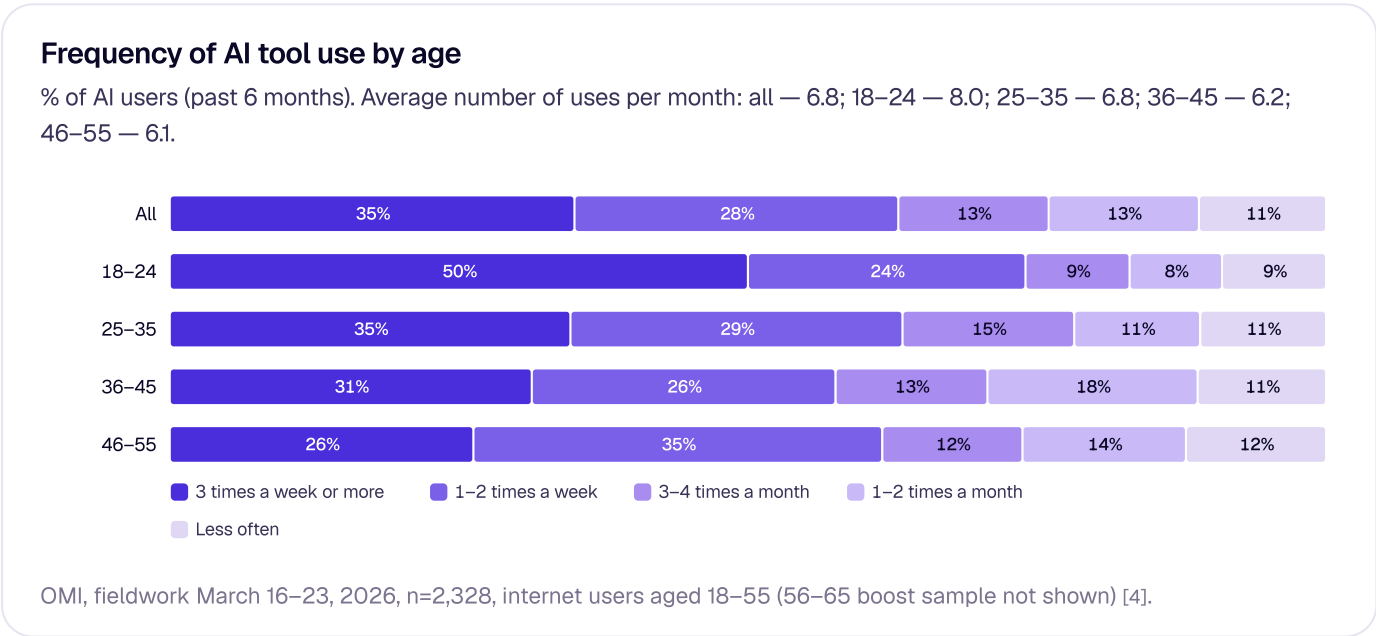
OMI, March 2026 [4]; Impuls.guru [60]; geoboost calculation.

Reach, habit and tasks

This section measures how often and how intensively each service is used, and which tasks make up that use. It turns out that reach and intensity are distributed across the market in opposite ways.

2.1. Activity and frequency

Frequency is the first measure of activity, and it is growing: according to VCIOM, the share of weekly users among those who used AI tools in the past year rose **from 51% to 58%** in six months. According to OMI, more than a third of users turn to AI three or more times a week, and frequency declines with age: half of the 18–24 group do so, compared with a quarter of the 46–55 group [1] [4].



The second measure is stickiness, the daily audience as a share of the weekly audience. There are no direct measurements by service for Russia, so the coefficients are derived from three lines of evidence:

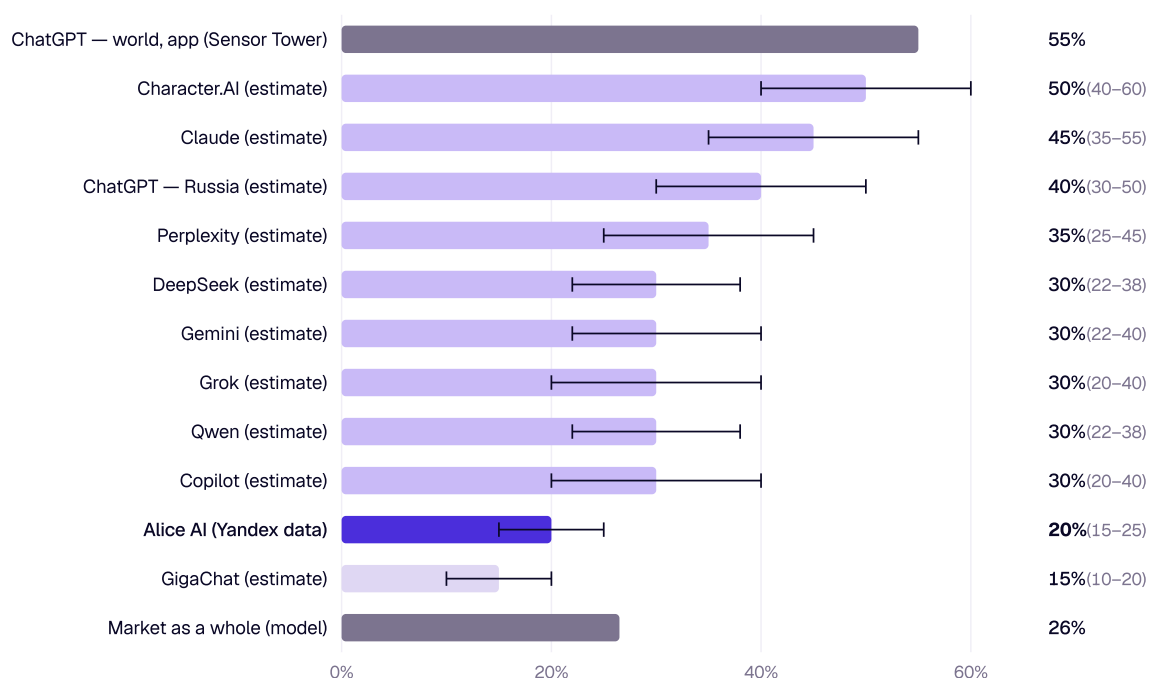
- Measured anchors.** Alice AI — no higher than 0.24 according to Yandex data (4.5 million a day against 19 million a week in the chat), with 0.20 adopted; ChatGPT worldwide — 0.55 according to Sensor Tower; the market as a whole — a benchmark of about 0.28 (11% of the population daily per Mediascope against 40% weekly per the model), and 0.26 in the model after calibration.
- Consistency with intensity.** The number of active days per week equals requests per weekly user divided by requests per active day. This is an illustration, not an independent line of evidence: for Alice AI and ChatGPT, requests per active day are derived from the adopted coefficient, while for GigaChat, 3.0 requests per active day is an assumption. With this assumption, 3.1 requests a week amount to about one active day in seven and a stickiness of 0.15 — lower than Alice AI's (1.4 days): a second-choice service is opened less often than a chat built into Yandex Browser and the Yandex app.
- Global benchmarks discounted for the access barrier** — for services without intensity data: ChatGPT in Russia 0.40 versus 0.55 worldwide; Gemini (DAU/MAU 0.22 worldwide) and Grok (0.25) — 0.30; DeepSeek

and Qwen — 0.30 because of short sessions and high bounce rates; Perplexity 0.35, Claude 0.45, Character.AI 0.50.

The coefficients are scenario assumptions, not measurements. The sum of the services' daily audiences, adjusted for overlap (D8, also a scenario value), gives a model estimate of 12.9 million people, or 10.6% of the population aged 12+; the parameters are calibrated to the Mediascope benchmark of 11% daily across websites and apps, so closeness to it is not an independent check. At the bounds of assumptions D7–D8, the estimate lies in the range of 8.9–18.2 million [12] [7] [27] [28].

Stickiness: daily audience as a share of weekly audience (DAU/WAU)

Gray: benchmarks outside the per-service assumptions — ChatGPT worldwide (measured by Sensor Tower) and the market as a whole per the model; lines show the assumption range. Per-service coefficients are scenario assumptions (D7): anchors from Yandex and Sensor Tower data, global DAU/MAU ratios discounted for the access barrier; the parameters are calibrated to Mediascope daily reach.



geoboost calculation (assumption D7); Yandex/3DNews (4.5 million per day, December 2025; 19 million per week, Q4 2025) [12] [11]; Tailwinds, based on Sensor Tower (ChatGPT DAU/MAU 45%, WAU/MAU 82%; Gemini DAU/MAU 22%) [27]; a16z, based on Sensor Tower (Grok DAU/MAU 25%) [28]; for the market as a whole, model DAU/WAU $\approx$ 0.26; benchmark: 11% of the population daily per Mediascope, April 2026, against 40% weekly per the model $\approx$ 0.28 [7].

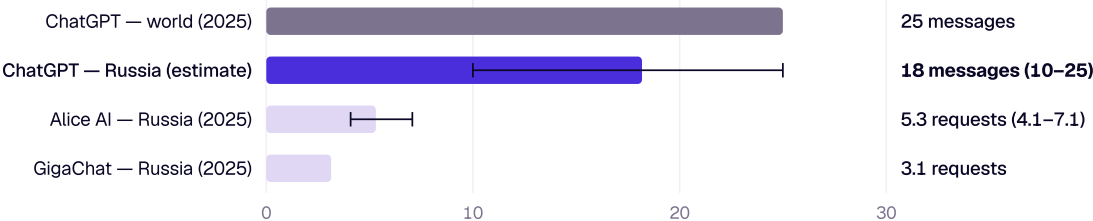
The third measure is intensity, and here the gap between Russian and foreign services is widest. A ChatGPT user worldwide sends about 25 messages a week, and an Alice AI user sends 5.3 requests, **almost five times fewer**. The gap narrows to 1.7 times when counted per daily user (3.8 versus 6.5 a day): there are simply fewer daily users among Alice AI's weekly users. GigaChat, with more than 20 million monthly users, receives 4.8 requests per person per month — the intensity of a reference service [24] [26] [13] [16].

There are no direct data for ChatGPT in Russia, so its intensity is estimated from the global figure. If messages per weekly user are proportional to the number of active days, then with stickiness of 0.40 versus 0.55, a Russian user sends about 73% of the global volume, or **18 messages a week**. The bounds of the range are 40% and 100% of global intensity (10–25 messages): the lower bound reflects episodic access via VPN and

Telegram wrapper bots; the upper bound reflects parity with the world, which is supported by the length of web visits from Russia: 10 minutes versus 6:35 on average for chatgpt.com [22] [20].

Intensity: requests per week per weekly user

ChatGPT worldwide: 2.5 billion messages a day with 700 million weekly users (July 2025). ChatGPT in Russia: estimated at 73% of global intensity, in proportion to the number of active days; range 40–100%. Alice AI: 2.9 billion requests in 2025 with an estimated average weekly chat audience of 10.5 million. GigaChat: 800 million requests in 2025 with an average monthly audience for the year of about 14 million and WAU/MAU of 0.35.



OpenAI/NBER [24] [26]; Yandex [13] [11]; Sber (secondary report) [16]; Similarweb Pro [22]; geoboost calculation (assumptions F1, F3, F4).

Audience and intensity together give the weekly volume of requests: about 164 million requests for Alice AI; about 150 million messages (82–206) for ChatGPT in Russia, whose audience is 3.7 times smaller; and about 15 million requests for GigaChat, based on vendor data. This is the main refinement in this section: **by number of people, the market belongs to Alice AI; by number of messages, Alice AI and ChatGPT are comparable.**

Web versions show engagement within a visit. A visit to chatgpt.com from Russia lasts 10 minutes — 2.6 times longer than a visit to alice.yandex.ru and 50% longer than the global average: the access barrier filters out casual users, leaving those who work with the service seriously. On the web, Alice AI is a place for quick questions, with the highest bounce rate and the fewest pages per visit; GigaChat has the shortest visits, with almost as many pages as ChatGPT. In the global set, Character.AI stands out with 16 minutes and 12 pages per visit: a conversational mode of use rather than a reference one [22] [20].

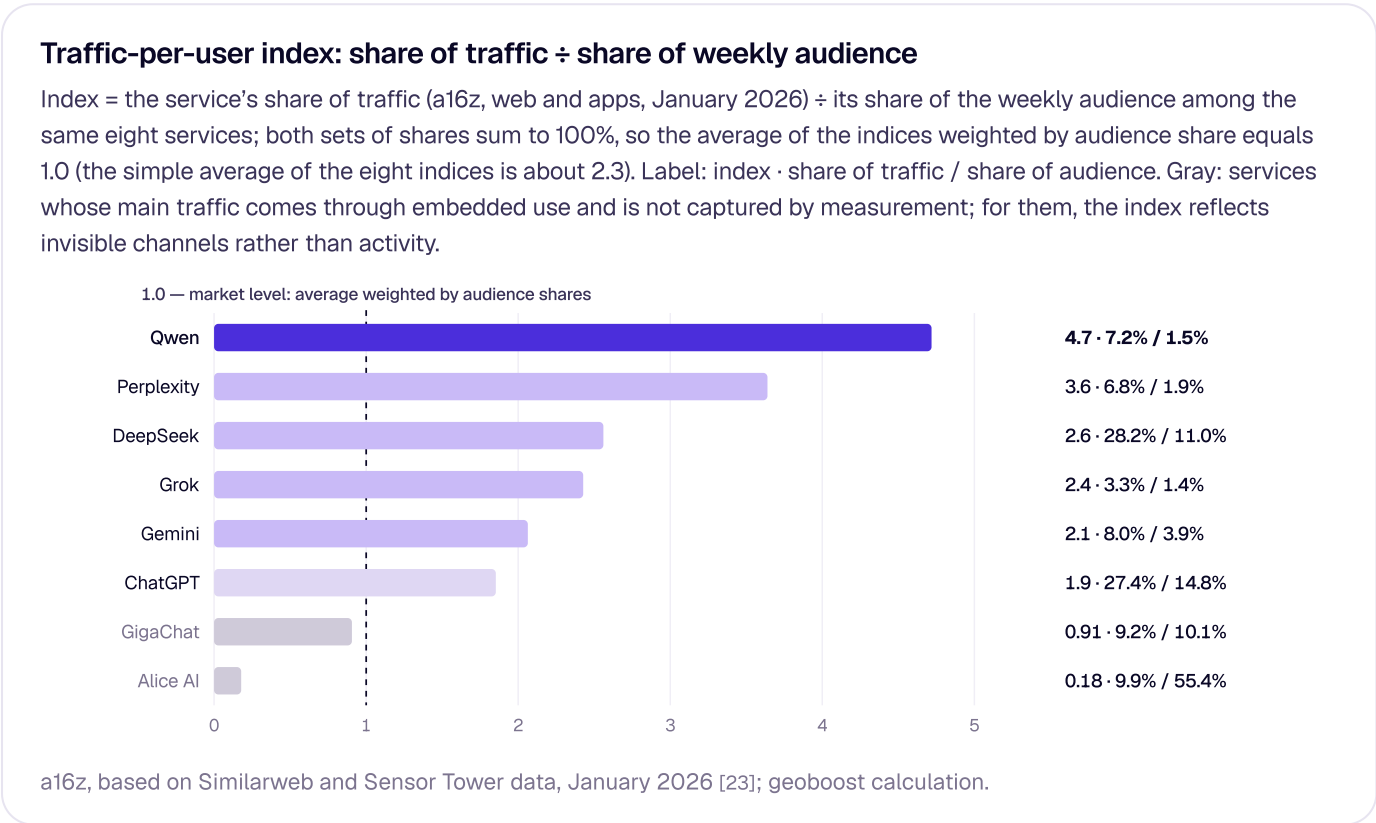
Web engagement: Russia and the world

Violet: traffic from Russia (Similarweb Pro, August 2026); gray: worldwide (Similarweb, July 2026). The geoboost engagement index for Russia: ChatGPT 100, GigaChat 73, Alice AI 61 — the average of three metrics, with the best service on each metric scored at 100.

	Visit duration	Pages per visit	Non-bounce rate
ChatGPT — Russia	10:00	4.48	69%
GigaChat — Russia	3:34	3.97	64%
Alice AI — Russia	3:53	2.59	59%
chatgpt.com — world	6:35	4.29	70%
gemini.google.com — world	7:01	4.13	72%
claude.ai — world	6:14	4.47	74%
chat.deepseek.com — world	5:32	3.13	60%
perplexity.ai — world	4:18	3.64	67%
character.ai — world	16:28	12.10	64%

Similarweb Pro, Audience → Geography, traffic from Russia, August 2026, web versions excluding apps and voice devices [22]; Similarweb, public pages for each domain, July 2026 [20]. The ChatGPT bounce rate for Russia is approximate (31.2%). Data for Russia come from geoboost's paid subscription and have not been independently verified.

The last view combines traffic and audience in a single metric, the traffic-per-user index: a service's share of measured traffic divided by its share of the weekly audience. A value of one is the level of the market as a whole, that is, the average of the indices weighted by the services' audience shares. For web-oriented tools, the index reads as activity: **users of Qwen, Perplexity, DeepSeek and Grok generate 2.4–4.7 times more traffic per person than average** — these are narrow, active audiences. ChatGPT's index is lower (1.9) because part of its traffic goes through VPNs and is attributed to other countries. For Alice AI and GigaChat, the index reflects channels rather than activity: chat use from Yandex Browser and the Yandex app, from Salute and from the banking app does not show up in measured traffic. The result is two modes of use: an embedded assistant with a broad audience and short interactions, and a standalone tool with a narrow audience and long sessions [23].



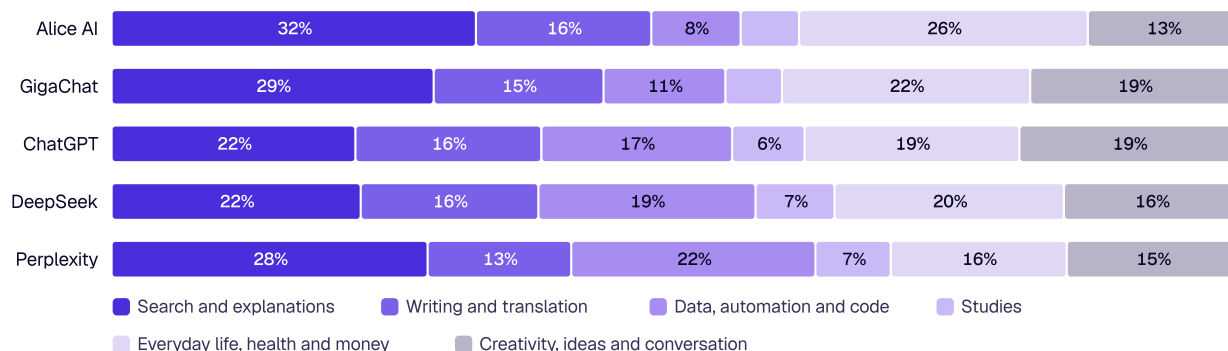
The working week sets the rhythm of use. According to Yandex logs for January–April 2026, work requests make up 23.4% of all requests to Alice AI from computers (26% on weekdays, 17% on weekends) and only 4.4% of those from smartphones and tablets. Anthropic observes the same pattern worldwide: the share of personal conversations with Claude rises from 35% on weekdays to 50% on weekends. The daily audience of work tools has a pronounced weekly cycle; for everyday assistants, the cycle is weaker [15] [63].

2.2. Distribution by task category

The source of task data is a VCIOM survey (June 2026) in which users of each of five services selected their tasks from 14 categories. To obtain a comparable structure, the 14 categories are grouped into six macro-categories by the nature of the task, and the shares of mentions are normalized to 100% for each service. The assumption is simple: if 19% of ChatGPT users mention programming and 61% mention information search, then the first task carries a third of the weight of the second in the service's usage structure. This is a proxy for the structure of use; a check against logs follows below.

Task structure across six macro-categories

A category's share of all task mentions by the service's users (VCIOM, 14 categories, multiple choice). Assumption: the mention profile is a proxy for the structure of use.

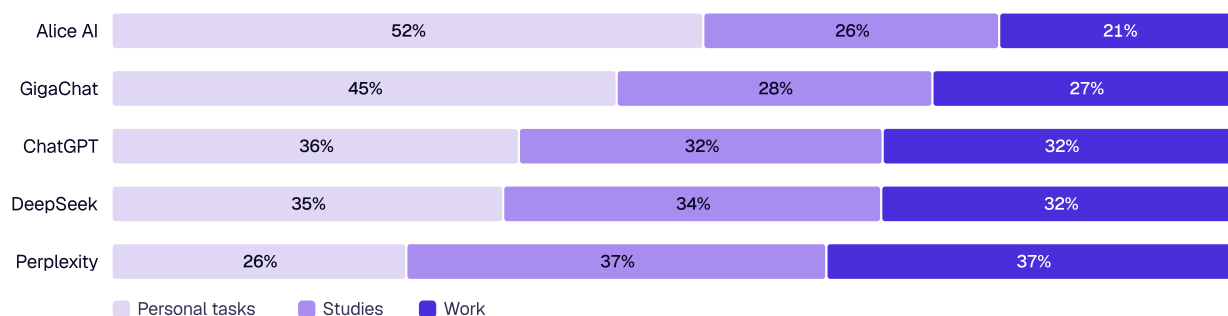


VCIOM, June 25–27, 2026, n=3,209, % of each service's users [1]; grouping and normalization by geoboost (category mapping in the appendix).

Search and explanations make up the largest category for every service: from 22% to 32% of mentions. The differences begin further down. For Alice AI, everyday life, health and money comes second; for Perplexity, data, automation and code; for ChatGPT and DeepSeek, analytical tasks weigh more than twice as much as for Alice AI (17% and 19% versus 8%). Search and everyday tasks account for 58% of mentions for Alice AI, versus 41% for ChatGPT and 44% for Perplexity. In its profile, GigaChat is closer to Alice AI than to the foreign services [1].

Context of use: personal, studies, work

Normalized shares of the three contexts. Source data: the share of the service's users who use it for personal, study and work tasks (multiple choice).

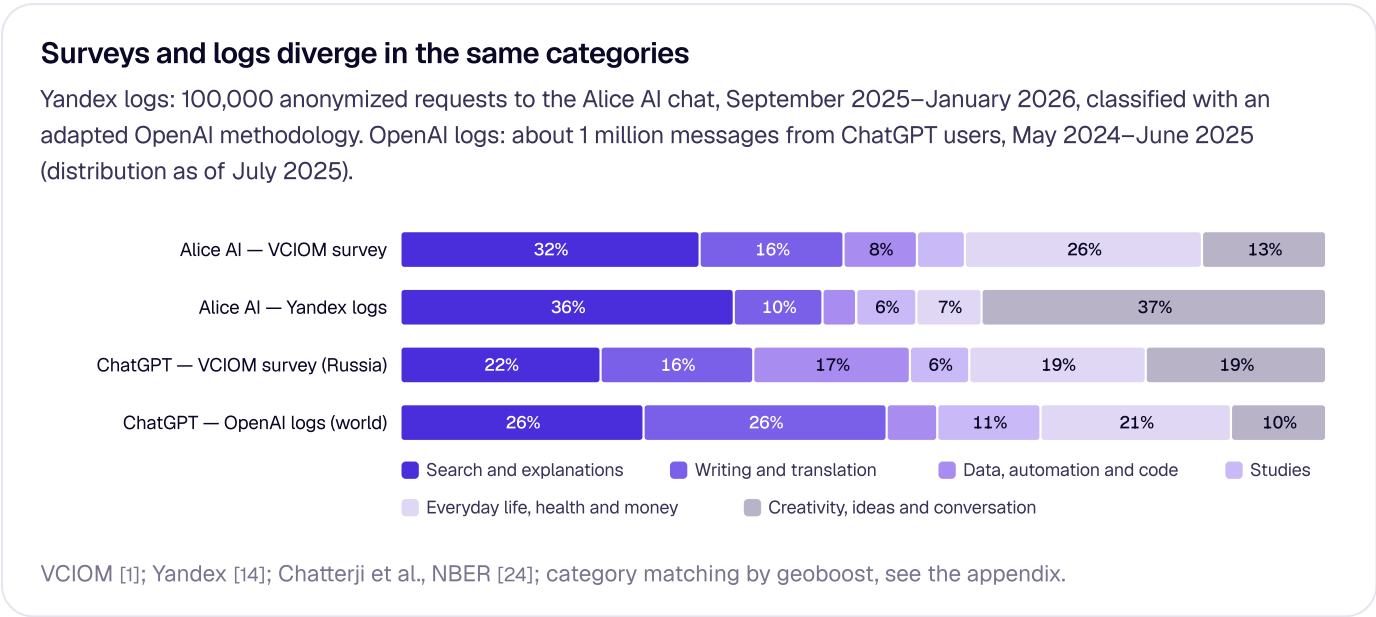


VCIOM, December 13–15, 2025, n=3,239 [2]; normalization by geoboost.

The context of use confirms this split: for Perplexity, ChatGPT and DeepSeek, work tasks account for about a third of the context; for Alice AI, 21%, with personal tasks making up more than half. For comparison, worldwide, 27% of ChatGPT messages are work-related (OpenAI, June 2025), as are 46% of conversations on Claude.ai (Anthropic, November 2025); the Russian survey estimates fall between the two [2] [24] [42].

Logs provide a check on the survey proxies. Yandex classified 100,000 anonymized requests to the Alice AI chat using a methodology adapted from OpenAI. In the largest category, the survey and the logs agree: search accounts for 32% of mentions and 36% of requests. **They diverge in two places.** Conversation, games and media content make up 37% of requests in the logs but 13% of mentions in the survey: users do not regard

chatting with an AI, games or image generation as tasks and do not name them. Everyday life, health and money, conversely, is a task that is common by number of people but rare by number of requests: 26% of mentions and only 7% of requests [14].



For ChatGPT, such a check is possible only against OpenAI’s global data: writing and translation account for 26% of messages there, versus 16% of mentions in Russia, while data and code, conversely, weigh three times as much in Russia — the Russian ChatGPT audience is skewed toward professionals who have overcome the access barrier. According to the logs, the share of work requests to Alice AI is about 10% (23.4% from computers and 4.4% from smartphones, with mobile devices accounting for 70% of requests), versus 21% work context in the survey: **work use is noticeable by number of people and small by number of requests** [15] [24].

2.3. Interpretation

FINDING 07

Search is the entry point for every service

Between 51% and 71% of each service’s users use it to search for information, and this is the top task for all five. Alice AI is called a search engine by 60% of its users, ChatGPT by 42% and Perplexity by 52%. The assistant has taken over the first step of search, formulating the question; the click-through to a website remains outside the dialogue. For brands, this means that presence in an AI answer is becoming part of search visibility [1].

FINDING 08

Work use is concentrated in three services

For Perplexity, ChatGPT and DeepSeek, work accounts for about a third of the context of use each, and 47% to 58% of their users call them a work tool. For Alice AI, work requests make up about 10% of all requests in the logs — and given its weight (30.9 million weekly users), work requests across the market as a whole amount, by a rough estimate, to around 20% and are unlikely to exceed a quarter (assumption G2). Mass use in Russia remains centered on everyday life [1] [2] [15].

FINDING 09

Surveys underestimate conversation and overestimate everyday tasks

Conversations, games and media generation account for 37% of requests to Alice AI in the logs and 13% of mentions in the survey. Image “animation” in Alice AI alone has been used 360 million times since launch (data as of Q1 2026). Survey-based task classification systematically misses scenarios that users do not consider tasks, so survey data must be adjusted with logs to estimate the volume of requests [14] [1] [10].

FINDING 10

Intensity differentiates products more than reach does

Alice AI’s reach is 3.7 times larger than ChatGPT’s, while its intensity per weekly user is almost five times lower than that of ChatGPT worldwide (5.3 versus 25 requests a week; about 18 for Russian ChatGPT users, by estimate). GigaChat, with more than 20 million monthly users, received about 4.8 requests per month per average user. The “embedded assistant” model yields a broad audience with low intensity; the “standalone tool” model, a narrow audience with high intensity. These are different businesses with different per-request economics [13] [16] [24].

Profiles of active users

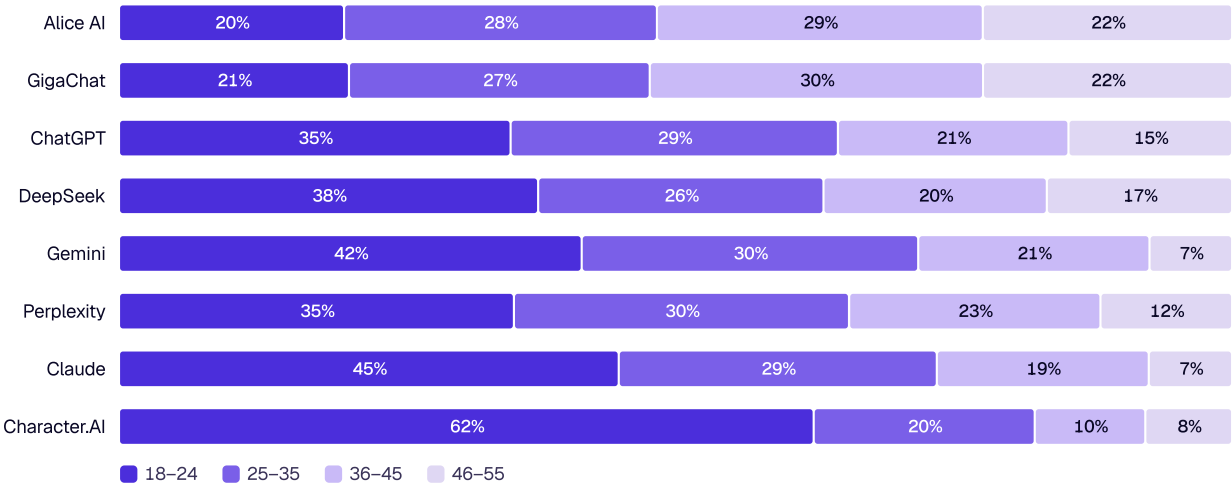
Service audiences differ more by age than by gender. Almost half of the market’s daily audience is under 25, the work volume comes from professionals aged 25–44, and reach is provided by default Alice AI users.

3.1. Audience composition and the active core

This section answers two questions: who makes up each service’s audience, and who forms the active core of the market. The first is answered by recalculating OMI data. The survey gives the share of people within each group who use a service — for example, 73% of men and 69% of women use Alice AI; multiplying by the sample structure gives the composition of the service’s audience. For the second question, the analysis draws on Mediascope daily and monthly reach by age, OMI frequency data and surveys of working people.

Age composition of service audiences

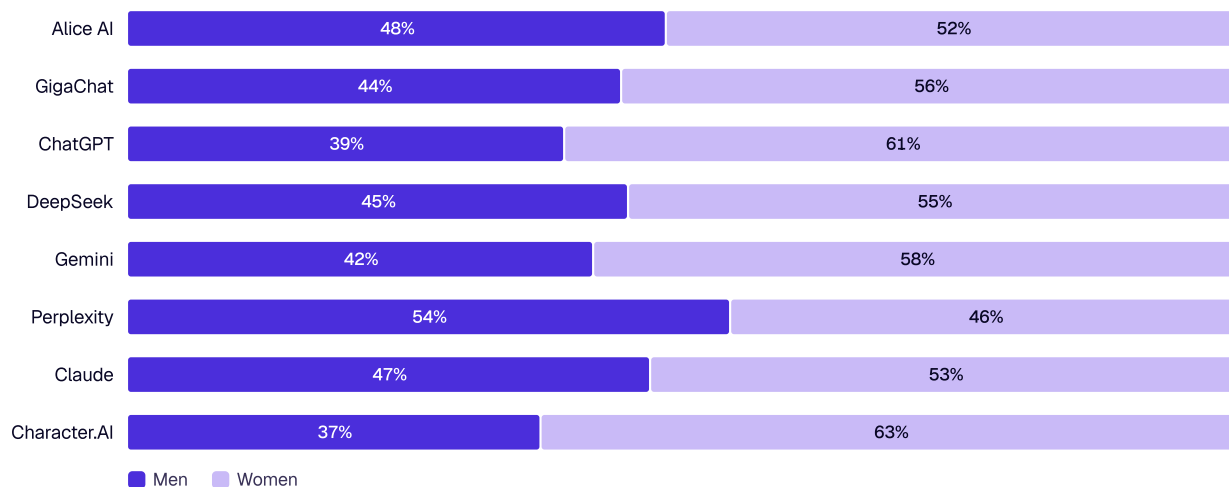
Share of each age group among the service’s users aged 18–55; each row sums to 100%. Calculation: share of the group using the service (OMI) × the group’s share of the sample (22/28/28/22%).



OMI, March 2026, n=2,328 [4]; composition calculated by geoboost. The 56–65 group (boost sample, n=102) is excluded because of its high margin of error.

Gender composition of service audiences

Share of men and women among the service's users. Calculation: share of men and of women using the service (OMI) × sample structure (47/53%).

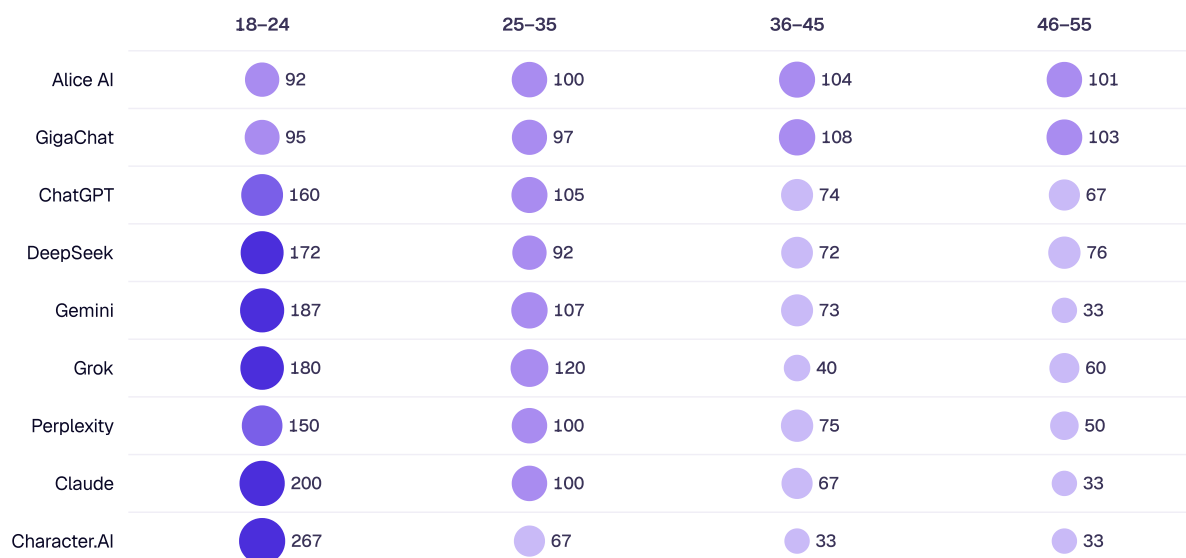


OMI, March 2026 [4]; calculation by geoboost. For comparison: according to OpenAI's name classifier, by July 2025, 52% of active ChatGPT users worldwide had typically feminine names [24].

Age profiles diverge more than one would expect from services with the same function. **More than a third of ChatGPT's audience is under 25 (35%),** and almost two-thirds is under 36; for Alice AI and GigaChat, the distribution mirrors the structure of AI users overall, with a slight tilt toward the 36–45 group. Character.AI and Claude have the youngest audiences. By gender, ChatGPT is the surprise: women make up 61% of its users, which matches OpenAI's observation that feminine names predominated among active users by 2025. A male skew persists for Grok (61% men), Qwen and Perplexity [4] [24].

Affinity index by age

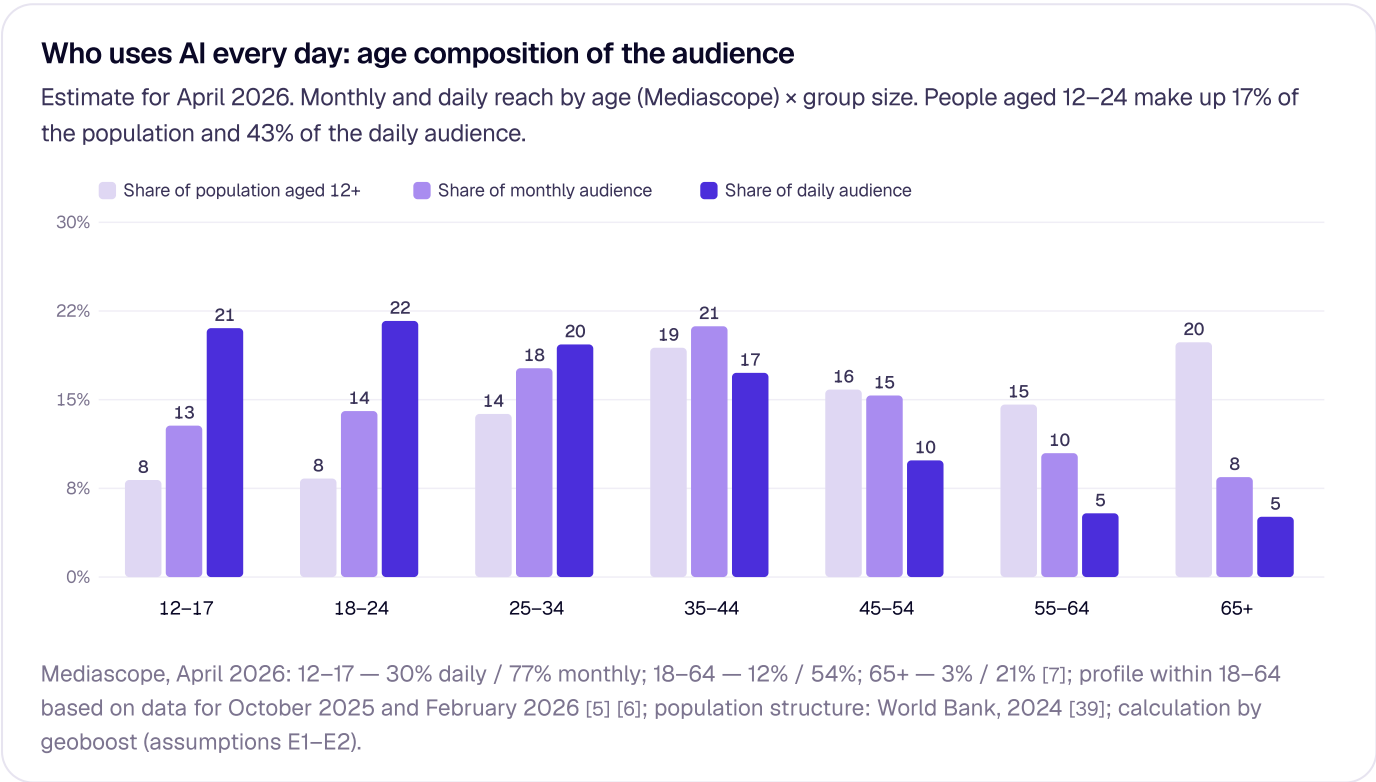
Share of the age group using the service ÷ share among all AI users × 100. A value of 160 for ChatGPT in the 18–24 group means that young people use it 1.6 times more often than average.



OMI, March 2026 [4]; calculation by geoboost.

The active core is described by three measurements of different kinds:

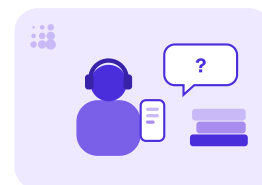
- **Panel.** Mediascope, April 2026: 30% of teenagers aged 12–17, 12% of people aged 18–64 and 3% of people aged 65+ use AI services daily.
- **User survey.** OMI: half of users aged 18–24 and a quarter of those aged 46–55 turn to AI three or more times a week.
- **Surveys of working people.** 40% of those who use AI at work do so daily (hh.ru); 17% of all working people use AI regularly (Avito Jobs); among employees earning 150,000 rubles or more, 54% use AI, versus 38% of those earning under 100,000 (SuperJob). VCIOM adds digital skills: 71% of people with advanced skills use AI weekly, versus 34% of those with minimal skills [7] [4] [36] [38] [37] [1].



Applying daily reach to the size of each age group gives the composition of the daily audience. **People aged 12–24 make up 17% of the population aged 12+ and 43% of the daily audience**; the 45+ group accounts for half of the population and a fifth of the daily audience. The higher the frequency threshold, the younger the audience: age distinguishes habit more strongly than most other characteristics, along with the level of digital skills. Yandex logs add style: with age, the share of instructions (“do this”) halves, from 33.6% in the 18–24 group to 17.2% among those aged 55+, and questions come to predominate [14].

These data add up to four profiles. The first two are the active core: by frequency (young people) and by volume of work requests (professionals). The third is the mass audience that provides Alice AI’s reach. The fourth is the older generation, with the lowest reach and infrequent use; the rise in its monthly reach from 11% to 21% in 2026 is mainly explained by the expansion of Mediascope’s measurement scope (E1), not by a change in behavior. The profiles are built on aggregate statistics; the task examples in them are taken from survey categories, and the sources contain no user quotes.

PROFILE 1 · CORE BY FREQUENCY



School or college student

Ages 12–24 · daily users · ChatGPT, DeepSeek, Alice AI

43% of the daily audience vs. 17% of the population

FREQUENCY	30% of teenagers (Mediascope) and, by estimate, about 30% of people aged 18–24 use AI tools daily; half of users aged 18–24 use them three or more times a week, 8 times a month on average
SERVICES	In the 18–24 group: ChatGPT 67%, Alice AI 65%, DeepSeek 43%, GigaChat 36%, Gemini 28%, Character.AI 8% — the only group in which a foreign service is ahead of Alice AI
TASKS	Studies — 59% (the highest of any group), creative work — 52%; delegates tasks more often than others: 33.6% of requests to Alice AI from 18–24-year-olds are instructions, versus 17.2% among those aged 55+
MONEY	13% pay, and 21% have paid in the past — the highest share to have tried paid versions; 66% use AI at work, 64% when looking for a job

Mediascope, April 2026 [7]; OMI, March 2026 [4]; Yandex, March 2026 [14]; Avito Jobs, August 2026 [38].

PROFILE 2 · CORE BY VOLUME



Professional using AI at work

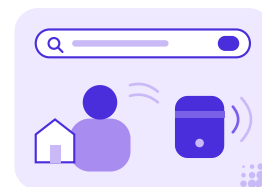
Ages 25–44 · computer on weekdays · ChatGPT, Alice AI, DeepSeek

40% of those who use AI at work do so daily

WHO	People working in IT, law, marketing and manufacturing; IT accounts for 18% of work requests to Alice AI; in IT, digital and marketing, 64% of employees use AI
HOW	From a computer: 26% of desktop requests to Alice AI on weekdays are work-related; 47% of work requests are searches for regulations, guidelines and data, 25% are for advice and ideas, and the rest are for ready-made documents
SERVICES	ChatGPT and DeepSeek are work tools for 54% and 58% of their users; texts, data, code; among 25–35-year-olds, 71% use Alice AI and 44% use ChatGPT
MONEY	19% of frequent users pay; 54% of those earning 150,000 rubles or more use AI at work, versus 38% of those earning under 100,000; the average paying user spends 3,500 rubles a month (MTS Link)

hh.ru, February 2026 [36]; Yandex, May 2026 [15]; Avito Jobs [38]; SuperJob, June 2026 [37]; VCIOM [1]; OMI [4]; MTS Link, Q2 2026 [61].

PROFILE 3 · MASS AUDIENCE



Default Alice AI user

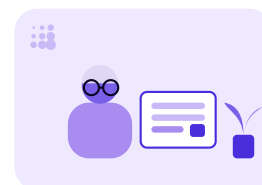
Ages 35–55 · search, browser, Yandex Station · Alice AI, GigaChat

74% of AI users aged 36–45 use Alice AI

WHO	60% of AI users on Beeline’s mobile network are aged 35–55; Mediascope observes that the audiences of Alice AI and GigaChat are close to the population structure by gender and age; by a calculation on OMI data, women make up 52% of Alice AI users
HOW	Once or twice a week (35% in the 46–55 group); accesses it via Yandex Browser and the Yandex app; gives fewer instructions (“do this”) than younger users: 22–25% of requests in the 35–54 groups versus 33.6% among 18–24-year-olds (Yandex logs)
TASKS	Information search 71%, everyday advice 46%, translation 31%, health and nutrition 28%; 60% regard Alice AI as a search engine, 30% as an entertainment hub
MONEY	7–10% pay (ages 46–55 and 36–45); 85% of the 46–55 group have used only free versions

Beeline Analytics, Q1 2026 [18]; Mediascope, October 2025 [5]; OMI [4]; VCIOM, June 2026 [1]; Yandex, March 2026 [14].

PROFILE 4 · AUDIENCE PERIPHERY



Older generation

Ages 56+ · infrequent use, lowest reach

21% of people aged 65+ use AI services monthly, 3% daily

TREND	Monthly reach was 23% among 55–64-year-olds and 11% among those aged 65+ in February 2026 (previous Mediascope scope); in April 2026, after the list of measured resources was expanded, it was 21% among those aged 65+; a year earlier, overall reach across all ages was 8%
STYLE	Questions outnumber instructions: 70.8% of requests from people aged 55+ are questions, and the share of instructions (“do this”) is half that among 18–24-year-olds — 17.2% versus 33.6% (Yandex logs)
DATA	Service and task shares for the 56–65 group from the OMI survey (boost sample n=102, margin of error about ± 10 p.p.) are not used in the study; they are also excluded from the audience composition in section 3
BARRIERS	Among non-users, 44% see no use for it, 36% are unaware of its capabilities, 22% do not know how to use it; among people with minimal digital skills, 34% use AI weekly, versus 71% among those with advanced skills

Mediascope, February and April 2026 [6] [7]; OMI [4]; VCIOM, June 2026 [1].

What is happening to shopping

Shopping is a small but already measurable share of requests to AI tools. This section sets out the scale and introduces the topic of geoboost's next study.

SHARE OF SHOPPING REQUESTS

3–12 %

strict classification / Yandex definition

Yandex: “products and services” ~3% of requests (Sept. 2025–Jan. 2026); 12% shopping tasks in the chat (Aug. 2026); OpenAI: 2.1% of ChatGPT conversations [14] [44] [43]

SHOPPING REQUESTS TO ALICE AI

5–20 M per week

0.25–1 billion requests a year

geoboost calculation: weekly request volume × share of shopping tasks

HAVE TRIED AND USE REGULARLY

45 → 5 %

96% double-check recommendations

AIMonitor.pro, June 2026 [49]; Yandex + RBC: 35% of online shoppers use AI when choosing products [48]

The two estimates of the share of shopping requests differ fourfold, and both are correct. A strict classification of Yandex logs for September 2025–January 2026 assigns about 3% of requests to Alice AI to the “products and services” subcategory; for ChatGPT worldwide, 2.1% of conversations are about products (OpenAI, 2025) — these are direct questions about specific products. Yandex’s broad definition includes comparing, selecting and advice on choosing, and yields 12% shopping tasks in the chat (August 2026). Applied to the weekly volume of requests to Alice AI (164 million), this gives 5–20 million shopping requests a week. Requests are not people: one person asks several questions, and the number of shopping requests per user is unknown, so this figure cannot be converted into a number of shoppers. For comparison, e-commerce traffic via Alice AI grew 4.6 times over the year, and 17% of Russian e-commerce is connected to Yandex’s transaction infrastructure [14] [43] [44].

The influence on purchases is spread unevenly along the funnel. According to a survey by Yandex and RBC Market Research, 35% of online shoppers use AI when choosing products; according to an AIMonitor.pro survey (sample not disclosed), 45% of respondents have bought something on AI’s advice at least once, 5% do so regularly, and 96% double-check the recommendations. Data Insight analyzed 38 real scenarios: in all of them, AI helped with the choice; in 13, the user got as far as the cart; and in two, the user completed the purchase through the assistant. The same study forecasts that agentic scenarios will account for 0.4–1% of Russian e-commerce in 2026–2027 and 7–11% (2–3 trillion rubles) by 2030–2032 [48] [49] [45].

Global data show the same pattern: little traffic, high value. According to a peer-reviewed study of 973 e-commerce sites, traffic from LLMs in 2024–2025 was less than 0.2% of all traffic; according to Adobe, by May 2026 AI traffic to US retail sites had grown 14-fold since October 2024 and converts 54% better than other traffic. What matters for brands is presence in the answer, while the number of transactions inside the assistant is secondary for now: in a Sidorin Lab and BrandFound test of the banking vertical, AI models named a specific bank in about 76% of answers [46] [47] [50].

Who prepared the study



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PR Lead, geobooost & strategai

Questions about the data and methodology: geobooost.pro. The calculation model and the source dossiers are available for review on request.

Methodology and assumptions

All calculated values in the study can be reproduced from the assumptions listed below and from published data. Ranges in parentheses were used for the lower and upper bounds of the estimates.

Limitations. Survey data (VCIOM, OMI) describe internet users aged 18+ based on self-reports and overstate frequency relative to panel measurements; the Mediascope panel does not see chatbots in messaging apps or integrations into search; Similarweb and Digital Budget cover the web only; the Yandex and Sber reports do not break down by country and are not independently verified. The GigaChat data (20 million MAU, 800 million requests) are taken from Sber’s annual report as reported by a secondary source and have not been confirmed by the primary source. The Similarweb Pro engagement data were obtained through geoboot’s paid subscription. The Mediascope breakdown by service is current as of October 2025; no more recent breakdown has been published. Similarweb’s public pages show visits over three months and model geography from a panel, so visits from Russia were converted to a monthly basis and are used for trends and checks, not as a direct measure of audience; the shares on the a16z chart were read off the image with an accuracy of about 0.5 p.p. Estimates for Gemini refer to the period before August 14, 2026. The final estimates are model estimates for the reference period (Q2 2026): the sources refer to different dates — the main audience data to October 2025–July 2026, trend cross-checks and intensity data to 2025, web engagement and shopping data to August 2026; alignment to a single time window was done only where trend data exist (D1, D4, D5), so the mismatch in dates is a source of additional uncertainty that has not been quantified. Estimate ranges are the spread across scenarios and methods, not confidence intervals.

A1	Population of Russia aged 12+ (Mediascope universe). 105 million monthly internet users = 86% of the population aged 12+ [8]	122.1M
A2	Age structure of the population aged 12+. Group shares from World Bank data (2024) for men and women, scaled to the A1 universe; uniform distribution within each 5-year group [39]	by 5-year groups
A3	Teenagers aged 12–17 in the internet audience. Mediascope: 93% of teenagers use the internet daily [7]	97%
B1	Adult internet users who used AI tools in the past year. VCIOM-Online, June 2026, n=3,209. The question wording does not split “neural networks” into conversational chats and image generators; the share is assumed to apply to the study’s scope because the survey does not single out users of image generators only — an assumption, not a measurement [1]	78%

B2	Frequency among users. Weekly / 1–3 times a month / less often / only tried (VCIOM) [1]	58 / 23 / 13 / 6%
B3	Share of past-year users active in the past 6 months. The OMI base is users over the past 6 months; according to VCIOM, 94% of past-year users use AI tools regularly (at least once every few months), and 6% have only tried them [1]	0.90 (0.85–0.95)
B4	Teenagers: monthly / daily / weekly / 6-month reach. Monthly (77%) and daily (30%) reach are measured by Mediascope, April 2026. Weekly reach is a scenario assumption; it cannot be derived from the 77%. Benchmark: the frequency of the 18–24 group in OMI (74% of AI users use AI weekly) combined with a 6-month teen reach of 82%: $0.82 \times 0.74 \approx 61\%$; 55% (50–60%) is adopted, adjusting for self-reports overstating frequency relative to panel measurements. Base: 10.0 million teenagers aged 12–17 (A1–A2): weekly audience $10.0 \times 0.55 = 5.5$ million; at the bounds of the assumption, 5.0–6.0 million and a market weekly audience of 48.1–49.1 million. The 6-month reach is set slightly above the monthly reach [7] [4]	77 / 30 / 55 / 82%
C1	Shares of services among AI users over 6 months. Alice AI 71, ChatGPT 42, GigaChat 38, DeepSeek 25, Gemini 15, Grok 5, Qwen 4, Perplexity 4, Claude 3, Character.AI 3, Copilot 3% [4]	OMI, 11 services
C2	Teen profile by service. OMI does not survey people under 18; the shares of the 18–24 group are applied to ages 12–17 [4]	same as 18–24
C3	Weekly frequency coefficient f. Alice AI: calibrated to Yandex WAU (33.2 million $\times$ 0.93). “Primary tool” (ChatGPT, DeepSeek, Perplexity, Claude): ChatGPT’s global WAU/MAU of $0.82 \div$ ratio of 6-month reach to MAU $\approx 1.4 \times$ access discount of 0.7 $\approx$ 0.40 (0.30–0.50). “Second choice” (GigaChat, Gemini, Qwen, Grok, Copilot, Character.AI): 0.30 (0.22–0.38) [9] [27] [1]	Alice AI 0.60; 0.40; 0.30
C4	Russia’s share of the Alice AI audience and the range of the Alice AI estimate. Similarweb: 92.97% of visits to alice.yandex.ru come from Russia. The range of the Alice AI estimate is –10% to +5% of $33.2 \text{ million} \times 0.93$, reflecting uncertainty in Russia’s share (the geography of visits to the web version is applied to all chat entry points) and in Yandex’s definition of a weekly chat user; the estimate refers to the chat with Alice AI, not to all product surfaces [20] [9]	0.93; –10% / +5%
C5	Reconciled 6-month share for Alice AI and DeepSeek. Average of OMI (71% and 25%, self-reported) and Beeline Analytics (67% and 29%, Q1 2026, measured mobile traffic among AI users): two independent measurements of the same base for services available without a VPN. Beeline’s share for ChatGPT (7% vs. 42% in OMI) is not averaged: the operator does not see VPN or Telegram use; the ratio of 0.17 is a measure of invisibility	69% and 27%

D1 **Trend in direct access to ChatGPT, Oct. 2025 → Q2 2026.** Market per Mediascope: +14% (28→32%); opening of telecom-operator channels from December 2025. Traffic check: in 2025, ChatGPT web traffic in Russia grew 3.5-fold while the market grew 6-fold (Digital Budget) — slower than the market; the ratio of ChatGPT to DeepSeek traffic fell from 1.44 (web, 2025, Digital Budget) to 0.97 (web and apps, January 2026, a16z)

1.3 (1.1–1.5)

[6] [34] [19] [23]

D2 **Audience of multi-model Telegram bots in Russia.** 13.2 million MAU for 72 multi-model AI bots worldwide (July 2026) — the sum of the individual bots' MAU, not the number of unique people; the bots give access to several models. Scenario assumptions: Russia's share 0.55 (not broken out in the source; set based on the composition of the largest bots with Russian-language interfaces); overlap between bots — adjustment factor 0.8 (one person uses several bots); overlap with ChatGPT's direct audience — 30%. Total for multi-model bots in Russia: 4.1 million MAU before allocation across models

0.55 (0.40–0.70); 0.8 (0.7–0.9); 30%

[30]

D3 **Telecom-operator channels and ChatGPT's share of multi-model channels.** Telecom-operator services (Beeline, MTS, MegaFon, T2) give access to ChatGPT, Gemini, DeepSeek, Claude and Grok in a single channel and do not disclose statistics: 1.0 million MAU is a scenario value; overlap with the direct audience is 30%, as for bots (D2). ChatGPT's share of the audience of multi-model channels (bots + operators after the overlap adjustment, 4.8 million MAU) is a scenario assumption of 0.6; benchmark: ChatGPT's share among foreign models in OMI, $42 / (42 + 15 + 5 + 3) \approx 0.65$ (Gemini 15%, Grok 5%, Claude 3%). Without multi-model channels, Method B gives 3.3 million WAU (direct access only); with a share of 0.6, 5.0 million; the remainder of the channels (1.9 million MAU) is not attributed to other models

1.0M MAU (0.5–2.0); ChatGPT share 0.6 (0.4–0.8)

[34] [30] [4]

D4 **DeepSeek trend, Oct. 2025 → Q2 2026.** A scenario assumption for carrying the October 2025 panel estimate over to Q2 2026; not a direct estimate of the change in MAU. Russian series: visits from Russia per Similarweb, 33.9 million in January → 10.6 million per month in May–July 2026 (–69%); app downloads in Russia –57% in Q4 2025. App usage is falling more slowly than web usage, so the coefficient is milder than the drop in visits. Traffic cross-check: DeepSeek's share was 27.8% of web traffic in 2025 (Digital Budget) and 28.2% of web + app traffic in January 2026 (a16z) — a plateau before the decline

0.75 (0.55–0.95)

[21] [20] [31] [19] [23]

D5 **GigaChat trend and invisible channels.** Growth in panel reach of 1.3: TV advertising ×4 in H1 2026, web traffic ×13 in 2025 (Digital Budget), giga.chat visits ×2.5 year over year in January 2026. The assistant in SberBank Online — 2.3 (1.5–3.0) million MAU: 6.4 million people over 7 months, 22% return. Salute and the official Telegram bot — 1.0 (0.5–2.0) million MAU: no vendor data. Overlap of invisible channels with the direct audience — 30%

1.3 (1.0–1.6); +2.3M; +1.0M

[62] [19] [21] [17]

D6	WAU/MAU by service. Alice AI — Yandex, Q4 2025 (19.0 / 30.5 million); ChatGPT 0.60 (0.82 globally for the app); DeepSeek, Gemini, Perplexity, Qwen 0.50; Claude 0.55; Character.AI 0.60; Grok, Copilot 0.45. GigaChat 0.35 (0.25–0.45): 4.8 requests per monthly user per month vs. 14 for Alice AI, 52% of users consider it neither a work tool nor an entertainment tool, and 22% return to the assistant in SberBank Online [11] [27] [16] [1] [17]	0.62 Alice AI; 0.35 GigaChat; 0.45–0.60 others
D7	DAU/WAU by service. Scenario assumptions, not measurements. Anchors: Alice AI — 4.5 million per day (December 2025; across all Alice AI surfaces, where the monthly audience is 65 million) vs. 19 million per week in the chat → no more than 0.24; 0.20 (0.15–0.25) is adopted; ChatGPT globally 0.55 (DAU/MAU 45% ÷ WAU/MAU 82%); the market as a whole — benchmark ≈0.28 (11% daily according to Mediascope vs. 40% weekly in the model), 0.26 in the model. Global benchmarks discounted for the access barrier (bounds in parentheses): ChatGPT in Russia 0.40 (0.30–0.50); Gemini (DAU/MAU 0.22 globally) 0.30 (0.22–0.40) and Grok (0.25) 0.30 (0.20–0.40); DeepSeek 0.30 (0.22–0.38) and Qwen 0.30 (0.22–0.38) (short sessions, high bounce rate); Perplexity 0.35 (0.25–0.45); Claude 0.45 (0.35–0.55); Character.AI 0.50 (0.40–0.60); Copilot 0.30 (0.20–0.40). Consistency with intensity is an illustration, not independent support: number of active days = requests per weekly user ÷ requests per active day, where for Alice AI and ChatGPT requests per active day are derived from the adopted coefficient ($5.3 \div 3.8 \approx 1.4$ days; $25 \div 6.5 \approx 3.9$ days), while for GigaChat 3.0 requests per active day is an assumption ($3.1 \div 3.0 \approx 1.0$ day → 0.15, range 0.10–0.20). The parameters are calibrated to the Mediascope benchmark of 11% of the population aged 12+ per day: sum of daily audiences ÷ D8 overlap = 12.9 million (10.6%); this is not independent verification. Scenario range at the D7–D8 bounds: 8.9–18.2 million [12] [11] [27] [28] [7]	0.20 Alice AI; 0.15 GigaChat; 0.40 ChatGPT; 0.30–0.50 others
D8	Daily overlap of service audiences. A scenario assumption, not a measurement: between 1.0 (no overlap) and weekly multi-homing of 1.18. Together with D7, it determines the model estimate of the daily audience; scenario range at the D7–D8 bounds: 8.9–18.2 million	1.12 (1.0–1.2)
D9	Traffic → audience (a16z, Similarweb). Scale of the a16z chart (January 2026): ChatGPT visits from Russia, 34.5 million (Similarweb) ÷ ChatGPT's share of 27.4%; check against DeepSeek: 35.5 million by this scale vs. 33.9 million per Similarweb (+5%). Visits per user per month for services with panel data (traffic equivalent ÷ Mediascope MAU): GigaChat 2.4, DeepSeek 3.1, Perplexity 5.0, ChatGPT 8.1 — these values are derived from the panel and are not used as a norm for checking the audience; the independent global norm for ChatGPT is 22 visits per unique web visitor per month [29]. For Gemini, Qwen and Grok, 4 (3–6) is assumed. Qwen: based on the average of January traffic (a16z) and May–July 2026 traffic (Similarweb) [23] [21] [20] [5] [29]	1 p.p. = 1.26M visits; 4 (3–6) visits per user
D10	Method V for GigaChat (Sber data). MAU of more than 20 million according to 2025 results, across all surfaces (website, app, Salute, Telegram bot, assistant in SberBank Online) × WAU/MAU of 0.35 (D6); the upper bound assumes 20% MAU growth and WAU/MAU of 0.45. For Alice AI, Method V is the Yandex report (33.2 million) × 0.93 (C4); Method A is calibrated to it [16] [9]	$20M \times 0.35 = 7.0M$ (5.0–10.8)

D11	Final estimate and range. The final estimate is the geometric mean of the Method A, B and V estimates (where available); the range is the interval between the lowest and the highest of them: a scenario range across methods, not a statistical confidence interval — it does not include uncertainty in the underlying sources, coefficients, Russia’s share, overlaps or the time shift, and the methods share some assumptions and are not independent estimates. For Alice AI, where all estimates rely on the Yandex report, the range is set by assumption C4. The estimate refers to the reference period (Q2 2026) and is assembled from sources of different dates: the main audience data are from October 2025–July 2026, trend cross-checks and intensity data from 2025, web engagement and shopping data from August 2026; panel values are brought to the reference period with trends D1, D4, D5, and the rest are used as is. Sensitivity to assumption bounds within methods is of the same order: ChatGPT 5.4–12.0, DeepSeek 4.1–8.5, GigaChat 3.1–7.4 million	geometric mean; min–max of methods
D12	A service’s share of the aggregate audience and of unique users. A service’s share (Section 1.1, “Key findings”) = the service’s WAU ÷ the aggregate WAU of the eleven services, i.e., the sum of their weekly audiences with overlaps (57.5 million): Alice AI $30.9 \div 57.5 = 54\%$, ChatGPT $8.2 \div 57.5 = 14\%$. The share of the market’s unique weekly users (48.6 million, step 1) is the share of people who use the service at least once a week among all weekly users of AI tools: Alice AI $30.9 \div 48.6 = 64\%$; for the other services, this share equals the share of the aggregate audience $\times 1.18$. The Herfindahl–Hirschman Index (HHI, 3,321) is calculated from shares of the aggregate audience with overlaps and therefore describes how service audiences are distributed, not market concentration by unique people; the latter would require non-overlapping shares or an overlap model	Alice AI 54% / 64%
E1	Expansion of the Mediascope measurement scope in April 2026. Monthly reach among people aged 18–64 rose from 35% (February, previous scope) to 54% (April); the increase is distributed across groups proportionally [6] [7]	$\times 1.54$ for all groups aged 18–64
E2	Ratio of daily to monthly reach by age. Profile shape based on October 2025 data; the level is calibrated to 12% daily reach among people aged 18–64 [5] [7]	0.36 → 0.12
F1	Average weekly audience of the Alice AI chat in 2025. Q4 2025 MAU of 30.5 million, 7-fold growth over the year → geometric quarterly trajectory; WAU/MAU 0.62 [11]	10.5M
F2	Share of mobile requests to Alice AI. For the blended estimate of the share of work requests (23.4% from desktop, 4.4% from mobile) [15]	0.70 (0.60–0.80)
F3	Average 2025 monthly audience of GigaChat. Growth over the year to more than 20 million in December; this gives 4.8 requests per user per month and 3.1 requests per week per weekly user at WAU/MAU of 0.35 [16]	14M (12–16)

F4 ChatGPT intensity in Russia. Messages per weekly user in proportion to the number of active days: DAU/WAU 0.40 vs. 0.55 globally → 18 messages per week (10–25); weekly volume — 150 million (82–206)

[24] [26] [27] [22]

73% of global (40–100%)

G1 Mapping of task categories. Search and explanations: information search, explaining complex topics. Writing and translation: writing and editing texts, translation. Data, automation and code: working with data, automating routine tasks, programming. Studies: study assignments. Everyday life, health and money: everyday advice, health and nutrition, finance. Creativity, ideas and conversation: multimedia, generating ideas, emotional support. Yandex logs: information requests → search; working with text → writing; computing and IT → data; learning → studies; instructions and health → everyday life; media content, conversation, ideas → creativity. OpenAI: Seeking Information → search; Writing → writing; Technical Help → data; Tutoring (10.2%) → studies; the rest of Practical Guidance → everyday life; Multimedia and Self-Expression → creativity

[1] [14] [24]

6 macro-categories

G2 Share of work requests in the market as a whole. Weekly requests × share of work requests: Alice AI 164 million × 10%; ChatGPT 82–206 million × 30% (VCIOM: 32% work context; OpenAI globally: 27%); DeepSeek ≈73 million (6.1 million × 12 requests per week — an assumption without a source, between Alice AI and the estimate for ChatGPT in Russia; at 8–16 requests the volume is 49–98 million) × 30%; GigaChat 15 million × 20%; others ≈20 million × 25% → 71–108 million out of 354–478 million, i.e., 20–23%; at 8–16 requests to DeepSeek, 19–23%

[15] [2] [24]

≈20% (rough estimate)

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NEXT STUDY · FALL 2026

How AI assistants choose brands

Which sources and signals determine whether a brand appears in answers from Alice AI, ChatGPT, GigaChat and DeepSeek, how recommendations differ across categories, and what converts into clicks and orders. Data: monitoring of answers across seven engines and public studies from 2025–2026.



geoboost measures brand visibility in the answers of AI assistants — ChatGPT, Alice AI, GigaChat, DeepSeek, Perplexity, Gemini and Claude — and helps brands achieve it. geoboost.pro

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