

Google AI and media traffic

Trends in referrals to Danish media sites

● Two Main Conclusions

- The analysis points to major upheavals in referrals from Google to media sites



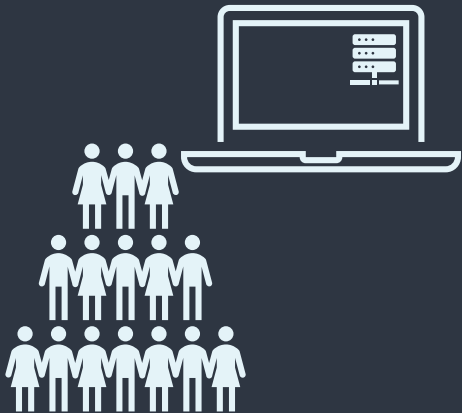
1.

Google AI Mode sends **zero** referral traffic to media sites.

2.

Surge in time spent on AI services, leading to zero click search.

Methodology



973 Danes

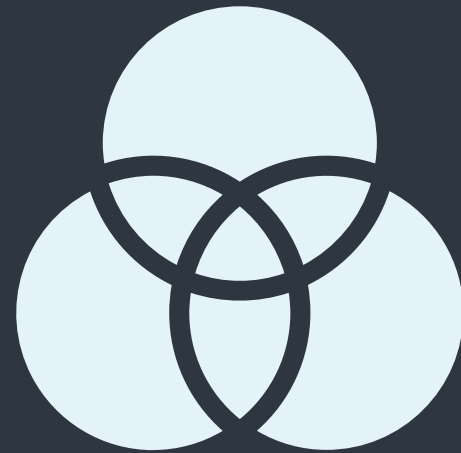
have throughout January 2024 – January 2026 consented to having their PC internet usage anonymously registered through tracking software.

Analytics company Gemius tracked their use of 33 different Danish media sites in the categories national, local/regional, tabloid, evergreen and others.



This allows us to study each user's actual behavior across internet pages and browser sessions.

During the period, Gemius tracked a total of **1,797,183,251** internet sessions.



All of Denmark

We can use this as a sample to examine the internet use of the entire Danish population.

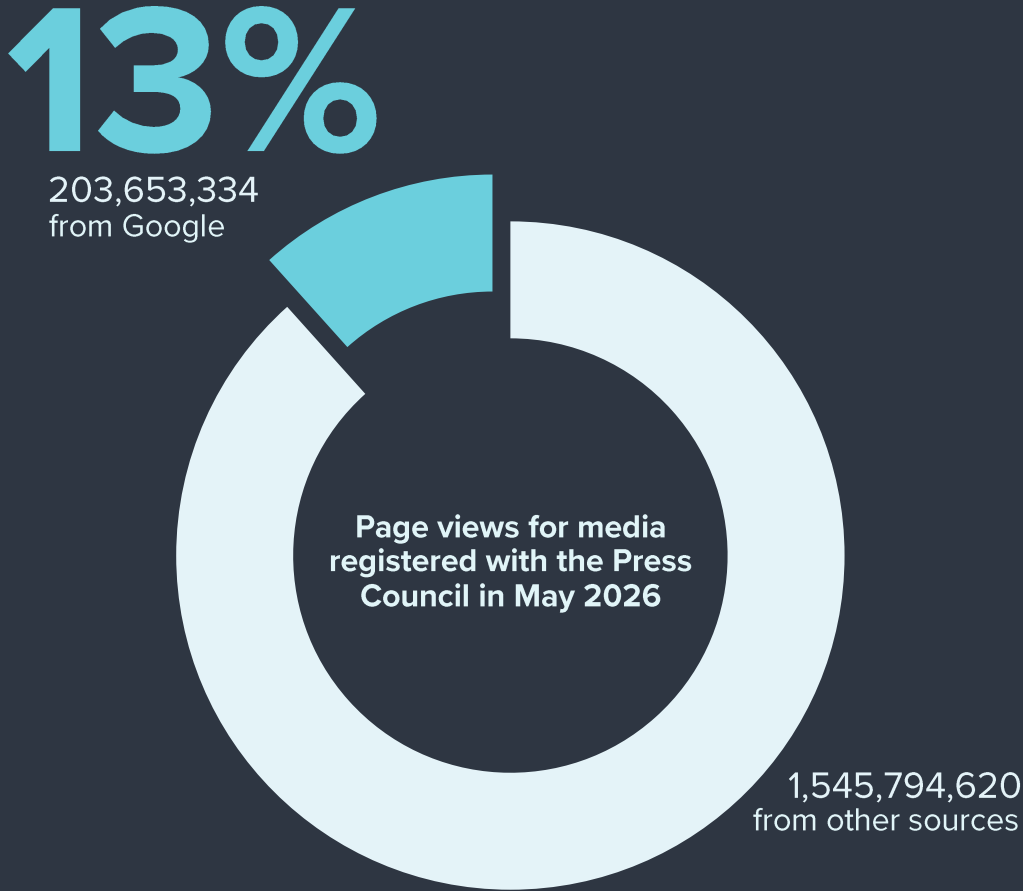


Total Page Views

On average, Google accounts for 13% of all monthly page views to media outlets registered with the Danish Press Council.

However, there is **large variation**. For some media – typically the local and regional outlets – the figure is up to **24% per month**.

The diagram on the right shows the page view distribution for media registered with the Press Council in May 2026.



Source: Danish Online Index, the official online media measurement in Denmark



0%

of Google AI Mode sessions end with a referral to a media site.



0.02%

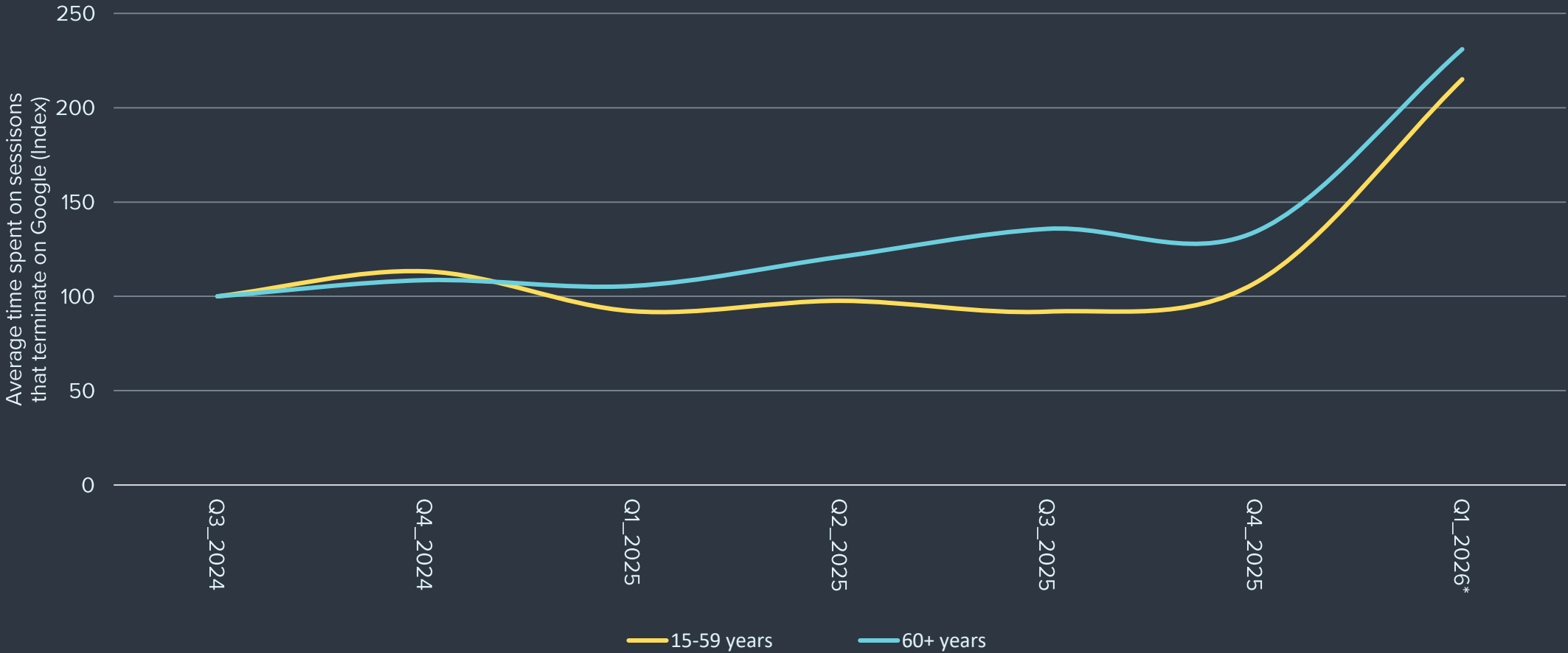
of sessions on **AI services other than Google AI Mode** (including ChatGPT) end with a referral to a media site. For Gemini, the figure is 0%.



0.3%

is the number of sessions in which a user has visited Google AI Mode and within the following 30 minutes has accessed another website.

- Time Consumption Increases for Zero Click Search,
- Especially After the Launch of AI Mode



Source: Gemius custom analysis 2026

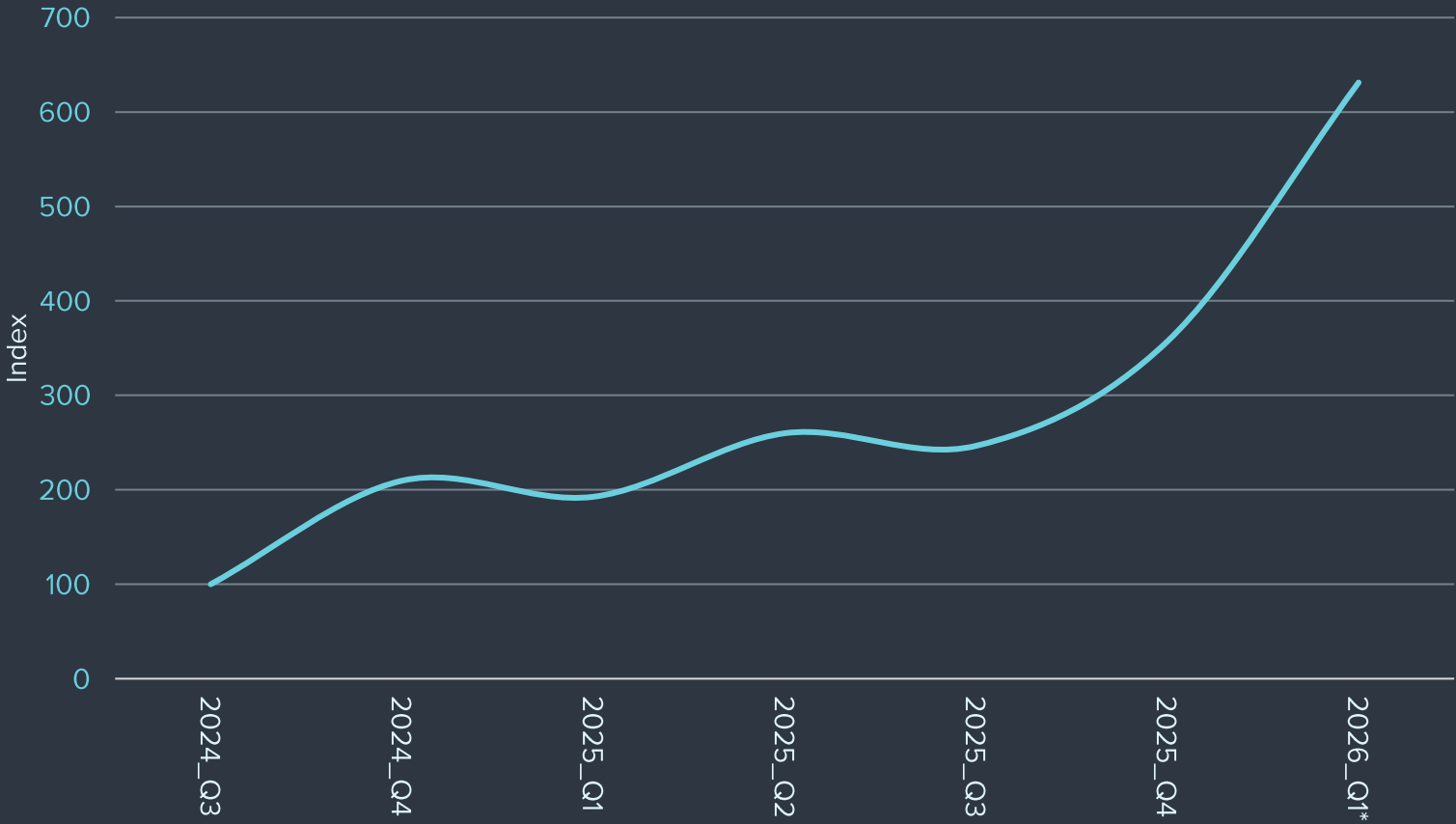
*Until January 2026



Total Time Spent on AI Services is Surging

Time spent across all AI services sees a strong increase during the period studied, growing by more than 600%.

Growth picked up at the end of 2025.



Source: Gemius custom analysis 2026

*Until January 2026

- Understanding the Evolution:
- Google AI Search in Denmark

**15 May
2025**

**8 October
2025**

**Second half
of 2026**

**Google
AI Overview**

**Google
AI Mode**

**Full
Google
AI Search**

- Understanding the Evolution:
- From Indexation to Content Presentation



Previously, Google indexed content and redirected the user to the content creator.



Now, content is presented directly in the Google interface, often leaving the user with no reason to proceed to the creator.

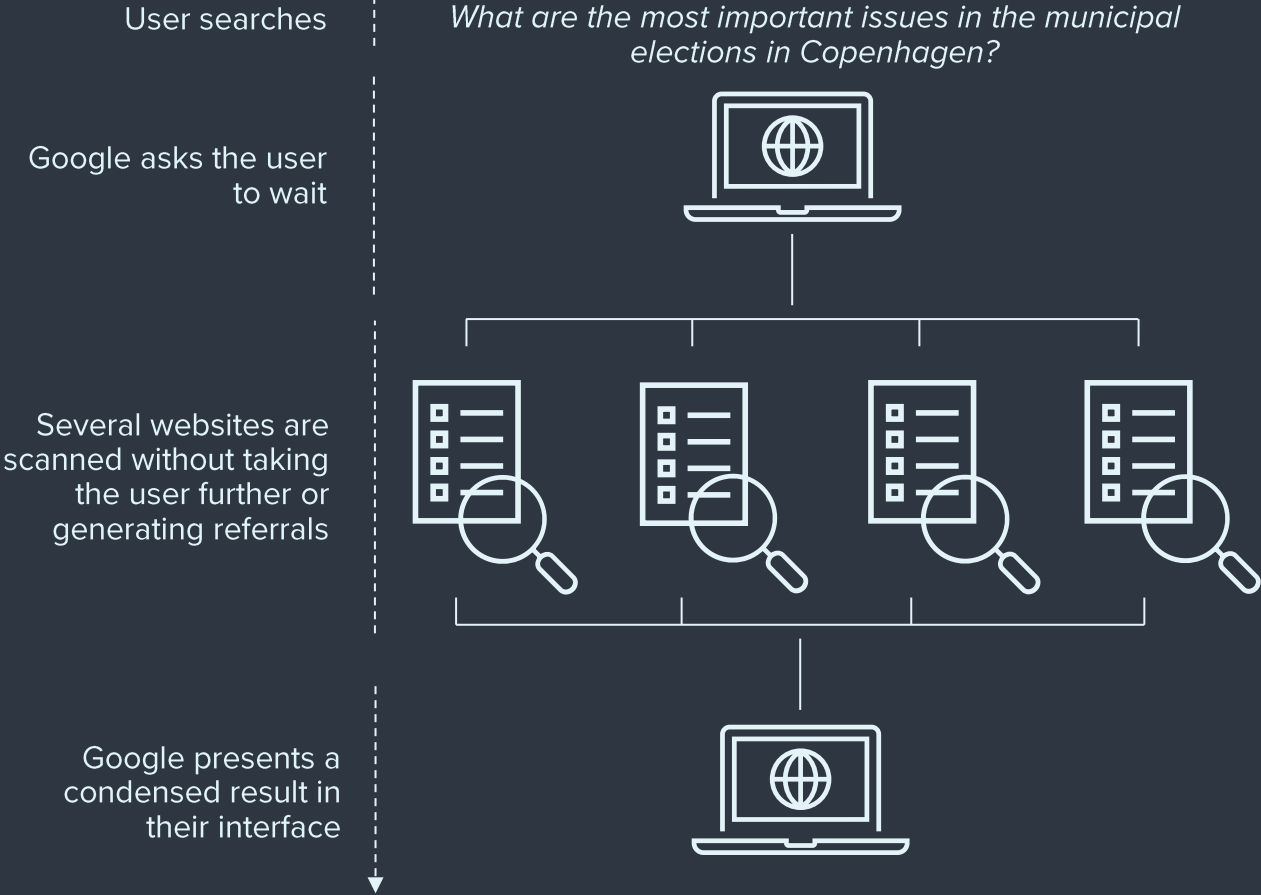
● Understanding the Evolution: ● Query Fan-Out

Query Fan-Out refers to AI searches, unlike traditional searches, often containing multiple searches in one.

Search behaviour like the example on the right could previously have led to four individual visits to four (media) sites.

Now, the user is more likely to be retained in the Google user interface.

What previously could have created four referrals often delivers zero referrals today, so-called zero click search.





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Danish Media Association:

The largest professional body for private media organisations in Denmark, representing 700+ publications across digital, print, and radio.

DPCMO

A collective rights management organisation representing 99% of the Danish news industry.

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