□□ Google’s AI Summaries Take Over the Discover Feed: What It Means for News and Publishers

Administrator | 22/07/2025 | AI

□□ When Google Becomes Your Editor

Would you trust an algorithm to decide which news story you read today?

That’s exactly what’s happening in the U.S., as Google rolls out **AI-generated summaries in its Discover feed**. Instead of showing single-article previews, users now see brief, AI-compiled digests of trending topics like sports, lifestyle, and entertainment — often **without ever clicking a link**.

Welcome to the era of **news without clicks**.

□□ What’s New in Google Discover?

□□ Summaries, Not Headlines

The update replaces traditional headlines with AI-generated text blocks. Each card includes:

- Logos of **multiple sources** in the top-left corner
- A short **3-line summary**
- A “See More” button to reveal the full digest

© 2026 - All rights reserved. Project Osint – OSINT, AI & Cybersecurity | projectosint.com

- A disclaimer: *“Generated by AI, which can make mistakes.”*

This is **not a beta test** — it’s a **nationwide launch** in the U.S., aimed at making content discovery faster. But it’s raising serious questions.

□□ The Hidden Cost: Publishers Are Losing Traffic

While this may seem convenient for users, publishers see a growing problem.

- **64% of AI-influenced search results end without a click**
- Google’s AI tools have caused a **15% drop in global traffic** to news sites year-over-year
- The **New York Times** now gets just **36.5% of its traffic** from search, down from 44% three years ago

Many of these summaries are being read *in place of* the original articles. That means fewer site visits, fewer ad impressions, and a **shrinking revenue stream** for digital publishers.

□□ Is Google Taking Over the News Funnel?

□□ AI Curates the Content — You Don’t

The summaries focus on **“trending” topics**, not all content, and often **don’t link directly** to the publisher’s website. Instead, users can open a “More” tab showing the original articles used to build the summary.

This turns Google into the **main gateway**, with publishers reduced to background sources.

© 2026 - All rights reserved. Project Osint – OSINT, AI & Cybersecurity | projectosint.com

And while there's now a **"Save" button** to bookmark articles in the Activity tab, this feature also **reduces urgency to click**, further lowering site engagement.

□□ Publishers Are Adapting — Or Fighting Back

Facing falling traffic, some publishers are experimenting with survival strategies:

- **Offerwall** by Google: lets sites earn money via **micropayments**, **surveys**, and **newsletter signups**
- **AI licensing deals**: The New York Times struck a deal with **Amazon** to let its content train AI models
- **Direct engagement**: More newsrooms are focusing on **apps**, **subscriptions**, and **email newsletters** to bypass Google entirely

The goal? **Reclaim control of the audience**.

□□ Is This the End of the Open Web?

AI-generated summaries are **reshaping how people consume news**. The new model:

- **Puts the platform first**
- **Reduces source visibility**
- **Centralizes traffic flow through a single gatekeeper** (Google)

This risks turning a decentralized, open web into a **walled garden of curated AI content**. And for

© 2026 - All rights reserved. Project Osint – OSINT, AI & Cybersecurity | projectosint.com

smaller publishers without direct traffic strategies, the implications are grim.

□□ The User’s Perspective: Convenience or Manipulation?

From the user's point of view, these AI summaries:

- Save time
- Eliminate clickbait
- Provide fast overviews from multiple sources

But they also:

- Remove editorial nuance
- Risk misrepresentation
- Reduce media literacy by hiding the full context

When you only read the summary, **you don’t see the sources, the framing, or the full story**.

Google’s Discover AI summaries represent a **turning point in the internet's content ecosystem**. What feels like convenience could end up as **a slow erosion of publisher visibility and user agency**.

The future of journalism may not lie in clicks — but in **how we fight to stay visible when AI is doing the reading for us**.

© 2026 - All rights reserved. Project Osint – OSINT, AI & Cybersecurity | projectosint.com