Charts & Graphs from the APMA Publisher Survey on AI

Responses from 70 UK publishers, surveyed in spring 2026

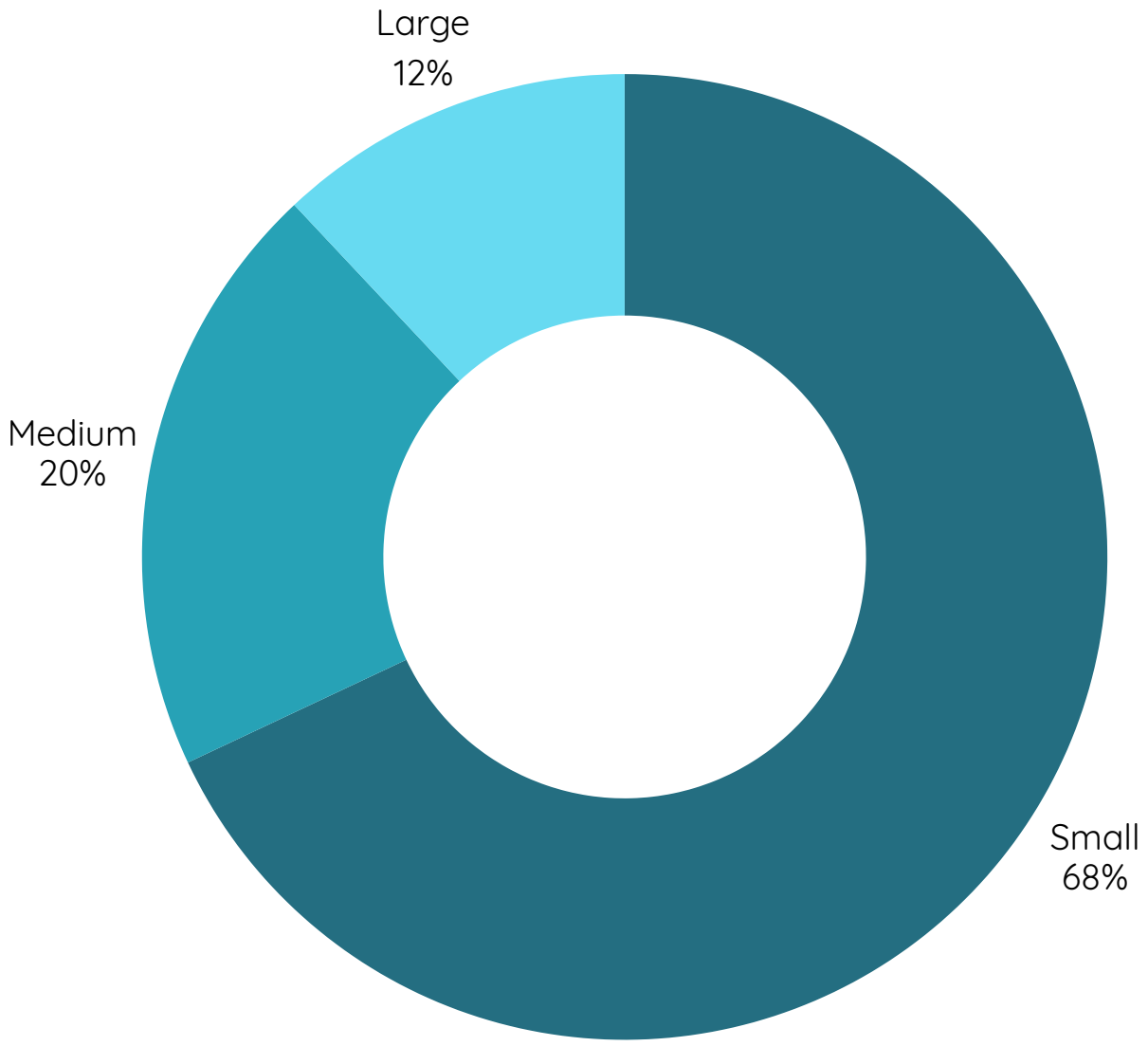
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Charts & Graphs from the APMA Publisher Survey

We ran a self-selecting publisher survey across May and June 2026. It could be filled in anonymously and all of the questions were optional. We received 70 responses.

The survey sought to understand how AI Search is impacting UK publishers across tracking, traffic, measurement and remuneration.

Q. What best describes the size of your business?



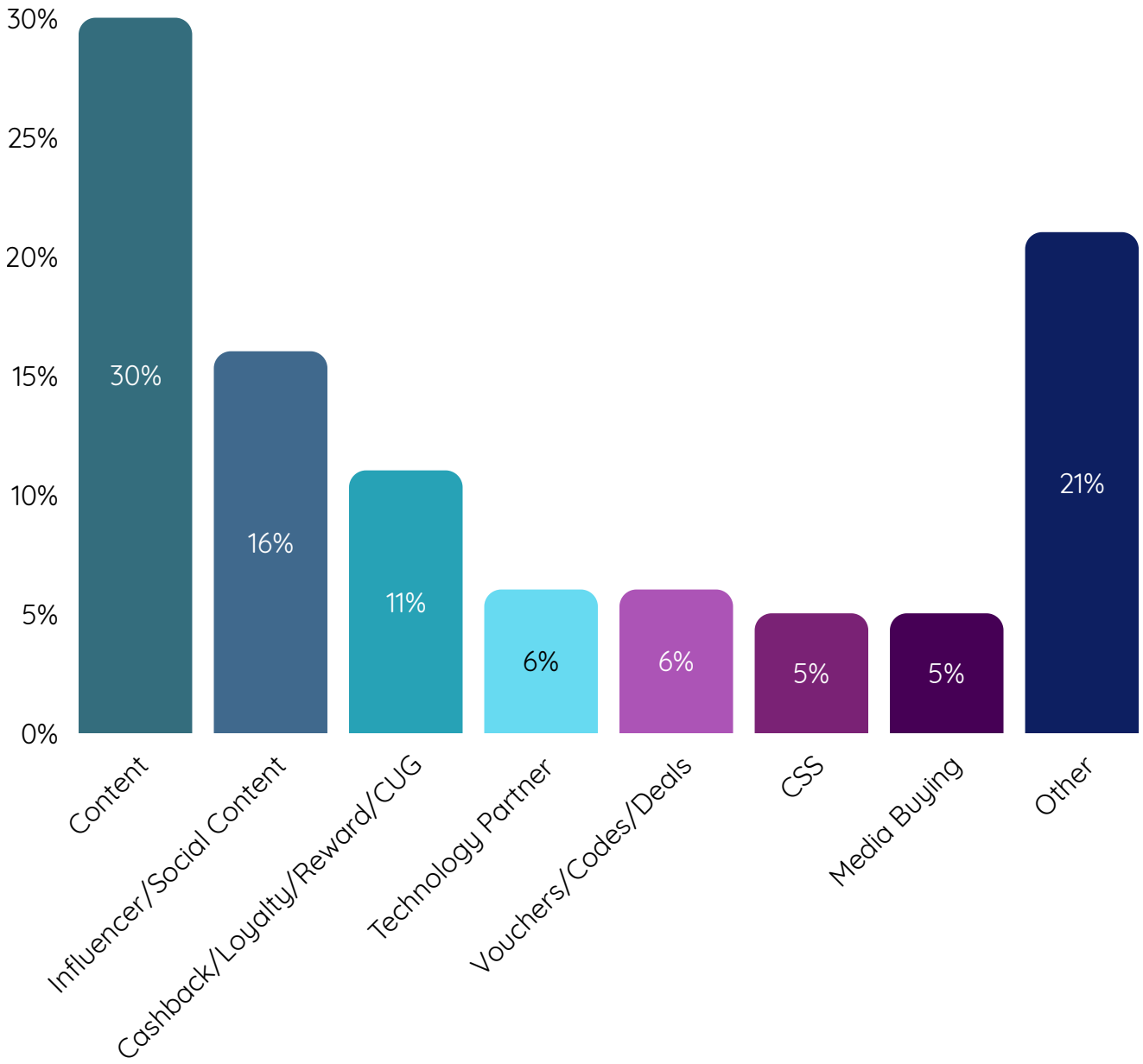
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Q. What best describes what your business does?



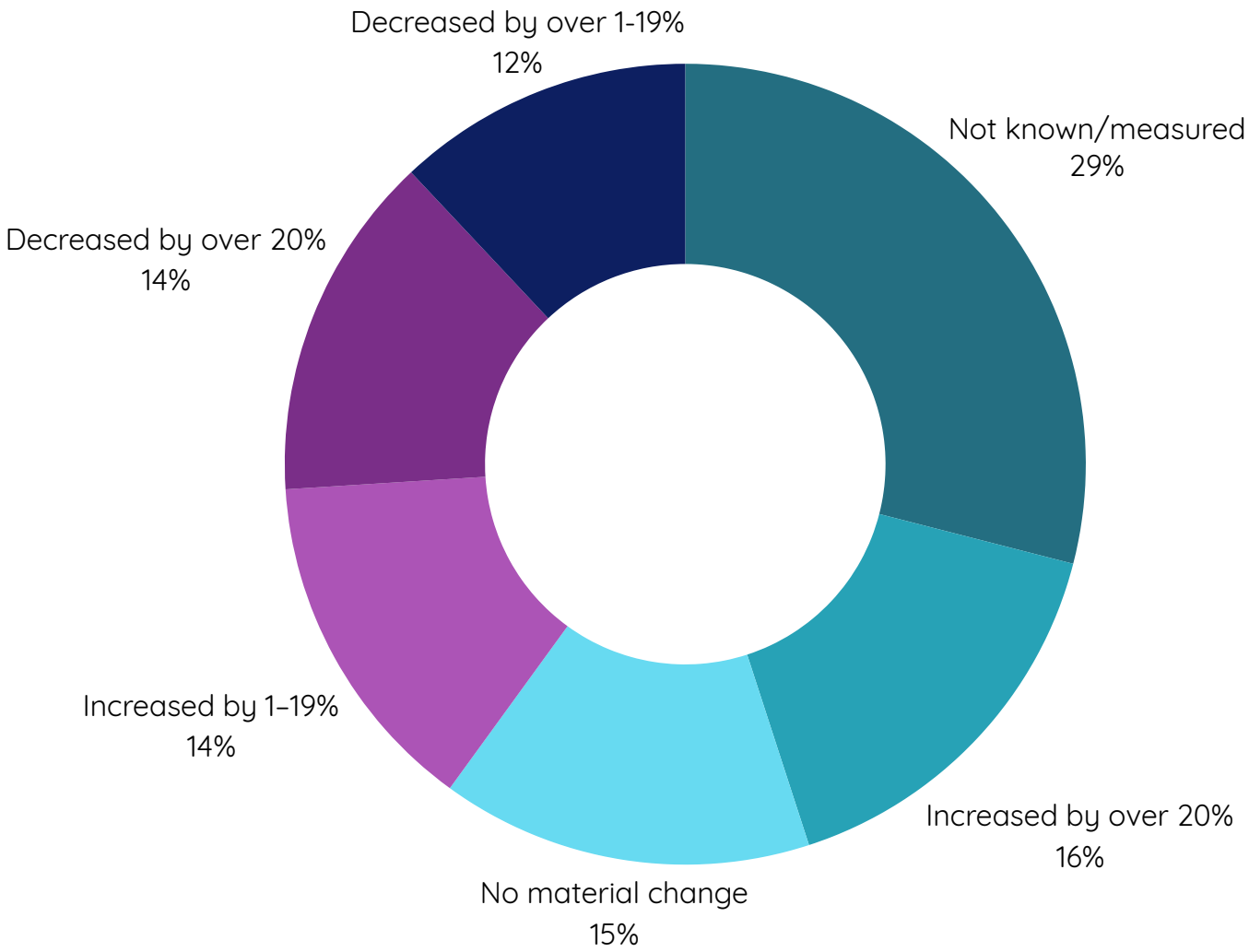
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Q. Over the past 12 months how has your total organic search traffic from Google Search changed based on your analytics platform?



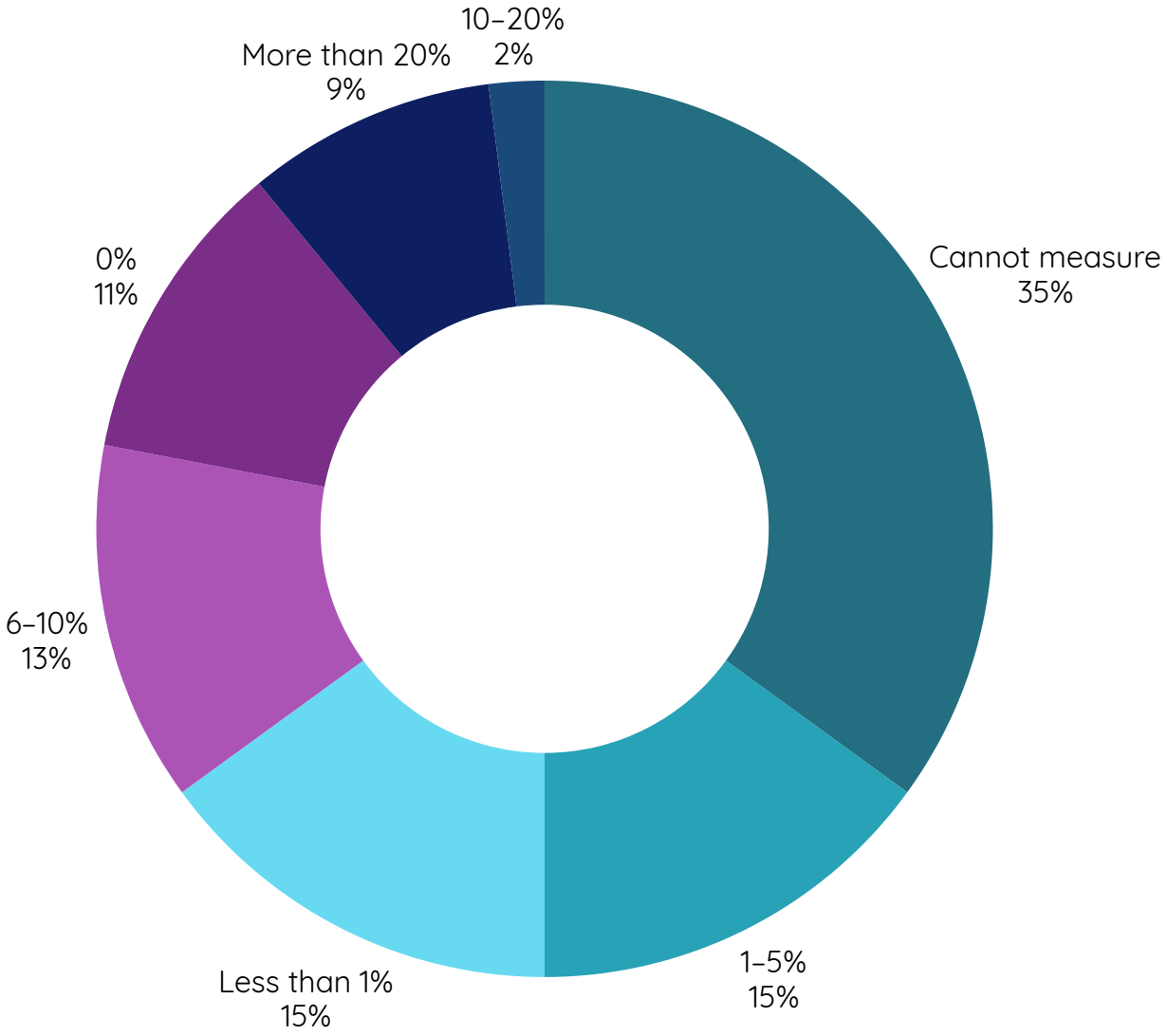
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Q. Approximately what percentage of your total website sessions currently originates from AI-driven search or answer platforms, based on your referral or attribution data? (Consider all systems such as ChatGPT, Claude, Gemini, etc.)?



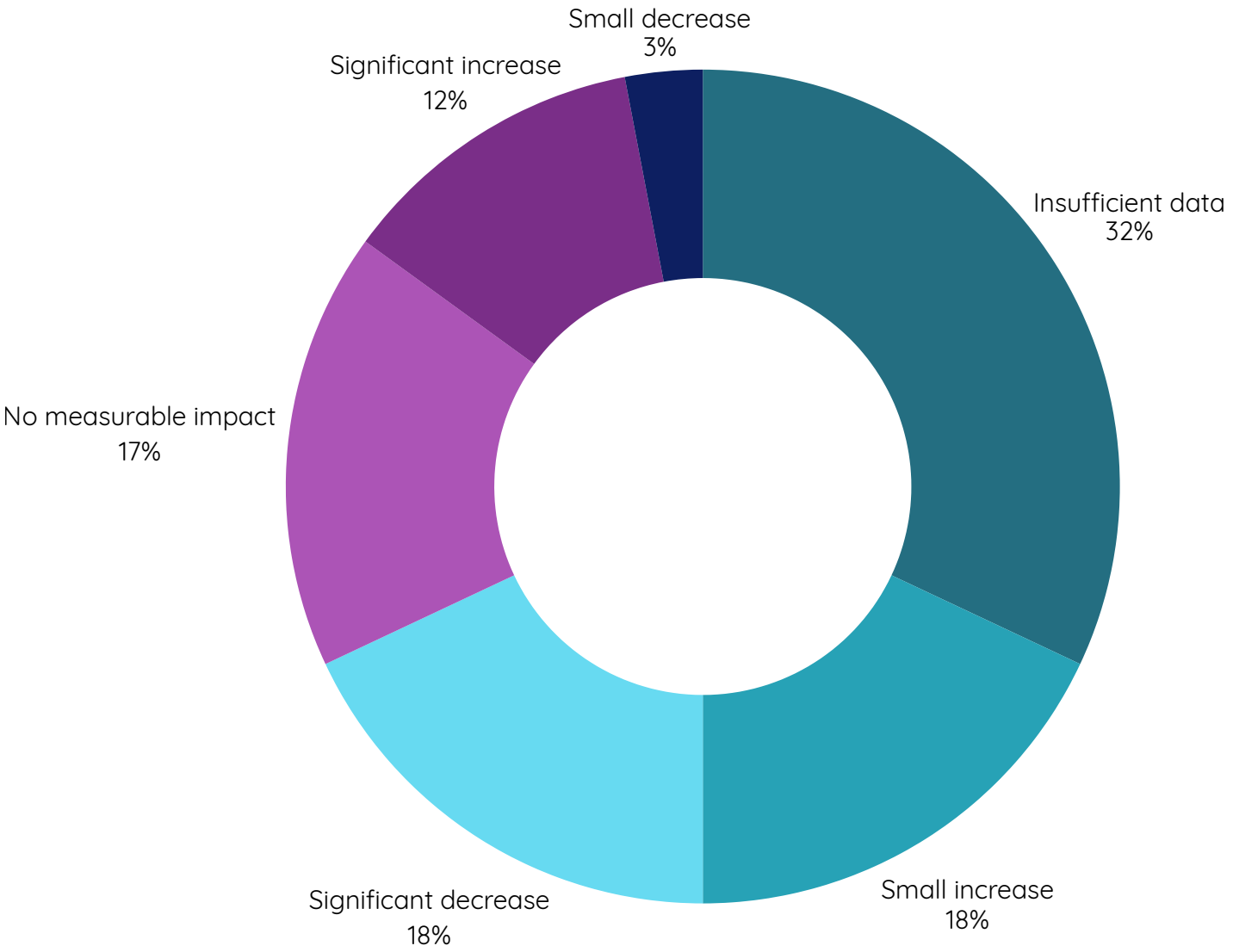
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Q. Based on your observed data and/or internal analysis, what has been the net impact of AI-driven search platforms on your total website traffic over the past 12 months?



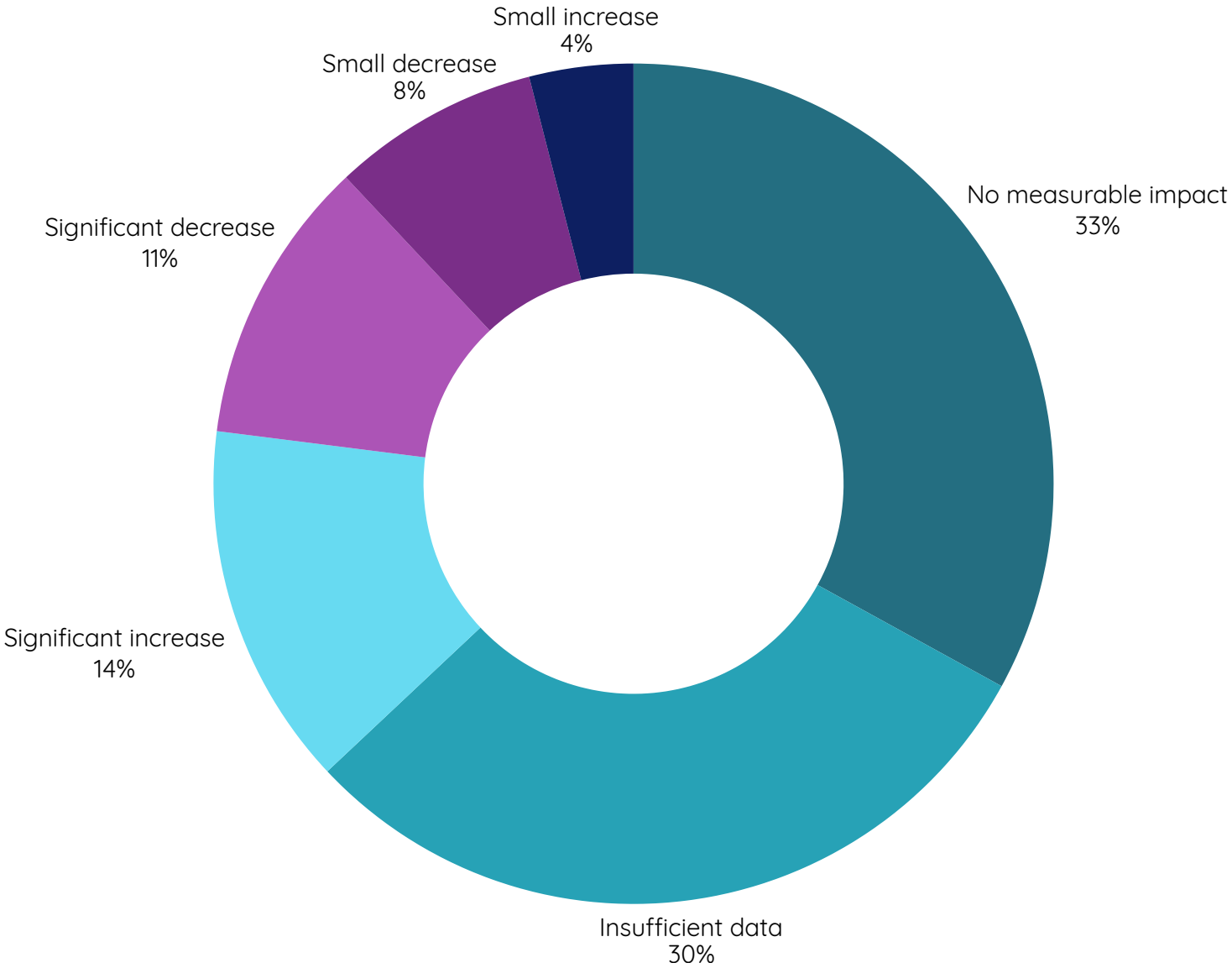
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Q. Based on your observed data and/or internal analysis, what has been the net impact of AI-driven search platforms on your total earnings over the past 12 months?



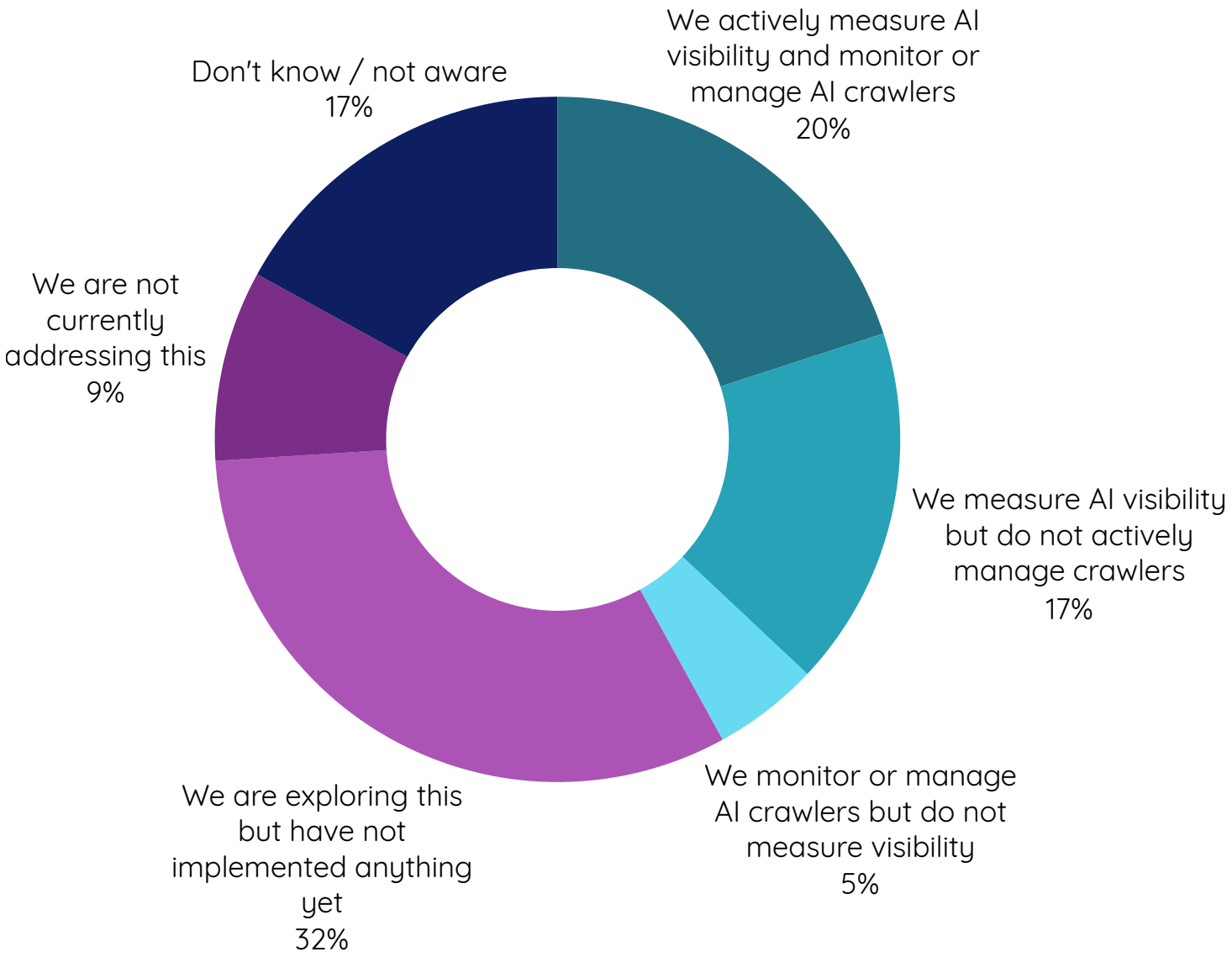
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Q. Which of the following best describes your current approach to measuring and managing AI-driven visibility (e.g. citations)?



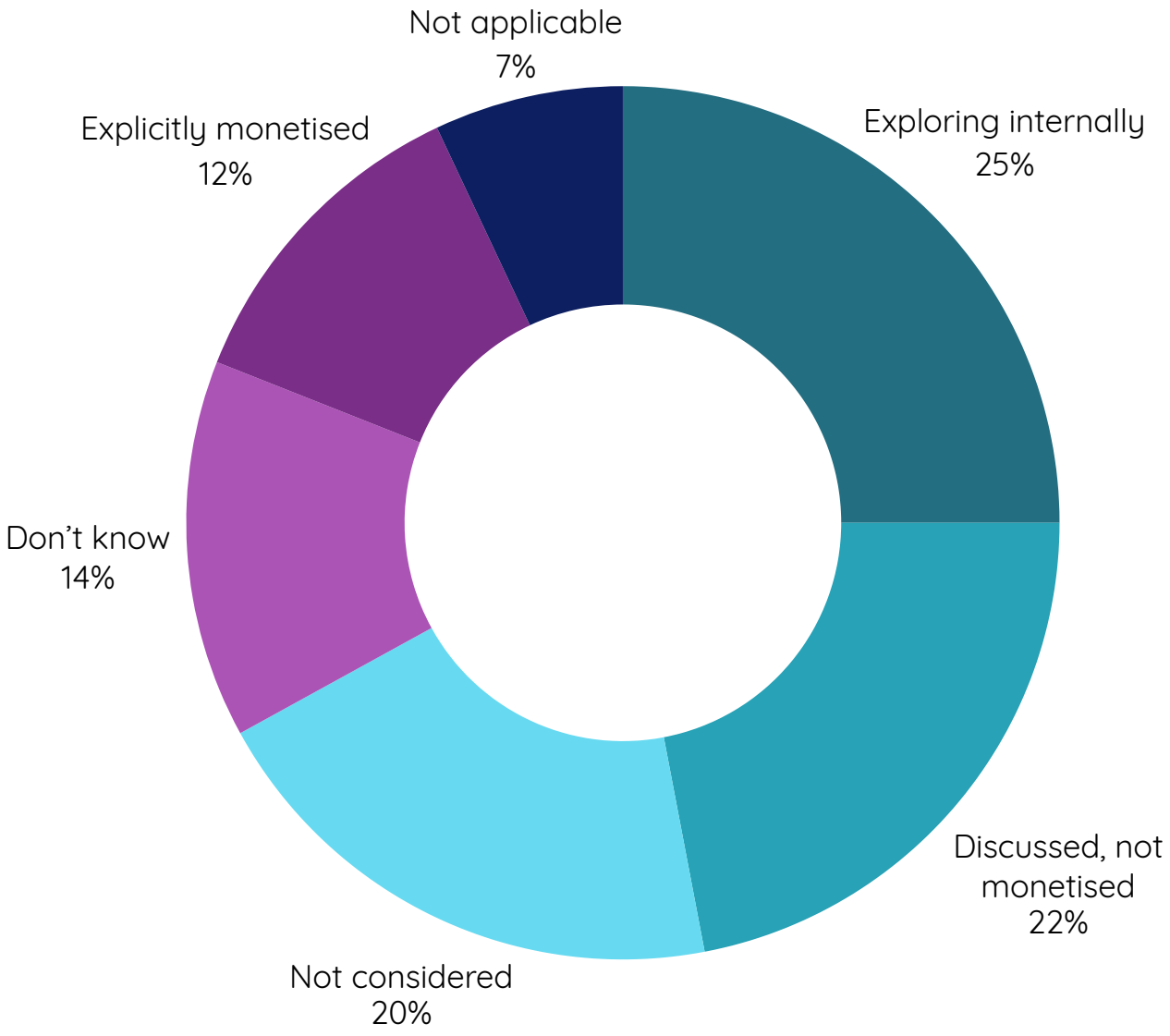
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Q. How, if at all, is AI-driven visibility (e.g. citations) currently included in the way you operate commercially?



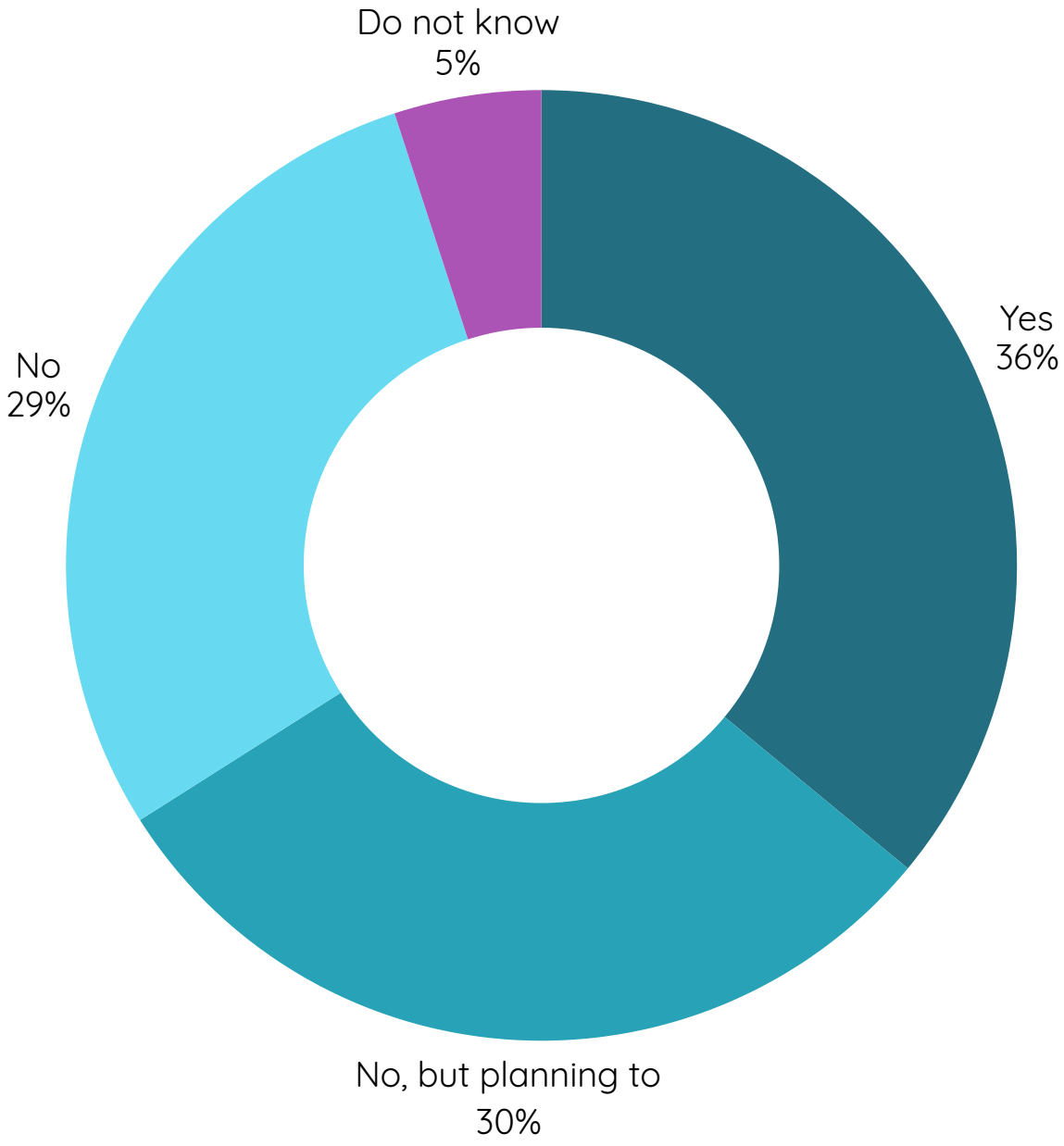
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Q. Are you using AI to engage with your audience directly?



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Standout statistics (70 responses):

- 31% reported an increase in organic Google traffic; 26% reported a decrease.
- 14% said Google traffic had fallen by more than 20% during the previous year.
- 34% could not measure how much traffic they received from AI platforms.
- 19% reported a significant decrease in overall website traffic from AI search.
- The reported earnings split evenly: 18% reported an increase and 18% a decrease.
- 29% did not have enough data to assess the impact of AI search on earnings.
- 34% were exploring AI visibility but had not implemented any measurement or crawler-management capabilities.
- Only 19% actively measured AI visibility/ monitored or managed AI crawlers.
- Only 12% said AI visibility was explicitly monetised; 22% discussed it commercially.
- 37% already use AI to engage with their audience; 29% planned to do so.

Standout quotes:

“Referral attribution from LLM platforms is effectively invisible in standard analytics.”

“Affiliate fixed-fee spend on paid content does not have a ROAS objective, but instead a citation-count objective.”

“Networks need to create a standardised approach to AI visibility tracking and ensure that brands understand content publisher value and reward it accordingly.”

“Publishers are not being rewarded for the sale unless the brand is rewarding sales by coupon-code usage.”

“We’re working with brands to help them with AI visibility while having ongoing conversations about how much of our site we open up to crawlers.”

“We’d value industry-standard ways to detect AI citations & attribute downstream traffic, and clearer commercial frameworks for how editorial content should be compensated.”

“I’ve had to stop working full-time on my blog and find alternative employment because of the impacts of AI on my traffic and income. It’s been devastating.”

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Charts & Graphs from The APMA Publisher Survey

What respondents told us about AI search

- AI is becoming part of everyday work. Respondents use it to research topics, plan and structure articles, identify missing content, create marketing materials and improve product recommendations. Some are still experimenting; others have built AI into their products and customer journeys.

- The effect on traffic and income is uneven. One publisher said changes in Google Search have had a greater impact than newer LLM platforms, leading it to produce more content for brands. Another reported fewer organic visitors but higher conversion among those who reach the site. For one blogger, the loss of traffic and income meant finding other employment: “It’s been devastating to my blog.”

- Publishers struggle to see what AI visibility is worth. Respondents described finding their content in AI answers while having little evidence of how often it is cited or whether it leads to traffic or sales. One small editorial publisher said referral attribution from LLMs was “effectively invisible in standard analytics”. Several called for a consistent approach to measuring citations and the value of publisher content.

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Charts & Graphs from The APMA Publisher Survey

What respondents told us about AI search

- A citation does not necessarily produce a tracked affiliate sale. One respondent said voucher codes can appear in LLM answers without a user clicking through to the publisher. Unless the advertiser rewards code use, that publisher may receive nothing for the sale. This is a concrete example of how AI can separate a publisher's contribution from the tracking used to pay them.

- Some commercial arrangements are already changing. Respondents suggested fixed fees may become more important for content publishers. One advertiser said it pays for publisher content with a citation count as its objective, rather than a return on ad spend target. Any tracked sales are considered an additional benefit.

- Businesses are actively testing how to appear in AI answers. Their approaches include improving product feeds, publishing reviews and Q&A pages, making content easier to crawl, and working with publishers whose articles are cited for relevant searches. At the same time, some are weighing how much of their sites to open to AI crawlers.

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Charts & Graphs from The APMA Publisher Survey

What respondents told us about AI search

The clearest thread through the comments is the need to connect visibility, value and payment.

Publishers and advertisers are beginning to invest in AI discovery, but many still lack a reliable way to establish when content contributes to an answer and what commercial outcome follows.

These optional comments illustrate the range of experiences behind the survey findings; they do not show how common each experience is across the full sample.

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