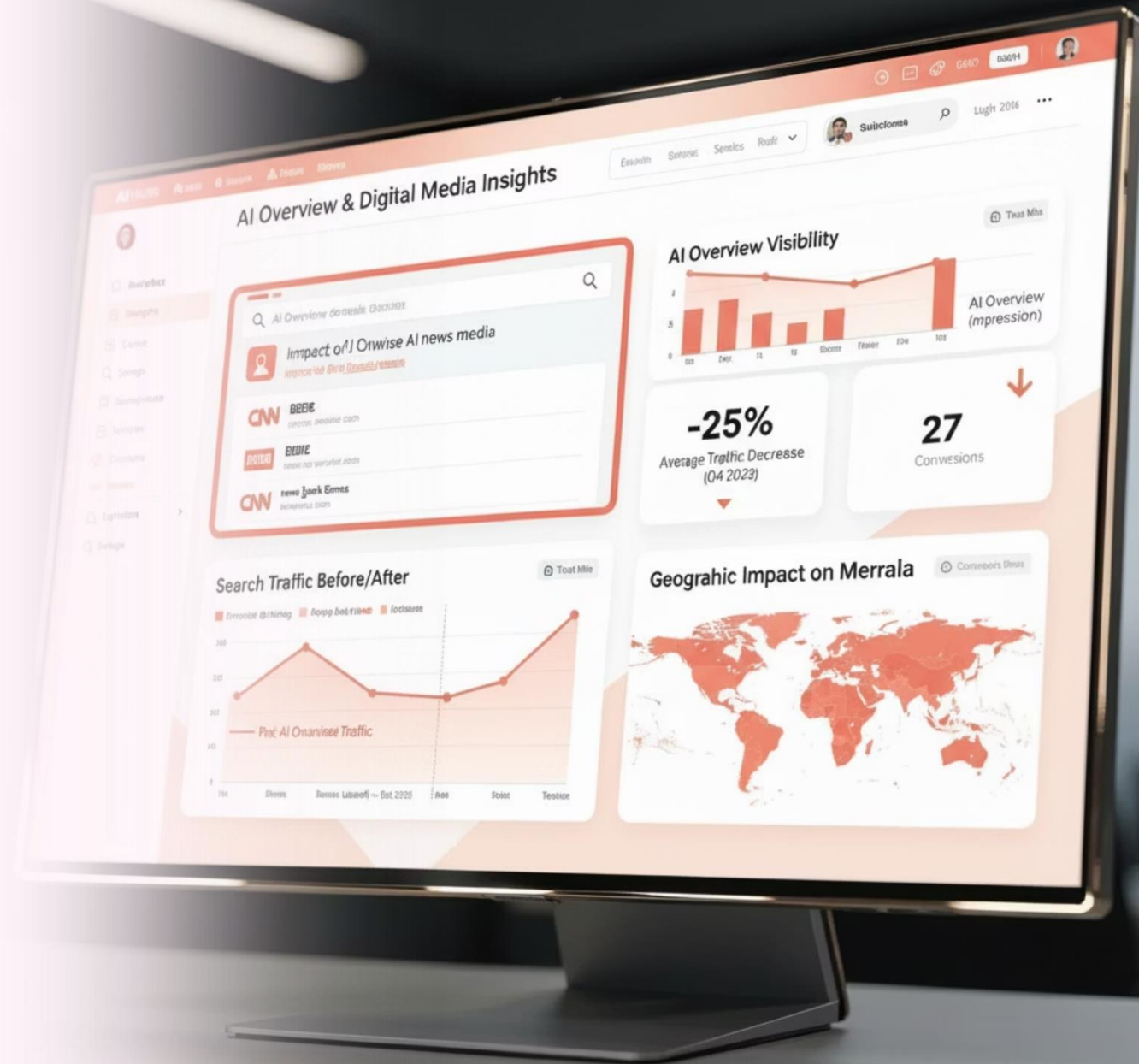
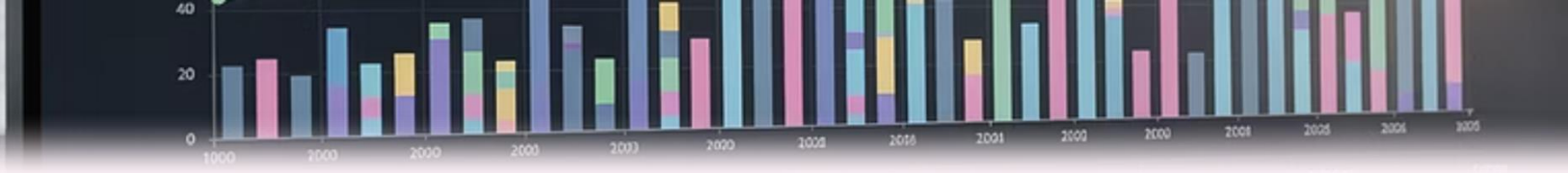


AI Overviews in the Spanish media ecosystem:

The implications for future strategy and recommendations

Updated with July 2026 data





AI Overviews & Spanish Media: One Year of Evolution

Updated data – July 2026 wave

This study analyzes the 5 highest-traffic media outlets in Spain according to the official June 2026 ranking, with exclusive first-look data. It is the follow-up to the **First Study on the Impact of AI Overviews on Spanish Publishers**, published in February 2025 with November 2025 data — tracking the full first year of AI Overviews and their impact on digital media.

You can download the first study (Nov 2025)



You will see, in exclusive preview, how AIO presence has evolved across keyword types, topics, search volumes and devices — and what it means for the future of Spanish digital media.

CUVICOM



A joint research project with the University of Barcelona · MJ Cachón, SEO Researcher



Study Hypotheses

Evergreen Content

AI Overviews appear more frequently in evergreen searches than in breaking news.

Thematic Analysis

7 categories: Politics, Society, Economy, Culture, Sports, Technology, Lifestyle.

Brand Searches

Evaluation of AI Overviews presence in brand and sub-brand searches for analyzed Spanish media.

Conversational Intent

Analysis of AI Overviews frequency in conversational searches including any of the "6 Ws."

Research Design

Analyzed Sample

2,699 unique keywords

- ≈500 trending (Google Trends)
- ≈1,750 evergreen (Sistrix)
- ≈250 brand and sub-brand queries
- ≈250 questions (6W)

Media Outlets

5 media outlets with the most page views from January to September 2025, according to GfK Dam.

1. El Español
2. 20 Minutos
3. El Mundo
4. ABC
5. El País

Tools

- **DataForSEO API:** automated SERP extraction
- **Sistrix:** rankings and domain authority
- **Google Trends:** daily trends

Geolocation in Spain, manual validation of thematic relevance



This is the first wave of the study, published in February 2025 with November 2025 data.

Research Design

Analyzed Sample

2,821 unique keywords

- ≈500 trending (Google Trends)
- ≈1,750 evergreen (Sistrix)
- ≈250 brand and sub-brand queries
- ≈250 questions (6W)

Media Outlets

5 media outlets with the most page views — updated to July 2026 ranking (GfK Dam).

1. El País
2. El Mundo
3. ABC
4. El Español
5. Okdiario (new — replaces 20 Minutos)

~~20 Minutos~~ (removed from panel)

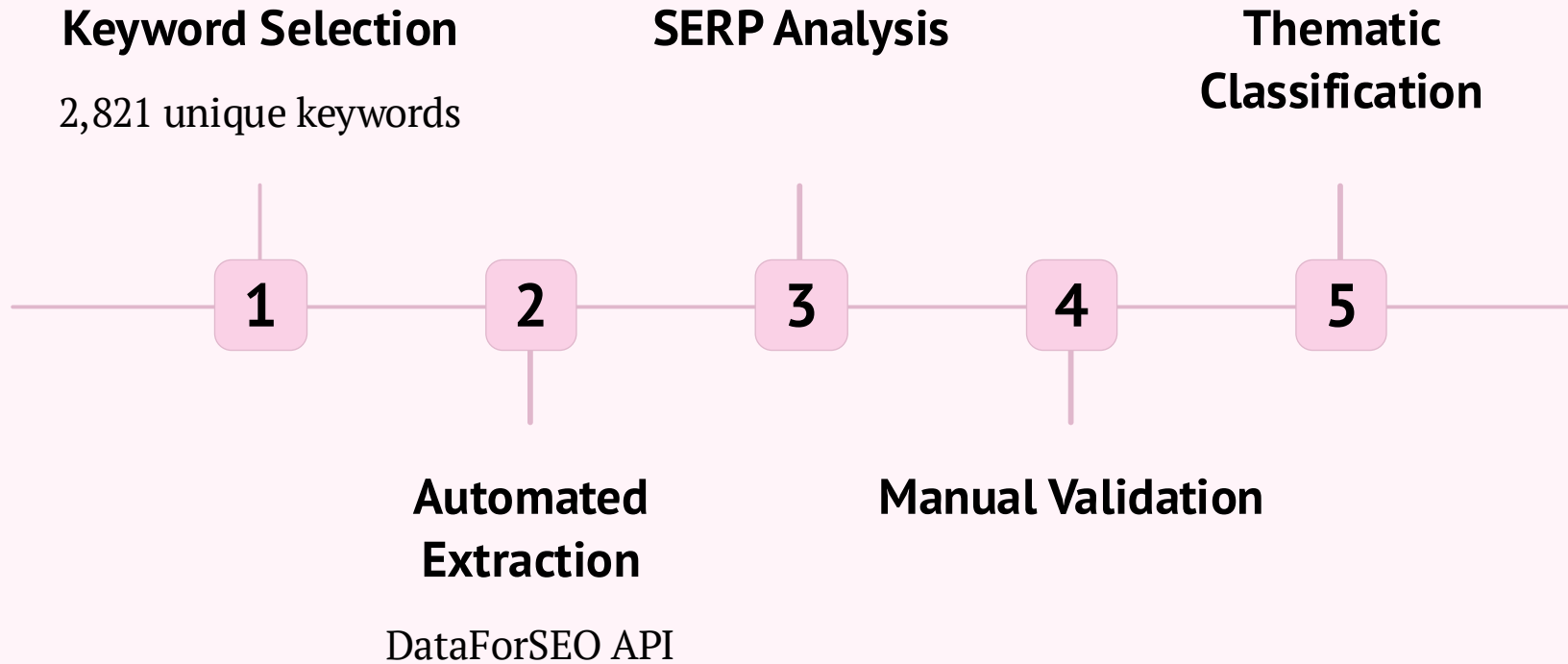
Tools

- **DataForSEO API:** automated SERP extraction
- **Sistrix:** rankings and domain authority
- **Google Trends:** daily trends

Geolocation in Spain, manual validation of thematic relevance

Updated data from the Top 5 traffic leaders in Spain (GfK Dam) as of July 2026.

Data Collection Process



KEY RESULTS — JULY 2026 UPDATE

Global Presence of AI Overviews

● AIO Presence

Nov 2025

29.8%



46.1%

Jul 2026

+16.3 pp

● Top Stories

Nov 2025

28.0%



23.3%

Jul 2026

-4.7 pp

“As AIO rises sharply, Top Stories drops (-4.7 pp): Google appears to be replacing part of the news space with generative answers.”

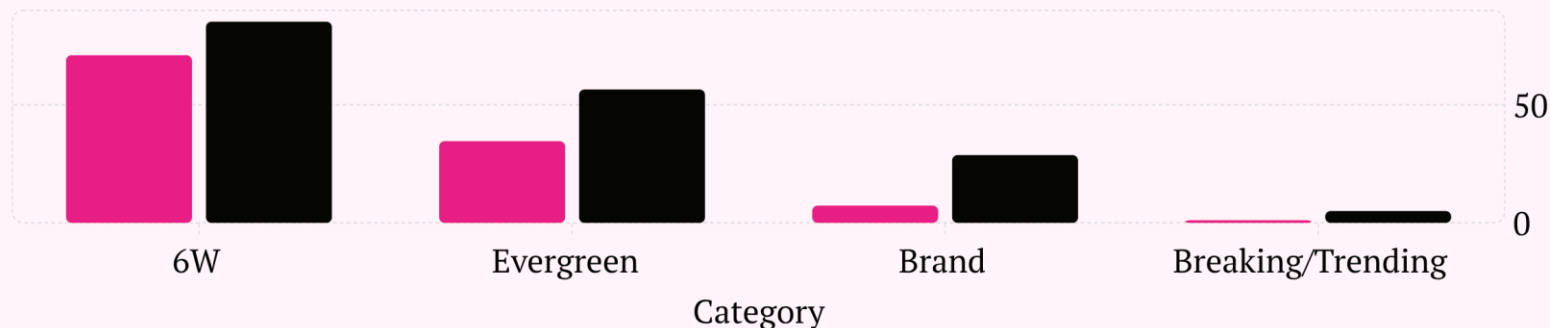
Data: Nov 2025 → Jul 2026 | Source: DataForSEO API

COMPARISON NOV 2025 → JUL 2026

In 8 months, AIO has nearly doubled

■ Nov 2025

■ Jul 2026



Source:

Presence depends radically on intent: 85% in questions (6W) and 57% in evergreen, vs. 29% in brand and 5% in breaking/trending.

AIO now appears in 22–35% of branded searches for major Spanish media outlets – something almost nonexistent just months ago.

85.2%

6W queries with AIO

(was 71.0%)

×4

Brand keyword growth

(7.3% → 28.7%)

What about breaking news & real-time searches?

40% / 41.7%

Device Parity

Desktop and mobile behave almost identically — AIO activation does not depend on the device.

1.1% → 5%

AIO in Breaking News

For the latest news and trending queries, AIO is still minimal at 5% — Google continues to prioritize Top Stories for real-time content.

-4.7 pp

Top Stories Drop

Yet Top Stories itself is shrinking: from 28.0% to 23.3%. The space for breaking news in the SERP is being compressed from both sides.

“

For breaking news and real-time searches, Top Stories still dominates — but AIO is growing (×4.5 in one year) and Top Stories is losing ground. The window for traditional news visibility is narrowing

”

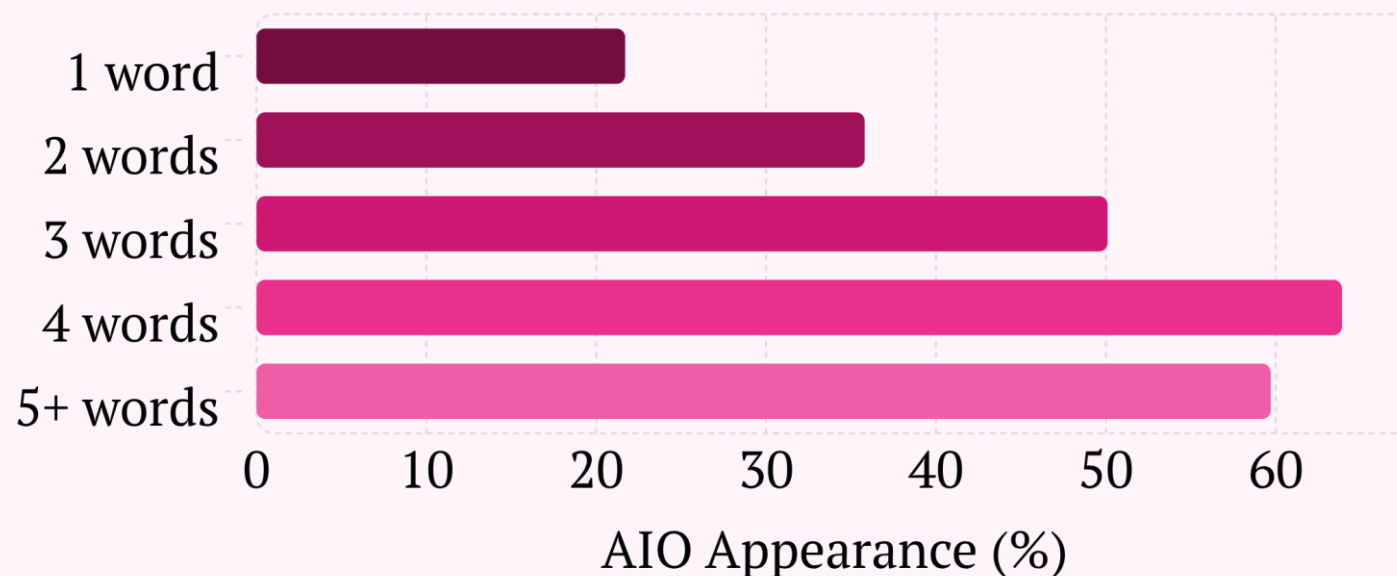
Distribution of Keywords with AI Overview by Length

July 2026 Update

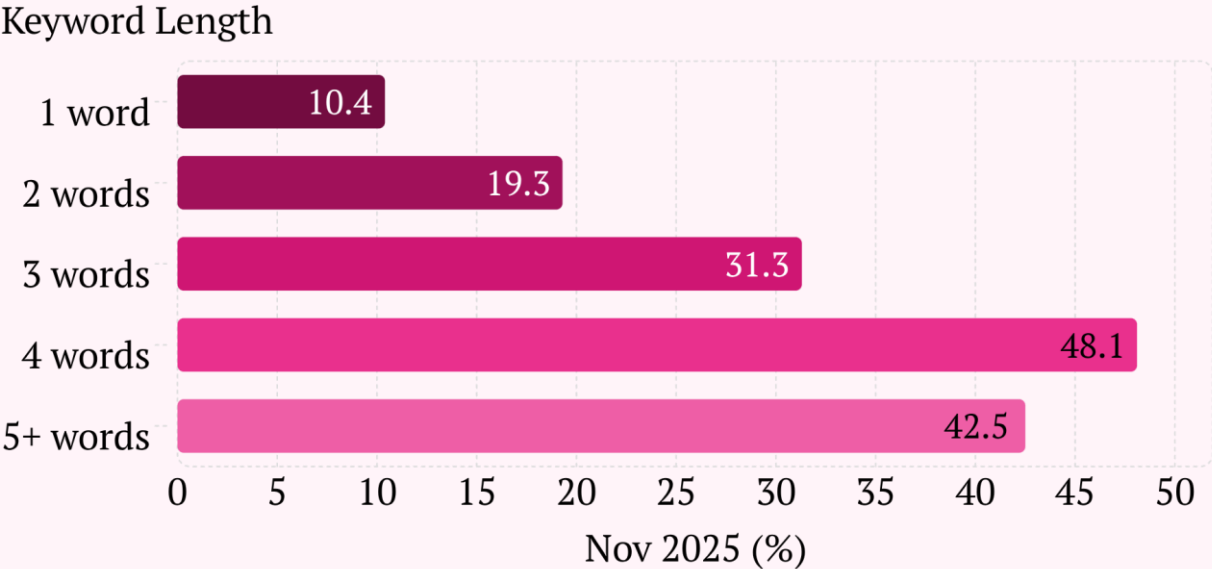
Main Finding

Keywords with **3 words (50.1%)** and **4 words (63.9%)** continue to dominate AIO triggers in July 2026. The longer the query, the more conversational and the more likely to trigger AIO. **All lengths have grown significantly since Nov 2025.**

Keyword Length



AIO Activation Probability by Keyword Length – November 2025



Key Finding

The longer the search query, the more conversational it is and the greater the potential for Google to display an AIO answer. **AIO is triggered in 48.1% of cases with 4-word searches and 42.5% when the keyword contains 5 or more words.**

1-2 words
Low AIO probability (10.4% / 19.3%)

3 words
Medium probability (31.3%)

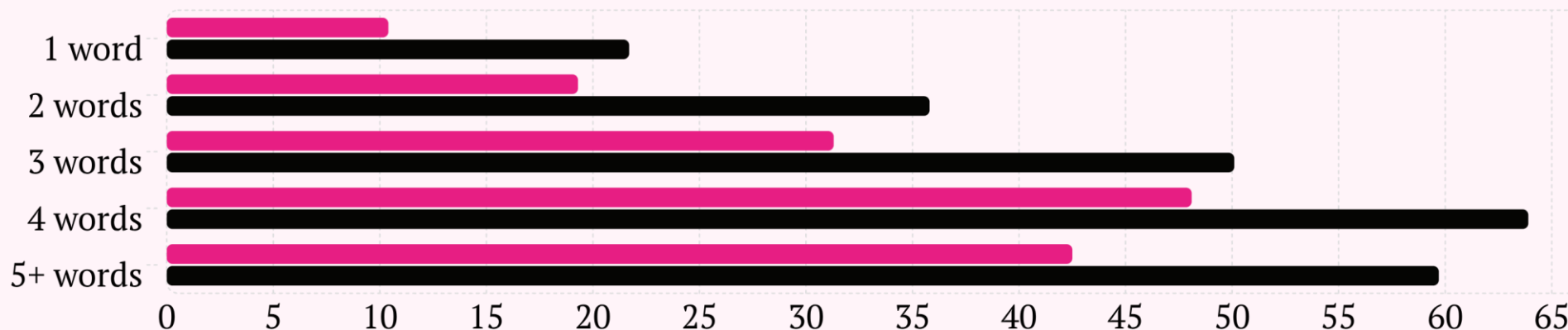
4 words
High — 48.1% AIO

5+ words
High — 42.5% AIO

AIO Activation Probability by Keyword Length – Nov 2025 vs Jul 2026

■ Nov 2025 (%) ■ Jul 2026 (%)

Keyword Length

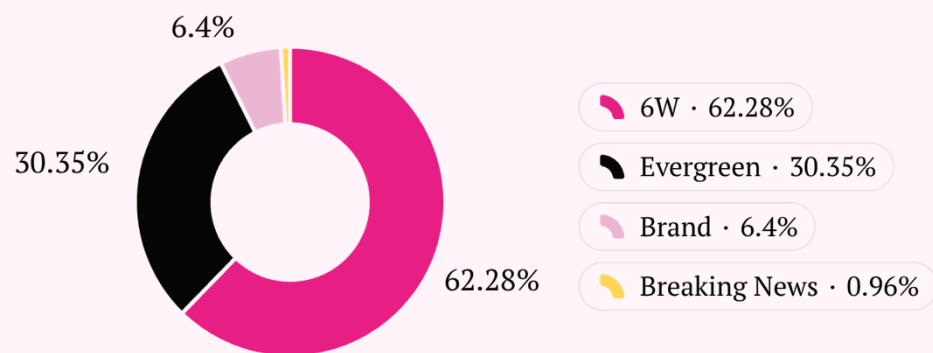


Key Finding

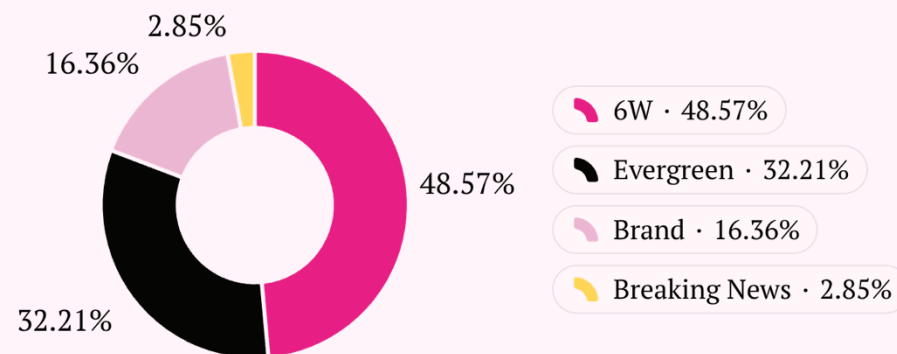
Every keyword length category has grown significantly. The biggest absolute jump is in 3-word queries (+18.8 pp: 31.3% → 50.1%) and 4-word queries (+15.8 pp: 48.1% → 63.9%). The longer the query, the more likely it is to trigger AIO.

AIO by Keyword Type — Nov 2025 vs Jul 2026

November 2025

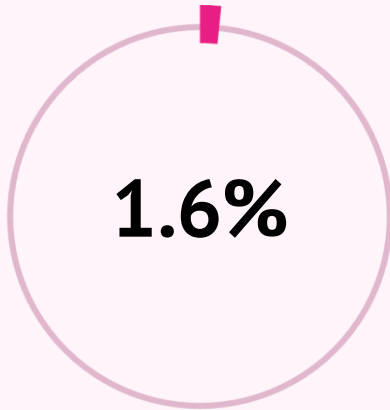


July 2026



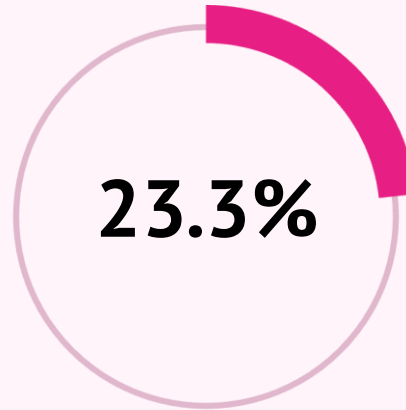
AIO presence has multiplied across every keyword type — but the most striking shift is Brand queries: a ×4 increase (7.3% → 28.7%). Media brands' own branded searches are now increasingly answered by Google's generative AI.

AIO and Top Stories: Mutual Exclusion – July 2026 Update



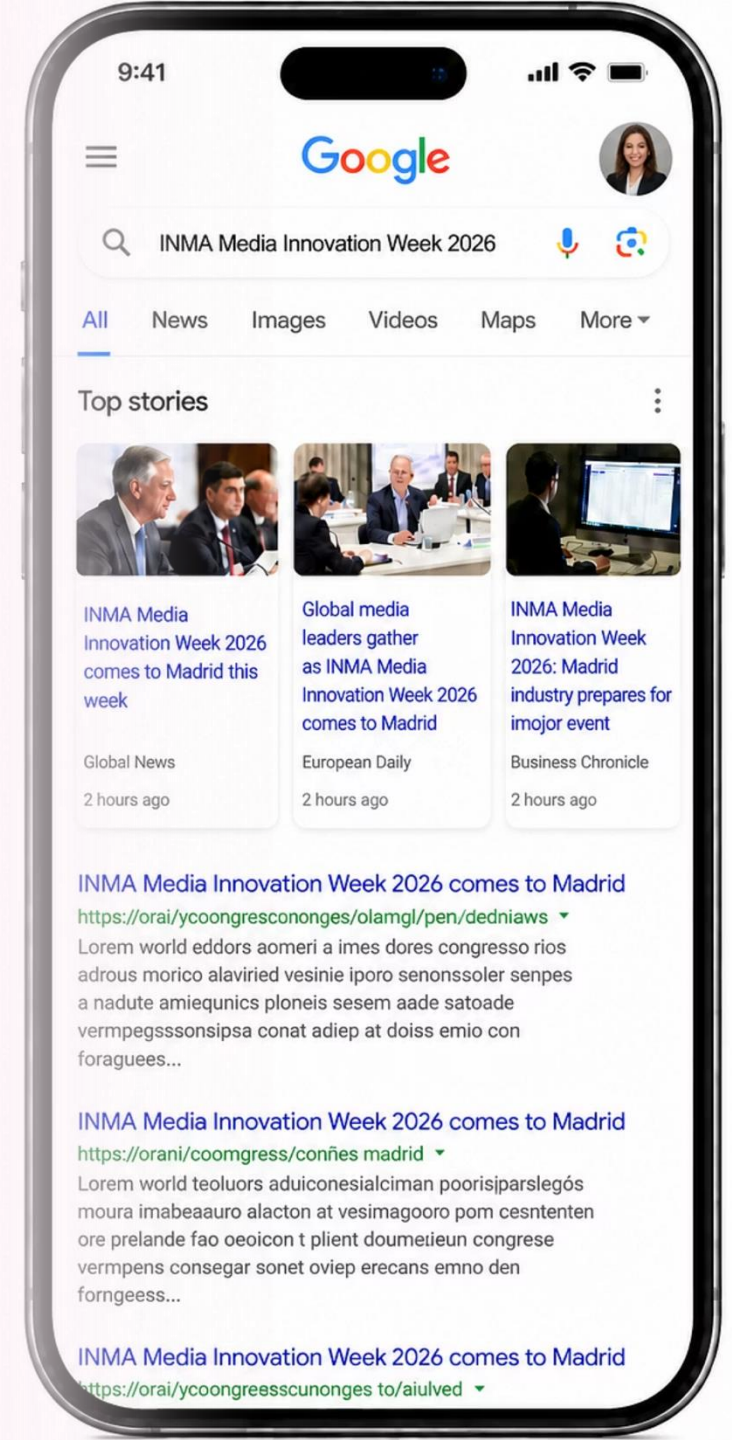
Co-occurrence

AIO and Top Stories almost never appear together in the same SERP



Top Stories Presence

Down from 28.0% in Nov 2025 (–4.7 pp) — Google is replacing news space with generative answers



CONTENT TYPE

AIO in Evergreen Content vs. Breaking News – July 2026 Update

Evergreen Content

75.2% of keywords with AIO are timeless
AIO appears in **34.6%** (Nov 2025) → **56.5%** (Jul 2026) of timeless searches
+21.9 pp — Largest absolute jump among content types

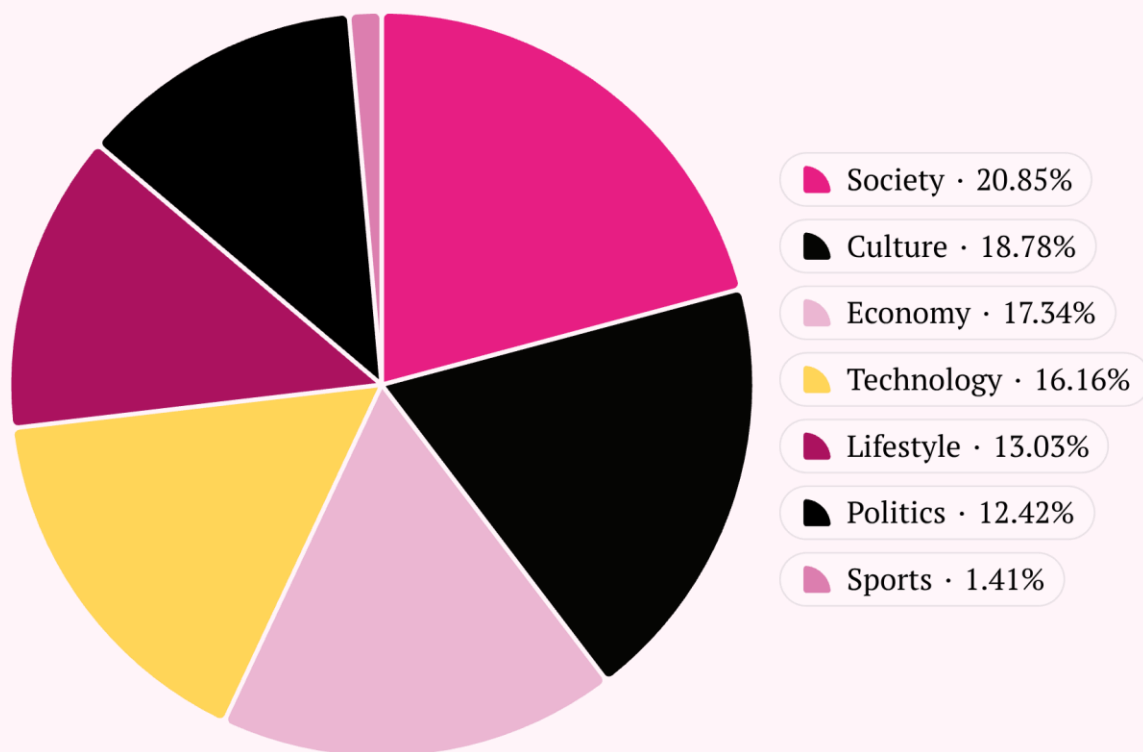
Breaking News

Only **1.1%** (Nov 2025) → **5.0%** (Jul 2026) of breaking news activates AIO
+3.9 pp — Google still prioritizes Top Stories for breaking news

❑ The hypothesis is confirmed and reinforced: AIO is an evergreen phenomenon. Breaking news remains largely outside the AIO ecosystem.

AIO Presence by Category – July 2026

The July 2026 data shows a dramatic increase across all categories. Culture saw the biggest jump (+34.4 pp), followed by Lifestyle (+28.3 pp) and Politics (+25.2 pp). Sports remains the exception at just 5.6%, as Google resolves sports queries with widgets and Top Stories instead of AIO.



THEMATIC ANALYSIS

AIO Presence by Category – Comparison Nov 2025 → Jul 2026

Highest AIO (Jul 2026)



Society

was 59.4% **+23.2 pp**



Culture

was 40.0% **+34.4 pp**



Economy

was 47.6% **+21.1 pp**



Technology

was 45.2% **+18.8 pp**

Lowest AIO (Jul 2026)



Lifestyle

was 23.3% **+28.3 pp**



Politics

was 24.0% **+25.2 pp**



Sports

was 2.4% **+3.2 pp**

❏ Culture and Lifestyle show the biggest relative jumps. Even Politics — previously a low-AIO category — now approaches 50%.

Conclusions from thematic analysis: how to understand the data

High-Impact Categories

- **Society:** 59.4% - Social and cultural topics dominate AIO
- **Economy:** 47.6% - Financial and economic information
- **Technology:** 45.2% - Innovation and tech trends
- **Culture:** 40% - Art, entertainment, heritage

Low-Impact Categories

- **Sports:** 2.4% - Real-time results do not activate AIO
- **Politics:** <25% - Political news requires updated sources
- **Lifestyle:** 23.3% - More visual and experiential content

The "6Ws" and AI Overviews – July 2026

85.2% of searches with interrogative terms activate AIO (*up from 71% in Nov 2025*)

What

97.6% occurrence ▲ +11.9 pp

Why

97.4% occurrence ▲ +5.1 pp

When

91.9% occurrence ▲ +31.9 pp

How

88.6% occurrence ▲ +27.2 pp

Who

81.6% occurrence ▲ +13.2 pp

Where

60.0% occurrence → +0.0 pp

The hypothesis is strongly confirmed and reinforced. **'What' and 'Why' now exceed 97%.** The biggest jump is **'When' (+31.9 pp)**, suggesting Google is increasingly answering time-based informational queries with generative responses.



AI Overviews Presence by Media Brand – July 2026

The different editorial brands analyzed in the study do not have the same visibility and presence in AIO.

Key Finding:

AIO now appears in 22–35% of branded searches for major Spanish media (something almost nonexistent months ago).

abc.es

34.7%

okdiario.com

32.0% *(new)*

elpais.com

28.6%

elespanol.com

26.5%

elmundo.es

22.0%

⚠ Panel change: **okdiario** replaces **20minutos** in the top 5 (Jul 2026 ranking). Brand-to-brand comparison between waves should be read with caution.

These **brand searches** have also included **secondary brands of each media outlet**, as well as their **editorial products and verticals**, such as sports or gossip. The sample is limited (50 keywords), but considering the evolution of the algorithm, it is necessary to continue evaluating the appearance of AIO in this type of classification.

Key Findings



Significant Penetration

46.1% global presence — nearly 1 in 2 searches. Up from 29.8% in Nov 2025 (+16.3 pp). No differences across devices (desktop 40% vs mobile 41.7%).



Evergreen Content Dominance

56.5% of evergreen searches trigger AIO (up from 34.6%), versus just 5.0% in breaking news (up from 1.1%).



Conversational Searches

85.2% activation with interrogative terms (6W) — up from 71%. 'Qué' and 'Por qué' now exceed 97%.



Thematic Variation

Society (82.6%) and culture (74.4%) lead; sports remains the exception at just 5.6%.

Brand keyword AIO has multiplied ×4 (7.3% → 28.7%): Google now answers 22–35% of branded searches for major Spanish media outlets — something almost nonexistent in Nov 2025.





Implications for Digital Media

01

To be cited in AIO, prioritize evergreen content optimized for LLM

02

Maintain breaking news coverage for Top Stories

03

Develop conversational content (6W) for AIO

04

Diversify traffic sources to remain sustainable

05

Monitor high-impact categories (society, economy, technology)

Things to consider:

- Google Discover remains a significant traffic channel for media, and AIO does not drive direct clicks to media outlets.
- AIO's penetration is highly volatile, evolving with each algorithm change.
- AIO will be joined by AI Mode, the evolution of Google's AI which is already available in a tab on the search engine.

Recommendations for Media in the Face of AIOs



Build authority with evergreen content to be a source for LLMs



Strategy adaptation and change in KPIs and metrics to measure results



Balance opportunities and explore new avenues for content creation and formats: collaboration with content creators, audiovisual format, and new networks

New recommendations — July 2026 data

Embrace video format

Social metrics are now reaching Google and the algorithm is already factoring them in — Google has incorporated them into Search Console. Video is no longer optional.

Consistency across platforms

Consistent presence across web, social, newsletters and all channels. Google reads signals from everywhere — coherence builds authority and AIO visibility.

Build community

Community-building must be a strategic priority. Niche and thematic media have a huge opportunity here — create multiple communities within each outlet and make them a core part of your editorial identity.

Future outlook: Generative search will continue to evolve: proactive adaptation is key.



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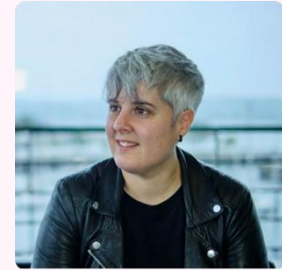
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Thank you

Open to questions & conversation

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**Download the full report
(Wave 2 – Jul 2026)**



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