

According to Similarweb analysts, in June 2025, AI platforms such as ChatGPT, Gemini and Claude sent more than 1.13 billion transitions to 1000 most popular sites in the world. This is an increase of 357% compared to June 2024.

Despite such an increase, Google is still a leader in the leader: 191 billion transitions passed through it in June.

AI is especially active in users to sites from the category of news and the media. Here the growth turned out to be the highest - 770%. The leaders in the number of transitions were Yahoo (2.3 million), Yahoo Japan (1.9 million), Reuters (1.8 million), The Guardian (1.7 million) and Business Insider (1 million). Sites that limit AI access (for example, New York Times due to the claim to Openai) are less transitions. It also actively directs users to Amazon (4.5 million transitions), Reddit (11.1 million), Youtube (31.2 million) and Wikipedia (10.8 million).

However, studies show that in the presence of AIS, users click on links less often-8% versus 15%.

ChatGPT has become the main source of traffic among AI - it accounts for more than 80% of all transitions from AI.