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# Zero-Click Search

## *New challenges in information dissemination strategies and revenue models brought about by AI search services*

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### Summary

- The evolution of generative AI is bringing significant changes to how information is acquired and disseminated. In September 2025, Google launched its Japanese-language AI search feature, “AI Mode,” marking the full-scale introduction of AI search in Japan. AI search offers a new style of searching where AI analyzes and summarizes vast amounts of information, providing direct answers and key points. This trend is influencing users' information-seeking behavior and creating new challenges for protecting the rights of information providers and their revenue models.
- AI-powered summarization and reuse of information are bringing new challenges concerning copyright and legal frameworks to the forefront. In the US, media companies have long filed copyright lawsuits against AI search services. This year, major Japanese newspapers have also taken similar legal action. Protecting the rights of content creators and securing revenue streams are key points of contention. As AI search services are used across borders, the need for international regulatory frameworks is growing.
- A new revenue-sharing model is emerging between content creators and companies operating AI search services. For instance, contracts are being established where creators receive compensation for allowing their articles to be used for AI training or summary generation. Furthermore, the concept of “GEO (Generative Engine Optimization)” – prioritizing having AI select a company's information in search results – is gaining attention, necessitating shifts in information architecture and content distribution strategies.
- The evolution of AI search is fundamentally transforming not only how users access information but also how companies disseminate it. Going forward, diversifying revenue models and ensuring the public nature and reliability of information will be crucial. Additionally, designing information tailored to the purpose of dissemination, the target audience, and the characteristics of the medium will be essential. Precisely

because anyone can now disseminate information, companies must clearly define their purpose, fulfill their social responsibilities, and actively seek sustainable approaches to information distribution.

**Attention**

This report is a summary translation. The official document is only in Japanese.