ETHORITY
Leveraging AI Systems

PRESS RELEASE

**Sten Franke presents the Good AI Prism with ETHORITY and brings transparency to AI applications**

# AI needs a label

**(San Francisco / Hamburg, 27 November 2026) A simple headache tablet comes with a lengthy leaflet that lists every active ingredient, explains use and benefit in detail, and even knows the most unlikely side effects. And anyone who is unsure is told to ask their doctor or pharmacist. Yet anyone buying an AI that talks directly to their customers often cannot even find out what it costs, where the data is held and whether it learns from sensitive customer data.**

Since 2 August 2026, transparency obligations under the EU AI Act have applied to certain AI systems. Anyone talking to an AI chatbot must be told so, unless the use of AI is obvious anyway. For high-risk AI, further requirements apply from December 2027 or August 2028, depending on the system. For companies, the question remains what a specific offering costs, where it processes data and whether the provider uses customer data for training.

ETHORITY's new Good AI Prism shows that many providers of AI applications currently fail to disclose facts about their AI agents that matter for decisions and results. It maps 961 AI offerings across 24 topic areas and shows what providers state, with source and date (as of 20 October 2026). In the free AI Navigator, AI offerings can be searched and compared by task.

With the Social Media Prism, ETHORITY CEO Sten Franke once brought order to a then "new world" and measured it. Now he returns with the AI Prism to shed light on a market that is developing fast and becoming ever harder to survey. His stated aim: to create transparency in the world of AI and to set the guardrails that future AI applications need across industries and functions.

For the current study, ETHORITY examined 107 entries on AI offerings in customer service. Only 43 publish a price, 38 document an EU hosting option and 41 state whether customer data is used for training.

Before a company puts its trust and money into an AI agent, Franke is convinced, four things must therefore be clear:

1. **The price must be transparent.** Today, 64 of the 107 customer-service entries examined publish no publicly accessible price.
2. **It must be clear where the data used by the AI is held and processed.** For 69 of 107 entries, no EU hosting option is documented.
3. **It must be clear whether customer data** flows into the model to train the AI. 41 of 107 entries state whether customer data is used for training.
4. **Someone must take responsibility,** i.e. it must be clear which person, at the customer and at the provider, stands behind what the AI agent does.

Because these facts are often missing according to the AI Prism, Franke is calling for a label for AI.

> *"AI will soon be everywhere. Yet clear information on responsibility and transparency is often missing. Every AI decision needs a person who stands behind it, by name."*

As long as providers do not supply the facts needed for such a label themselves, ETHORITY offers to compile them for companies.

After more than three years of development, Franke is bringing services to market that are tailored to the company and its use case. From these, ETHORITY draws up the label and explains what the facts mean for the decision at hand. Franke advises companies on selecting and deploying AI agents, accompanies the roll-out and, where needed, reviews cost-effectiveness and benefit.

At ETHORITY, every project starts with the fundamental question of what the use of AI is actually meant to improve for the client. Only once this question is fully answered are baselines measured, accountable people named and a limited deployment piloted.

Entry points, alongside the free AI Navigator, include ETHORITY's AI calculators and the AI Decision Brief as a sound basis for decisions, as well as the ETHORITY AI Trust Pilot for an accompanied six-week deployment.

## Why it matters now

Many companies are currently deciding on the AI applications that will serve their customers in the years ahead. In McKinsey's "The State of AI in 2026" (August 2026), 40% of respondents from companies with more than one billion US dollars in annual revenue say they are scaling AI agents in at least one business function. A year earlier it was 27%. Overall, 37% of respondents report that AI contributes to their organisation's EBIT. In Germany, 48% of people in work use AI on the job, 12% of professional users without their employer's knowledge (Bitkom, April 2026).

## About Sten Franke and ETHORITY

Sten Franke is Founder & CEO of ETHORITY and an AI transformation architect with more than 25 years of experience in market intelligence, digital strategy and innovation. His focus today is the Good AI Prism and the question of how companies use AI for their business goals. At ETHORITY, this is what "Leveraging AI Systems" stands for. In 2009, ETHORITY published the first German Social Media Prism. Before that, Franke founded mediatime and made the young German web findable. He began his career as an electronics technician in semiconductor technology and as a service engineer for industrial robots. Today, ETHORITY combines independent AI market research with practical implementation, helping organisations find the right solutions, make informed investments and put AI to work.

## Contact

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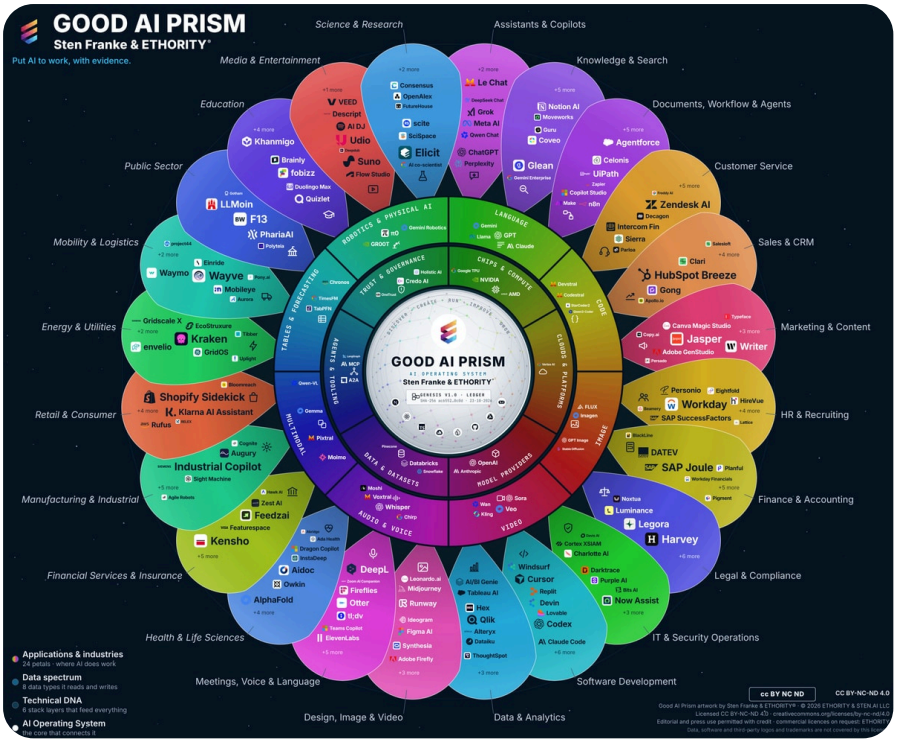
Good AI Prism artwork for embedding and as a poster, portraits of Sten Franke, fact sheet and methodology for download: ethority.ai/newsroom




The Good AI Prism: 961 AI offerings across 24 topic areas, as of 20 October 2026

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