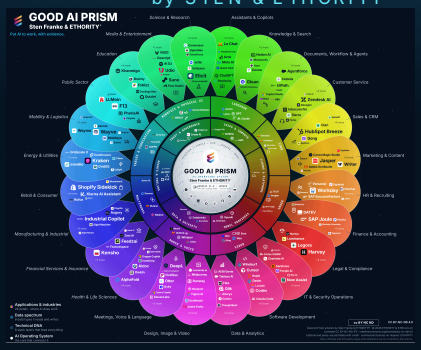
ETHORITY
AI BUSINESS OPERATING SYSTEM

The Good AI PRISM
by STEN & ETHORITY



FACT SHEET · MARKET STUDY 2026/27 · WAVE 1

Put AI to work. The Good AI Prism Market Study 2026/27

What organisations need from AI now, and the decisions that will shape 2027. Evidence from more than 30 economies and a sourced map of the AI market.

Prism artwork v3.11 · selection 17 October 2026; study evidence cutoff 20 October 2026.

30+
economies compared

998
market entries, 961 AI offerings

194
depth-research records

18
exhibits in the Global edition

Six findings

1. **Use is broad, scale is rare**
≈90% of surveyed organisations report regular AI use; 44% scale it; 37% attribute an EBIT effect to AI (McKinsey, Aug 2026).

2. **Official counts are lower**
One EU firm in five with ten or more staff uses AI (Eurostat 2025).

3. **The size gap**
Large firms adopt AI 1.6 to 4.3 times as often as small ones in every national study compared.

4. **Know-how first**
71% of EU firms that considered AI name lack of expertise as a barrier (Eurostat 2025).

5. **Dates are concrete**
EU AI Act high-risk duties apply from 2 December 2027 for Annex III uses and 2 August 2028 for Annex I product-related systems.

6. **Documentation is thin**
10 of 107 customer-service AI offerings document both an EU hosting option and limits on training with customer data (8 state no training; 2 train only with opt-in). Wave 1; provider information reviewed 19–20 Oct 2026.

Editions

Wave 1 of ETHORITY's longitudinal research programme: provider information reviewed on 19–20 October 2026; changes are recorded in subsequent waves. Market and buyer figures are a separate synthesis of external studies. Global edition (42 pages) and Germany & United States Focus (34 pages), each in English and German, plus the Good AI Prism in A3. Edition v1.10; research cutoff unchanged.

How to cite

- ETHORITY (2026), Put AI to Work: The Good AI Prism Market Study 2026/27.
- Exhibits may be quoted with source attribution.
- Quote the 10-of-107 finding with both criteria, the 8/2 split and the wave date (Wave 1, provider information reviewed 19–20 Oct 2026).
- Quote 194 as depth-research records, not as distinct products.

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