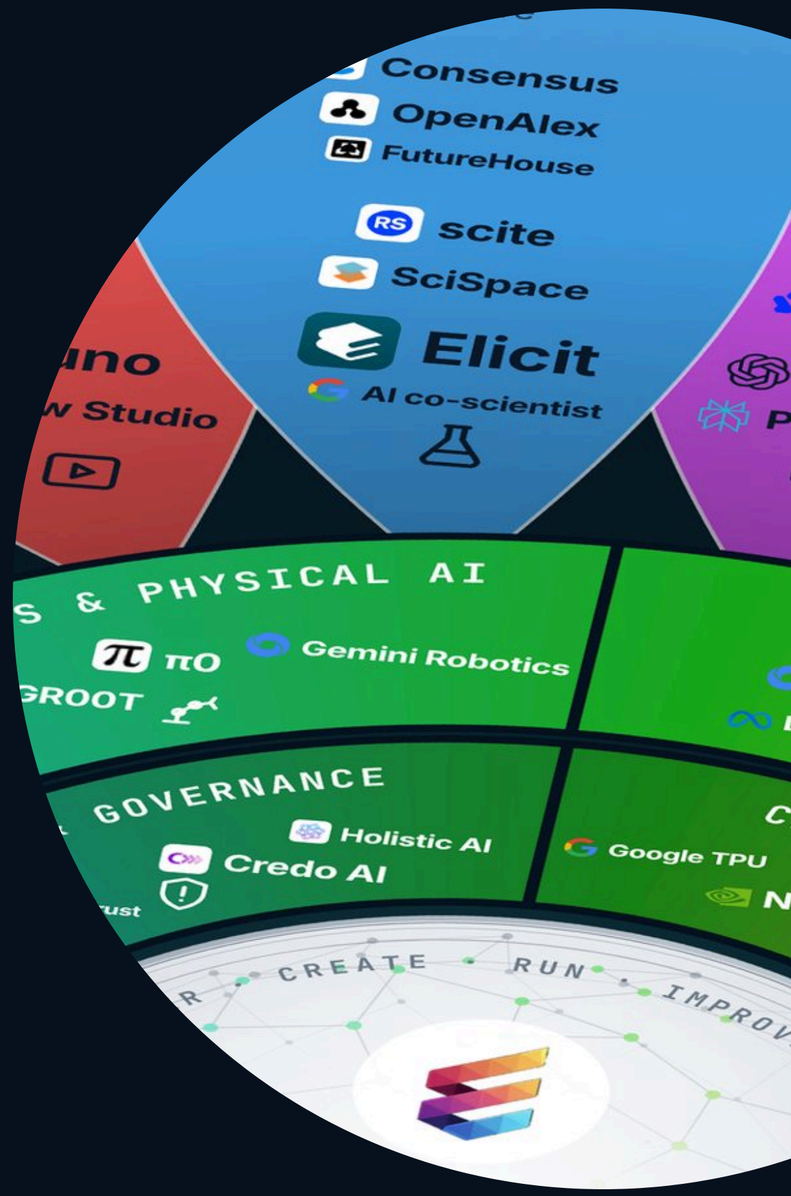
GOOD AI PRISM · MARKET STUDY 2026/27 · GLOBAL EDITION

961 AI offerings on one map: decide now what you will use in 2027.

What businesses in Europe, the Americas, Asia-Pacific, the Middle East and Africa need from AI now, and the decisions that will shape 2027. Presented by Sten Franke.



US$2.67tn

worldwide AI spending forecast for 2026

GARTNER, SEP 2026

961

AI offerings mapped

GOOD AI PRISM, OCT 2026

30+

economies compared

MARKET STUDY 2026/27, V2.6

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THE STUDY IN ONE MINUTE

Nine in ten surveyed organisations use AI; 37% see an effect on profit.

Three separate answers from one global survey: respondents report regular use, scaling and some effect on profit. Your decisions turn use into results.

≈90%

use AI regularly in at least one function

MCKINSEY, THE STATE OF AI, AUG 2026

44%

report scaling AI

MCKINSEY, THE STATE OF AI, AUG 2026

37%

attribute some effect on profit (EBIT) to AI

MCKINSEY, THE STATE OF AI, AUG 2026

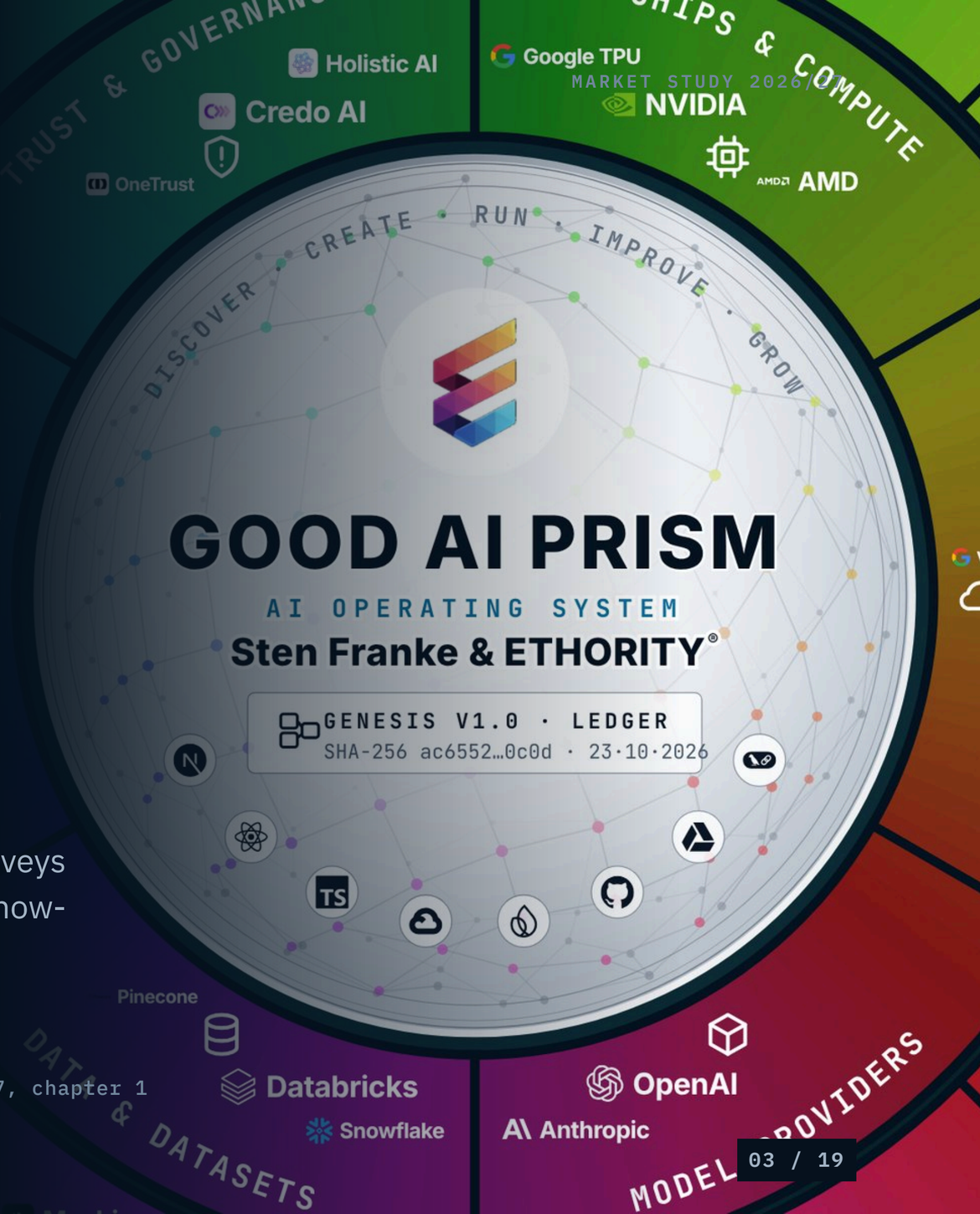
ETHORITY®
AI BUSINESS OPERATING SYSTEM

01

CHAPTER 01 · THE MARKET

Spending is forecast to rise by half. Know-how is the most-named barrier.

Spending is forecast to rise by half, mostly into infrastructure. In the surveys cited, most responding organisations use AI somewhere, and missing know-how is the barrier named most often.



Source · Gartner, Sep 2026 · Eurostat, 2025 · Good AI Prism Market Study 2026/27, chapter 1

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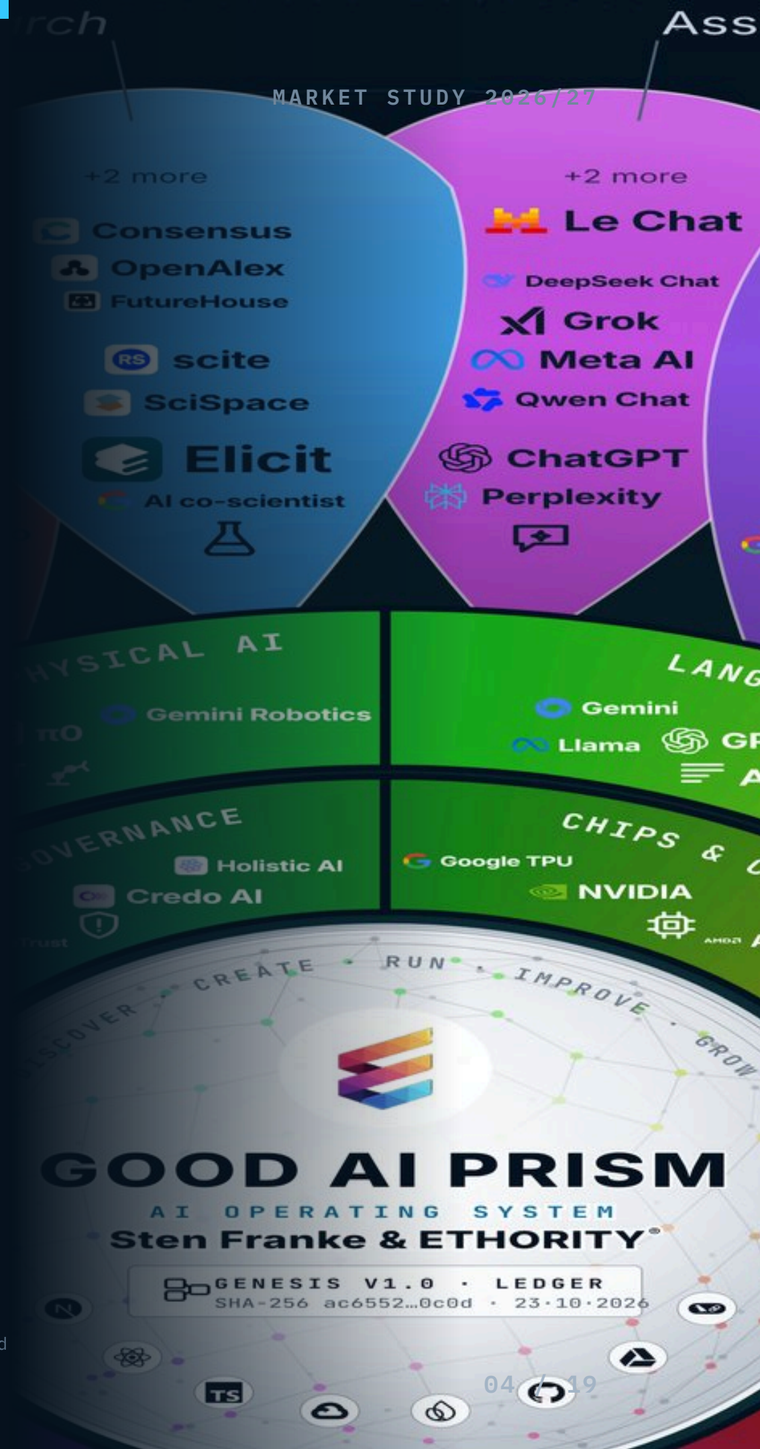
ETHORITY®
AI BUSINESS OPERATING SYSTEM

AI SPENDING 2026

Worldwide AI spending is forecast to rise by half in 2026.

US$2.67tn

forecast for 2026, up 49.5%. US$1.48tn of it goes into infrastructure.

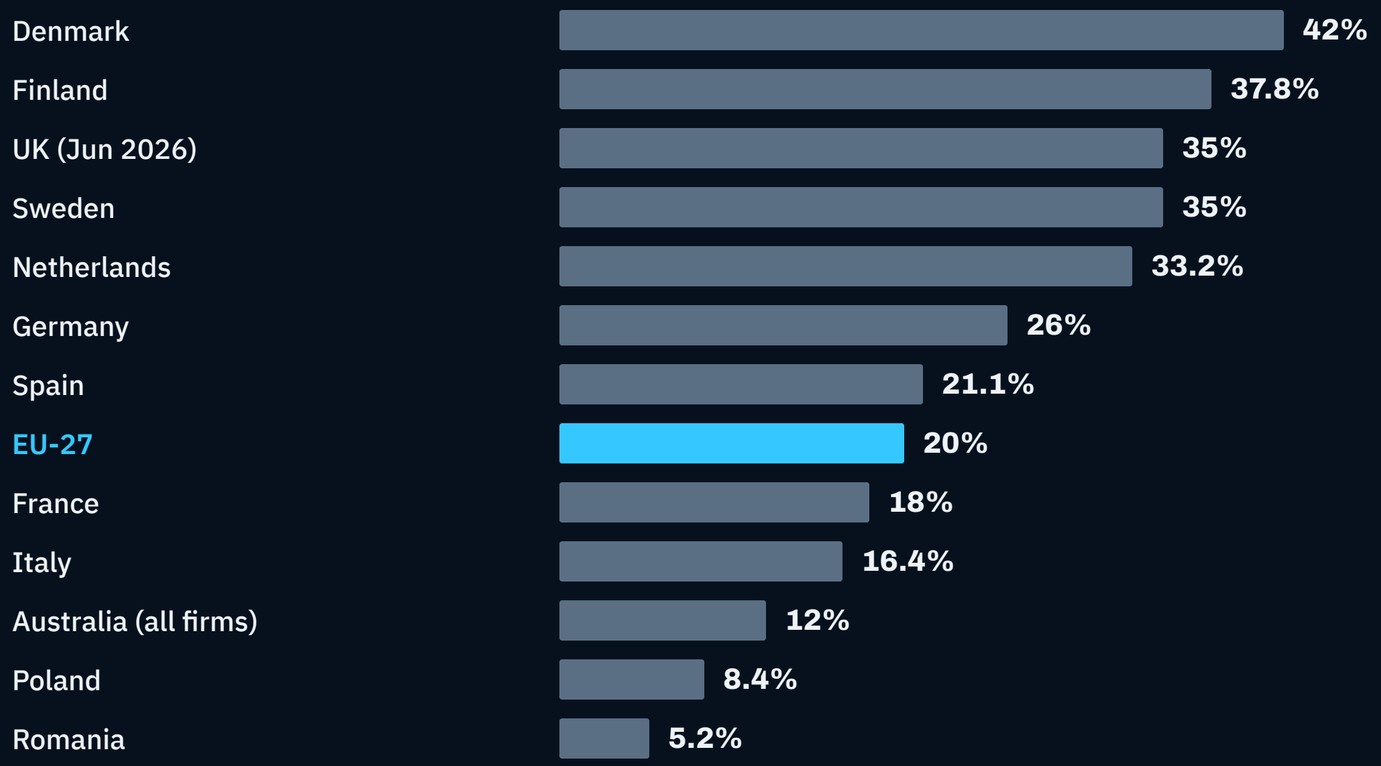


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EXHIBIT 1.3 · ADOPTION BY OFFICIAL COUNT

Official statistics count one firm in five in the EU, and two in five in Denmark.



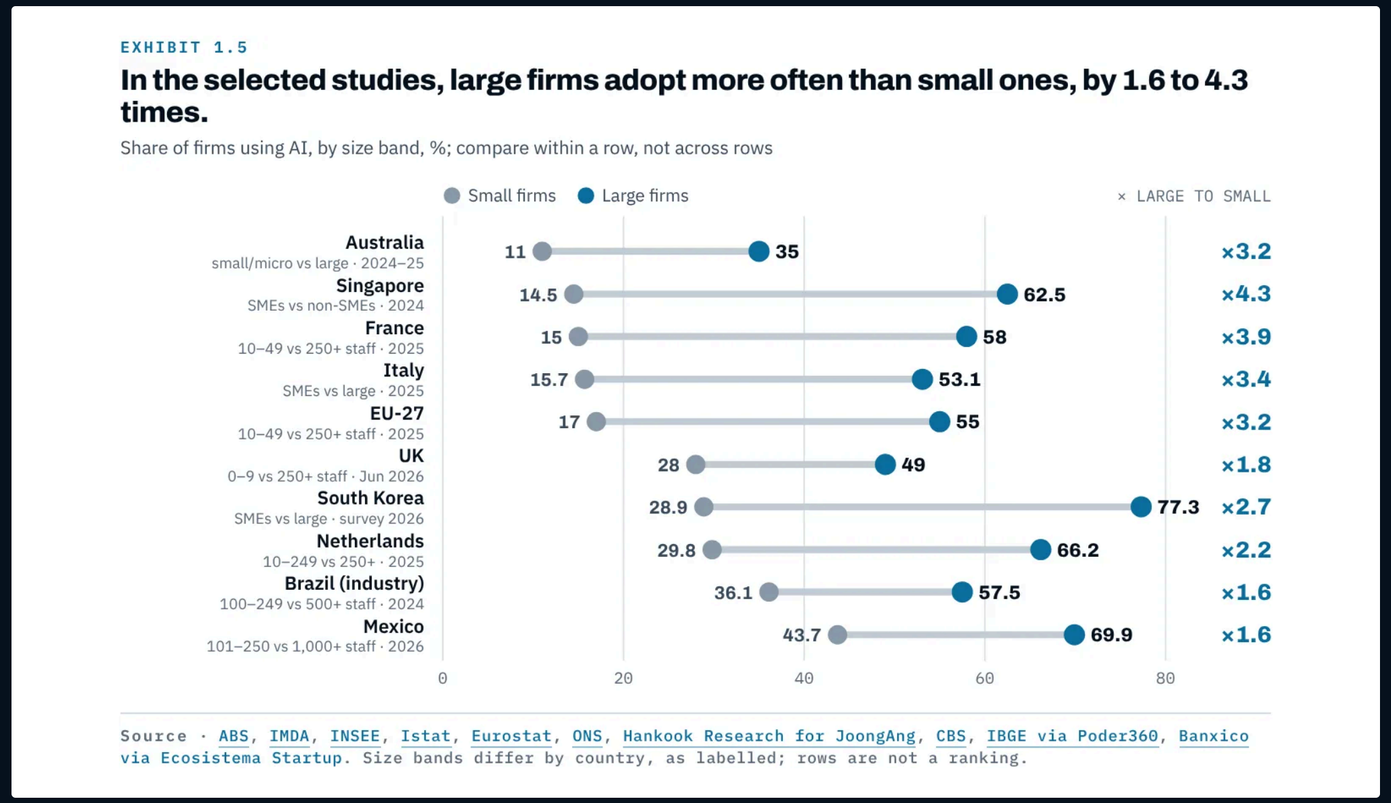
- Global executive surveys report nearly nine in ten; statistics offices count all firms with ten or more staff.
- The range runs from 5.2% in Romania to 42% in Denmark.
- Plan with the official figure for your market, not with the survey headline.

Source · Eurostat, Dec 2025 · ONS · INE · INSEE · Istat · ABS · Exhibit 1.3, Good AI Prism Market Study 2026/27

EXHIBIT 1.5 · THE SIZE GAP

Large firms use AI 1.6 to 4.3 times as often as small ones.

- In the EU, 55% of large firms use AI, against 17% of small ones.
- AI agents widen the gap: 40% of large organisations scale them, against 22% of smaller ones.
- The study recommends offers and programmes built for small firms.



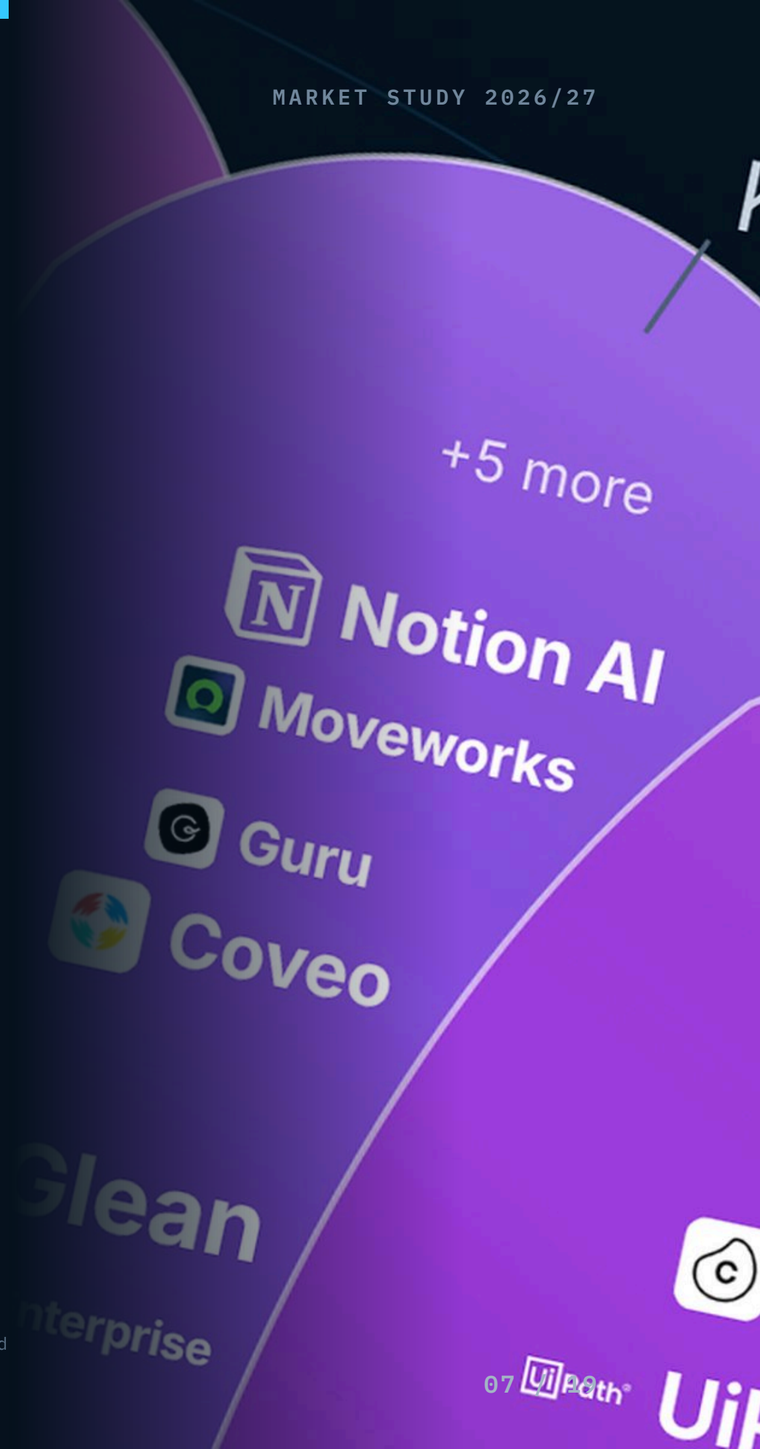
Source · National statistics offices 2024–26, as in Exhibit 1.5 · McKinsey, Aug 2026 · Good AI Prism Market Study 2026/27

WHAT HOLDS FIRMS BACK

Lack of know-how is the barrier named most often.

71%

of EU firms that considered AI say they lack the expertise to use it.



Source · Eurostat, 2025 · Good AI Prism Market Study 2026/27, finding 05

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AI AS A RUNNING COST

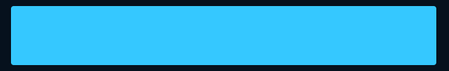
AI is becoming a running cost: about one surveyed organisation in five says it already limits use.

1 in 5

organisations say operating costs limit their use of AI.

HOW VISIBLE AI COSTS ARE

of large US firms see their AI costs in real time



26%

KPMG AI PULSE Q2 2026 · REVENUE US$1BN+

of large US firms name AI cost management as a barrier



35%

KPMG AI PULSE Q2 2026 · REVENUE US$1BN+

of firms in Mexico find AI cost structures hard to understand



46%

KPMG MEXICO, Q2 2026 · REVENUE ABOVE US$50M

Source · McKinsey, The state of AI, Aug 2026 · KPMG AI Pulse Q2 2026 · KPMG Mexico, Global AI Pulse Q2 2026 · Good AI Prism Market Study 2026/27, finding 08

02

CHAPTER 02 · THE RULES

AI laws already apply in South Korea and Vietnam; EU duties for listed high-risk uses from 2 Dec 2027.

AI laws apply in South Korea and Vietnam, US state rules from 1 Jan 2027, EU high-risk duties from 2 Dec 2027 and India’s data-protection duties from 13 May 2027.



Source · Regulation (EU) 2026/1744 · Good AI Prism Market Study 2026/27, finding 09

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EXHIBIT 2.1 · EU AI ACT

Transparency duties already apply; duties for listed high-risk uses follow on 2 Dec 2027.

2 Aug 2026

Transparency: people must be told when they deal with an AI (Article 50).

APPLIES NOW

2 Dec 2026

Machine-readable marking for generative AI already on the market (Article 50(2)).

2 Dec 2027

High-risk duties for uses listed in Annex III, such as certain AI in hiring, credit, insurance, education and public services.

PLAN NOW

2 Aug 2028

High-risk duties for AI in regulated products such as machines and medical devices, where Annex I applies.

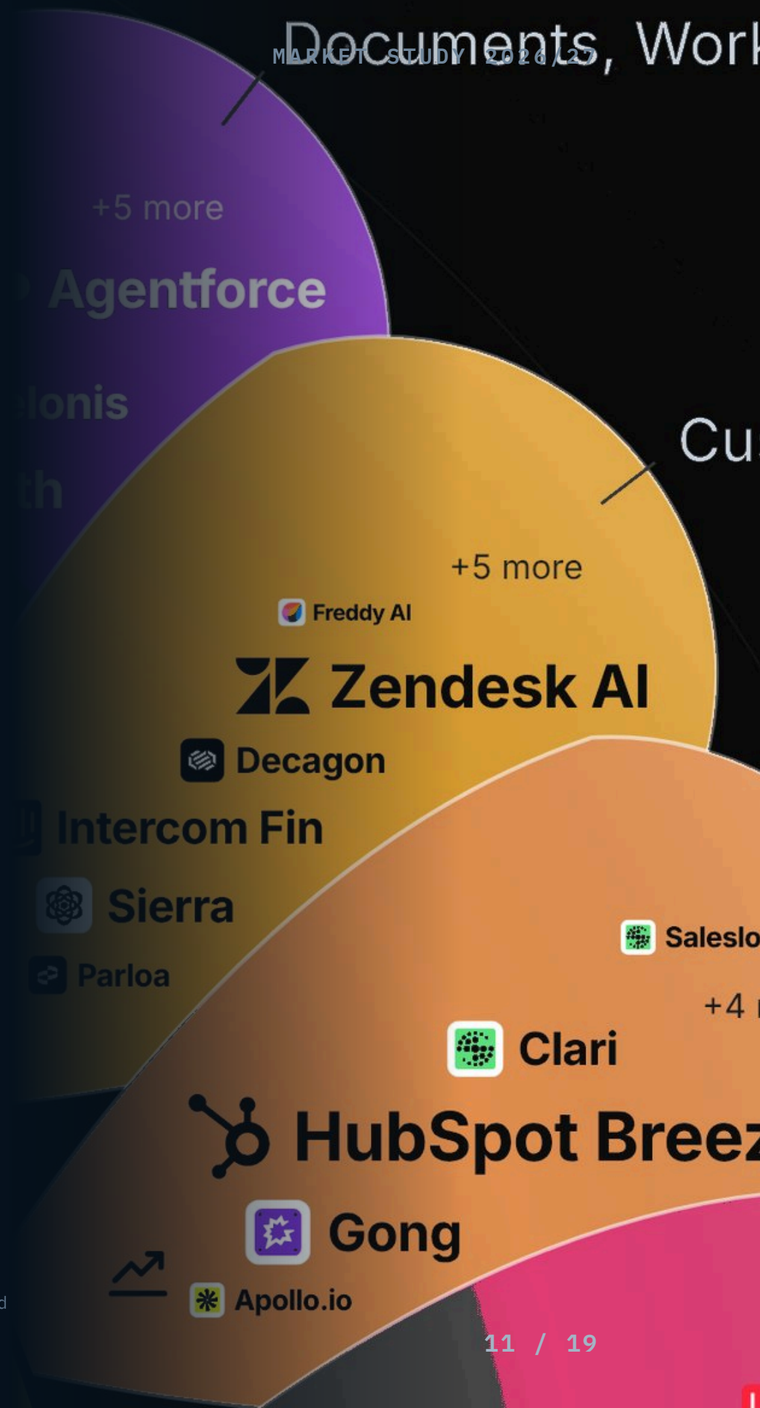
Source · Regulation (EU) 2026/1744, EUR-Lex · Exhibit 2.1, Good AI Prism Market Study 2026/27

BUYING AI · WHAT PROVIDERS PUBLISH

Buyers can rarely compare AI offerings on facts.

43 of 107

customer-service AI offerings publish a price; 38 document an EU hosting option.



Source · Good AI Prism, October 2026 survey of provider information (reviewed 19–20 Oct 2026)

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EXHIBIT 8.2 · THE DECISION

Five questions decide whether you pilot, ask for evidence, redesign or stop.

1

Relevance

Is the process important enough to change?

If not: choose another process.

2

Baseline

Is there a measured baseline and an owner?

If not: measure first (checkpoint 1).

3

Facts

Do the deciding facts exist in writing for at least two options?

If not: ask for them before any demo.

4

Checks

Are privacy, security, workplace and contract checks done, and is the use high-risk?

If high-risk: add the extra controls first.

5

Result

Did the pilot meet its threshold for accepted results?

If not: redesign or stop. If yes: scale (checkpoint 2).

Source · ETHORITY decision sequence · Exhibit 8.2, Good AI Prism Market Study 2026/27

THE FOUR QUALITIES

Good AI is effective, efficient, economic and responsible.

Compliance is part of responsible implementation. Responsibility goes further: a legally permitted application can still be badly designed or harm the people affected.



01

Effective

AI supports a concrete goal with results you can check.



02

Efficient

Effort, cost and human rework are counted.



03

Economic

A technical gain is tested for its real business value.



04

Responsible

People, rights, safety and ethical consequences are part of the decision.

THE FOUNDER'S VIEW

AI pays off when people can work with it. Bring your teams in early, train them alongside the rollout and name who decides. Then AI grows with your organisation as conditions change.



Sten Franke
FOUNDER & CEO · CHIEF AI ARCHITECT, ETHORITY

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THE STUDY · GLOBAL EDITION · V2.6

961 AI offerings on one map: decide now what you will use in 2027.

How companies worldwide adopt AI, what 961 offerings promise and document, and how to run AI once you have chosen it. Every figure has a source.

961
AI offerings mapped
GOOD AI PRISM, OCT 2026

30+
economies compared
MARKET STUDY 2026/27

90
pages, English edition
GLOBAL EDITION V2.6

READ THE STUDY (PDF, 90 PAGES)

https://ethority.ai/research

Read the study
https://ethority.ai/research/publications/market-global-en

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WHO LEADS YOUR PROJECT

Sten Franke leads every project.

STEN FRANKE · FOUNDER & CEO · CHIEF AI ARCHITECT

> “I help you make sense of the AI market, take sound decisions and shape the implementation — combining market intelligence, systems architecture and economic evaluation.”

2009
the first German Social Media Prisma

961
AI offerings on the Good AI Prism

11
entry offers and services with a clear scope

Source · ETHORITY company history · Good AI Prism, Oct 2026 · ethority.ai offer pages, Oct 2026

NEXT STEP

Discuss your case with Sten Franke.

CHECK AI Readiness & Maturity Check: one workshop day, then the written assessment
https://ethority.ai/products/enterprise-services/readiness-maturity-check

CALCULATE Test your own case with the AI calculators
https://ethority.ai/solutions/calculators

READ The Global Market Study 2026/27 (90 pages)
https://ethority.ai/research

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Sten Franke



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This presentation online
https://ethority.ai/research/presentations

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Registry of AI offerings
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Compare offerings
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Company
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Founder & network
https://ethority.ai/company/team

Contact
https://ethority.ai/contact

FIVE ENTRY OFFERS

Overview →

AI Decision Brief
https://ethority.ai/offers/ai-decision-brief

AI Business Blueprint
https://ethority.ai/offers/ai-business-blueprint

AI Trust Record
https://ethority.ai/offers/ai-trust-record

AI Trust Pilot
https://ethority.ai/offers/ai-trust-pilot

AI Opportunity Case
https://ethority.ai/products/enterprise-services/opportunity-case

SEVEN SERVICES

Overview → · AI Opportunity Case: see entry offers

AI Readiness & Maturity Check
https://ethority.ai/products/enterprise-services/readiness-maturity-check

AI Act Readiness Sprint
https://ethority.ai/products/enterprise-services/ai-act-readiness-sprint

AI Literacy & Adoption
https://ethority.ai/products/enterprise-services/literacy-adoption

AI Governance Setup
https://ethority.ai/products/enterprise-services/governance-setup

AI Estate Audit & Mapping
https://ethority.ai/products/enterprise-services/estate-audit

AI Governance Retainer
https://ethority.ai/products/enterprise-services/governance-retainer

STUDIES, ARTICLES, TOOLS

Global Market Study 2026/27
https://ethority.ai/research/publications/market-global-en

All studies
https://ethority.ai/research/publications

Articles
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AI calculators
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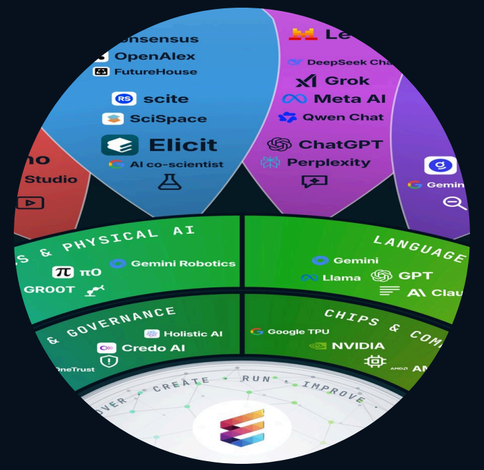
Glossary
https://ethority.ai/learn/glossary

Method
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Good AI Prism by Sten Franke & ETHORITY®



EDITION	Market Study presentation · EN · v3.3 · 27 Oct 2026
BASED ON	Put AI to Work: The Good AI Prism Global Market Study 2026/27, global edition v2.6
LINEAGE	Since the first Social Media Prisma in 2009 · Roots: ETHORITY.AI and STEN.AI
SOURCES	Named on every slide; study figures as in the Global Market Study v2.6
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TEXT	© 2026 ETHORITY & STEN.AI LLC

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