DELPHI
ADVISORY

Signals to Strategy.

INSIGHTS REPORT

AI TRANSPARENCY

AIUC Global™

AIUCID_ZL1GMMF6.

Table of Contents

DELPHI
ADVISORY

Founded at the intersection of communications, business intelligence, and high-trust sectors, Delphi Advisory operates where authority is non-negotiable. Rather than chasing reach alone, the firm focuses on how narratives form, endure, and gain legitimacy across traditional and social media, audiences, and increasingly AI systems. An AIUC Global Ambassador, Delphi Advisory delivers strategic communications and audience intelligence, using AI to support research synthesis, summarisation, and drafting efficiency, while all analysis, judgement, and final editorial decisions remain human-led, reviewed, and approved prior to client delivery.

AIUC Global™

The AI Usage Classification™ (AIUC) exists to promote transparency, accountability, and clarity in how artificial intelligence is applied across different domains of work. Its purpose is not to evaluate the quality or ethics of (AI) use, but to provide a simple, shared language for organisations and individuals to describe the level of AI involvement in the generation, creation, design or development of artefacts, content, and products, in professional, personal and creative settings.
By supporting honest disclosure, the classifications enable stakeholders - including clients, regulators, consumers and communities - to understand when and how AI is used, fostering trust, informed engagement, value assessment, and responsible innovation.

Executive Summary

Who this report is for

AIUC Global leadership, strategic partners, ambassadors, and product/commercial stakeholders shaping the rollout of the AI Usage Classification framework across enterprise, public-sector, and creator ecosystems.

Summary

AI transparency discussion accelerated materially across the tracking window, driven by simultaneous regulatory action and rising reputational risk for undisclosed AI use. The dataset captured:

- 9,967 mentions over a 3-month window (20 Nov 2025 – 19 Feb 2026)
- 96 priority articles fully reviewed
- 35.6M social reach
- Daily mention volume rising from ~85/day (late Nov) to 120–165/day (early Feb)

What this means:

Most emerging disclosure regimes specify what must be disclosed, but not how to disclose in a way that is legible, comparable, and proportionate to actual AI involvement. The discourse is moving from a binary "AI or not" framing toward nuance (degree of AI contribution, accountability, and governance at the output level). AIUC's core advantage is that it can operate as the human-legible layer above technical provenance and watermarking standards.

What's working right now

- Regulation-led framing (not ethics-led): transparency is being positioned as public-safety and governance infrastructure, not optional "responsible AI" branding.
- Provenance alignment: technical standards (notably C2PA-style provenance + detection tooling) are being treated as compliance-ready foundations.
- Nuanced disclosure language: the market is actively searching for ways to describe how much AI shaped an output (minimal assist vs substantial generation), without triggering backlash or false equivalence.
- Trust-as-competitive-advantage positioning: transparency investments are increasingly framed as differentiation, not cost.

What's not working

- Binary disclosure (AI / not AI): it's increasingly treated as inadequate, both by regulators and audiences.
- Technical-only disclosures: highly technical training-data or watermark details don't solve audience comprehension or reputational risk on their own.
- Policy without practice: workforce "shadow AI" and day-to-day usage gaps are being discussed as governance failures, not employee misconduct.

Methodology

Purpose

Combine media-volume tracking, full-text review of priority coverage, and audience intelligence to identify:

1. What's driving attention and urgency in AI transparency
2. Where regulatory and reputational pressure is concentrating
3. Which audiences are most engaged with governance and disclosure, and how to reach them

Tools and What Each Did

1. Brand24 (trend and momentum signal): Mention + reach dataset: 9,967 mentions across the defined period
   - AI transparency
- Full-text article review: 96 priority articles from established legal, news, and industry sources (to extract concrete drivers, requirements, and narrative frames).
2. Audience intelligence (Audiense / X bios): audience of ~2,100 accounts built from governance/ethics/policy bio keywords.

Quality Controls

- Priority coverage was full-text reviewed (not headline-only).
- Audience build is explicitly tied to bio-keyword criteria (governance / policy / accountability terms), rather than broad "AI interest."

Theme - AI Transparency

The conversation around AI transparency generated significant discussion with 3.4k mentions and 8.1M reach, driven by X/Twitter (40%), news (26%), and videos (21%); sentiment is mostly neutral (~70%), with 27% positive (919 mentions) far outweighing 3% negative (106 mentions). Positive sentiment highlights trust-building, verifiable AI innovations, and regulatory progress, while negatives focus on political opposition to transparency laws, AI bias concerns, and opaque data centre growth.

Dominant theme sub narrative is AI transparency & trust building (588 mentions, 1.2M reach), stressing explainable systems, accountability, and combating "black box" biases to prove safety in healthcare, finance, and beyond. Key areas include regulation & legislation (162 mentions, 335.3k reach), California's rules effective Jan 1, 2026, Utah's HB 286 facing White House pushback, New York's RAISE Act; governance & business transformation (339 mentions, 953.1k reach) on ethical frameworks, data privacy, and adoption; blockchain & on-chain solutions (327 mentions) featuring zkML, on-chain verification, and verifiable AI foundations; and entertainment/content creation (111 mentions, 1.4M reach, ~34% of total reach) emphasising disclosure for AI-generated music, video, and media.

Trends show 63% YoY demand surge, transparency as competitive advantage for trust and ethics (not just compliance), rising cryptographic/decentralised solutions, and regulatory momentum led by California and the EU, audiences seek practical, evidence-based transparency as a strategic priority.
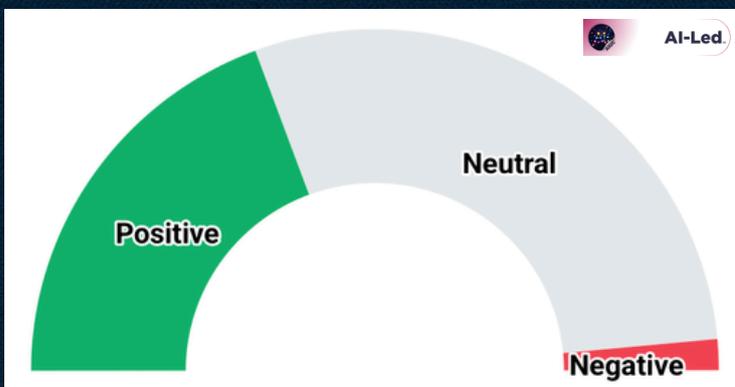
Sentiment

Word Cloud

Audience Intelligence

Audience definition

A professional community engaged with AI governance, disclosure, accountability, and AI risk, built via targeted X biography terms (AI governance, responsible AI, AI policy/ethics/assurance, algorithmic accountability, AI audit, trustworthy AI, AI risk).

Demographic snapshot

- Gender: ~59% men, ~41% women
- Age: concentrated in 25–34 (~49%) and 35–44 (~25%)
- Top geographies: US (~28%), UK (~13%), India (~6%), Germany (~5%)
- Top cities: London (~9%), Washington DC (~5%), San Francisco (~4%)
- Language: English is primary for ~51% (high for a global X audience)

Insight: This is an internationally distributed but Anglophone, regulation-adjacent audience concentrated in jurisdictions with active policy movement, meaning they amplify and operationalise disclosure norms early.

Psychographic profile

High Openness and Conscientiousness with an "analytical, authority-challenging" engagement style. Messaging that treats classification as systems infrastructure (not compliance theatre) is more likely to land.

Influence network (signals of credibility)

Strong affinities to mainstream AI labs and figures (e.g., OpenAI, Anthropic, Google DeepMind, prominent AI leaders), indicating the audience is "inside" the AI ecosystem rather than external critics. This matters: they respond to technical credibility and implementation detail, not slogans.

Segments (practical GTM entry points)

- Safety / policy strategy cluster: DC-concentrated, frontier risk aware; wants auditability and incident-ready governance.
- Machine learning practitioners: will challenge the taxonomy unless it's rigorous; they reward empirical clarity.
- System builders / application innovators: high-fit for Navigator-style implementation; want portable standards they can ship.
- Enterprise innovation decision-makers: ROI + risk framing outperforms mission framing.

Audience Intelligence

Online habits
- Mobile-first (~61%)
- High amplification propensity (over-index on retweets and likes vs baseline)

Content rules for this audience
They won't reward generic "responsible AI" language. They will reward:
- Concrete classification examples (what gets labelled how, and why)
- Implementation clarity (how it fits workflows, where it sits alongside watermarking/provenance)
- Proof of proportionality (avoiding false equivalence between light assist and heavy generation)
- Auditable governance framing (especially for enterprise and policy clusters)

Content angles to align with
- "Making AI disclosure understandable"
- "From shadow AI to governed AI: how teams disclose safely without over-confessing"
- "Why binary labels fail regulators and audiences and what replaces them"
- "How to align usage classification with upcoming disclosure obligations (without rebuilding everything per jurisdiction)"

THANK YOU
FOR YOUR TIME

🌐   delphiadvisory.au

✉️   jack@delphiadvisory.au

📞   0452204070