



What and Why

AI is diffusing rapidly, and governments and multilateral institutions are directing billions toward digital infrastructure, skills programs, and labor policy. But they are acting with limited evidence on how AI adoption varies across countries and sectors.

The Global AI Adoption Index is a joint initiative of intergovernmental organizations, including the World Bank Group, IMF, and OECD, and leading AI companies — including Anthropic, Google, Microsoft, OpenAI, and OpenRouter. Unlike measures built on surveys or proxies, these organizations are working together on a harmonized method that leverages privacy-protected company data to track consumer chat and API adoption across countries, normalized against population, income, connectivity, and other national baselines. These usage indicators would be supplemented with measures of conditions that shape adoption, including digital infrastructure, labor markets, and languages, drawing on complementary data and research from partners including Meta, LinkedIn, and Ookla.

What We Are Building Towards

- 1 Establish the **first harmonized, multi-company measurement system** for global generative AI adoption, launched at the 2027 Global AI Summit.
- 2 Ensure the system is **demand-driven and policy-relevant** to project stakeholders.
- 3 Build **coalition and infrastructure durable enough** to persist beyond the 2027 publication as recurring statistical output.

The Challenge

Every major AI company holds a piece of this picture in its own usage logs, but no single company can see the whole.

Turning proprietary, competitively sensitive data from rival companies into one shared, comparable public good has not been attempted at this scale before.

DDP's Role

The **Development Data Partnership** is a consortium of 12 international organizations and more than 30 tech companies. DDP has an 8-year track record of facilitating private data sharing for public good.

This project applies DDP's experience creating privacy-preserving aggregation pipelines, data-sharing agreements that protect commercial sensitivity, and a participatory governance structure.

Who Can Use It and How

- **Government agencies** — benchmark national AI adoption and target digital-economy investment.
- **Intergovernmental organizations** — direct technical assistance and lending toward measurable adoption gaps; evidence-informed AI policy and regulatory advisory.
- **National statistical offices** — build AI activity into labor market, productivity, and national accounts statistics.
- **Civil society and researchers** — leverage a common foundational dataset for advocacy and research.
- **Companies** — evaluate market, localization, and infrastructure priorities.

What We Aim to Measure as Quarterly Indices

- **Consumer chat intensity and diffusion** — quarterly measures of adoption, by country
- **Consumer chat** — harmonized sampling and taxonomy approaches across companies for analyzing how people use AI, by country
- **API token intensity** — quarterly measure of use, by country
- **API users and use metrics** — harmonized approach across companies for understanding model choices and industries (tbc)

Every indicator is normalized across a range of bases — population, GDP, GDP per capita, internet-connected population, working-age population, and median wage, among others.

Path to Publication

- **Jun 2025** First Roundtable convened
- **Nov 2025** Technical Committee formed
- **Apr 2026** Spring Meetings Roundtable
- **Sep 2026** First batch commitments and legal agreements complete
- **Oct 2026** Roundtable finalizes research agenda based on stakeholder consultation outcomes
- **Jan 2027** Global Index technical methodology finalized
- **Feb 2027** US adaptation assessment and consultation completed
- **Apr 2027** Roundtable approves first iteration. Government consultations commence
- **Jun 2027** Global AI Summit — formal launch and joint publication of first quarterly indicators

The Coalition

INTERNATIONAL ORGANIZATIONS

Publication Oversight - Chief Statisticians:

World Bank Group (Haishan Fu) · **IMF** (Bert Kroese) · **OECD** (Steve MacFeely)

Contributing DDP Members:

ADB

AfDB

EBRD

CAF

IDB

IDB Invest

UNDP

UNICEF

TECH COMPANY COMMITMENT SIGNATORIES

Anthropic

Google

Meta

Microsoft

OpenAI

GitHub

LinkedIn

OpenRouter

Ookla

IN DISCUSSION

Additional companies operating in different countries are in active discussion for participation.

Additional Components

US AI Adoption Index

State-level indicators launching alongside the global index, informed by civil society stakeholder consultations led by the Partnership on AI.

Supplementary datasets

A research program with LinkedIn, Meta, Ookla, and others building complementary datasets beyond chat and API data.

Low-resource language index

Accounting for new open-source datasets and audio/voice data, not just web crawl.

SUPPORT

Program grant funding provided by the Gates Foundation and Schmidt Sciences. Analytical work and global stakeholder inputs contributed by DDP member intergovernmental organizations. US-based stakeholder engagement led by Partnership on AI. Interested collaborators are welcome to express their interest to the DDP Secretariat: datapartnership@worldbank.org.